

Kfm 94.5 STATION PROFILE



THE STATION

Kfm 94.5 is Cape Town's leading radio-driven multimedia brand. With the boldest personalities and the biggest shows in the Western Cape, we entertain audiences with the most music, fun, humour and life-changing moments. We connect people to their communities, to the Mother City, to the world and to each other. We truly are the soundtrack of the Cape, bringing you all your favourite music all day long.

Kfm 94.5 is your escape from adulting. Our audience of 1 116 000 turns to us for happiness and security and for an antidote to life's occasional "suckiness". We are committed to making a joyful difference in people's lives by helping them feel happy, connected and safe.

Weekday mornings start with a wake-up call by Liezel van der Westhuizen. At 6 am, Darren, Sherlin, and Sibs dish up a breakfast show filled with traffic, sport, news, music and laughs. And of course Whackhead's legendary Prank Call. Tracey Lange takes our listeners through to noon, followed by EB Inglis and The Flash Drive with Carl Wastie.

Tune into Kfm 94.5 for the music you love, the news you need to know and plenty of laughs to keep you smiling through the day. 94.5 FM or online at www.kfm.co.za

Twitter: @KFMza

Facebook: @KFMza

HEADSPACE



According to our AudioScope Wave 1 research, Kfm 94.5 listeners:

They tend to be spread in terms of their wealth

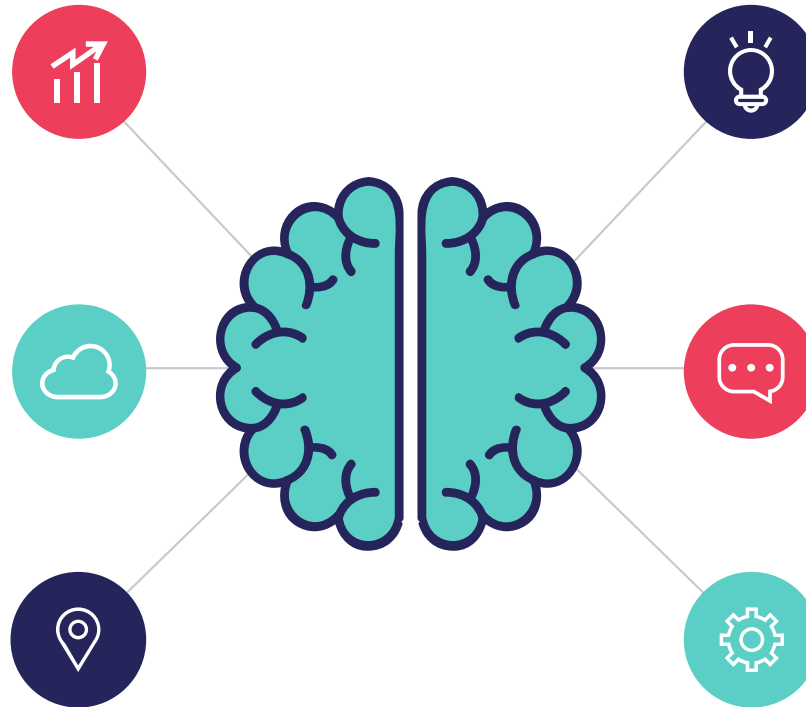
The majority of these listeners consider themselves working and middle-class

Responsible for purchases

77% are responsible for purchases in their HH

They are likely to switch brands for a special

8 out of 10 of these listeners agree that they will switch brands if there is a special



Conservative Traditionalists

Kfm listeners are more likely to describe themselves as being conservative and traditional, but they may have a slight flair for being creative. Interestingly, they are more likely than the other listeners to describe themselves as being a joker

Entertainment

These listeners are more likely to be exercising over the weekend than other radio listeners

They shop more on the weekend

6 out of 10 of these listeners shop on a weekend





WITH
1.1 MILLION LISTENERS
KFM IS THE BIGGEST AND ONLY CHOICE
IN THE WESTERN CAPE.

kfm 94.5
KFM.CO.ZA

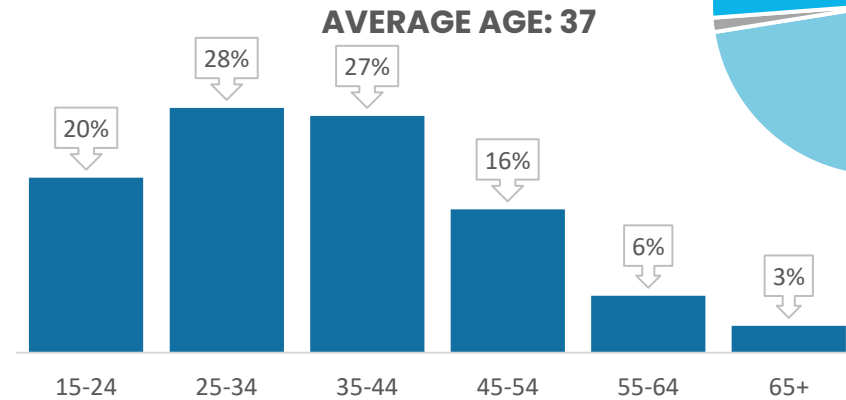
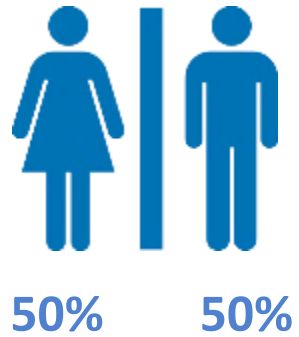
Source: BRC RAMS AMPLIFY™ April to August 2021, Past 7 Days

THE # 1 COMMERCIAL RADIO STATION IN THE WESTERN CAPE



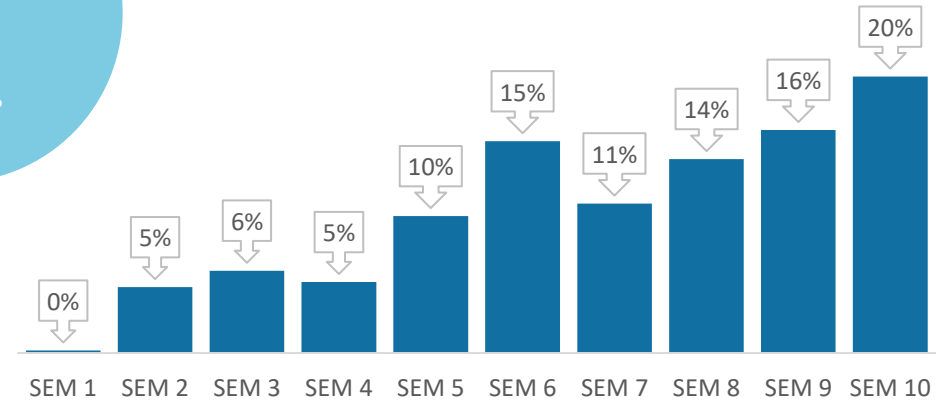
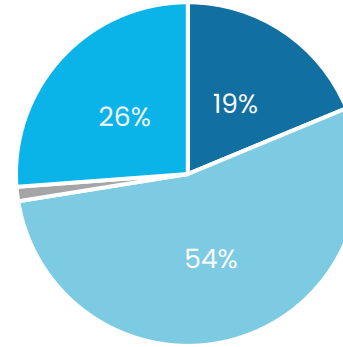
Audience

Yesterday	596 374
Past 7 days	1 115 593

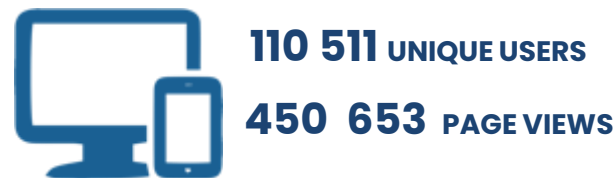


ETHNICITY

■ Black ■ Coloured ■ Indian/Asian ■ White



DIGITAL FOOTPRINT (October 2021)



Source : BRC RAM 2021A
Google Analytics, Triton Digital, Facebook, Twitter, Instagram, YouTube, Narrative

KFM 94.5 AUDIENCE PROFILE



DID YOU KNOW

- Kfm 94.5 scores high in terms of accessibility, familiarity and being connected to the audience.
- Kfm 94.5 rates high in positive associations such as being fun to listen to, the presenters talking about things that matter and having a good balance between talk and music
- Kfm 94.5 has increased in first choice and second choice preference.



LINE UP

Weekdays

05:00 - 06:00	Early Mornings with Liezel van der Westhuizen
06:00 - 09:00	Kfm Mornings with Darren, Sherlin, and Sibs
09:00 - 12:00	Mid-Mornings with Tracey Lange
12:00 - 15:00	Lunch with EB Inglis
15:00 - 19:00	The Flash Drive with Carl Wastie
19:00 - 22:00	Kfm Nights with Brandon Leigh
22:00 - 01:00	The Most Music for your late nights
01:00 - 05:00	The Best of the Cape

Saturdays

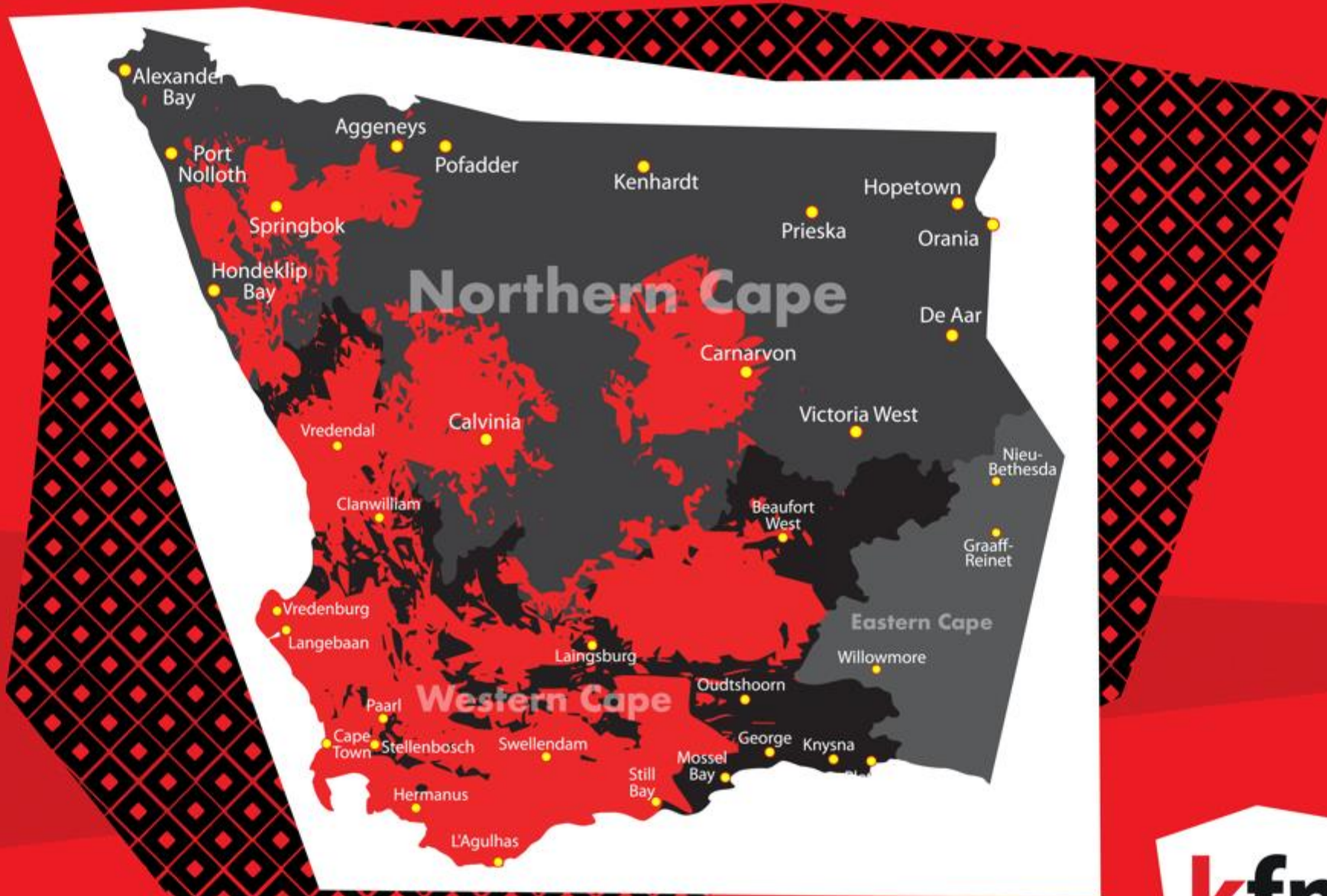
01:00 - 04:00	Kfm Weekend Overnights with Mitch Matyana
04:00 - 07:00	Jonathan Duguid
07:00 - 10:00	Weekend Breakfast with EB Inglis
10:00 - 14:00	Kfm Top40 SA with Carl Wastie
14:00 - 18:00	Mitch Matyana
18:00 - 21:00	The BLOK party with Mamohau Seseane
21:00 - 01:00	The BLOC party

Sundays

01:00 - 04:00	Mitch Matyana
04:00 - 07:00	Jonathan Duguid
07:00 - 10:00	Sunday Breakfast with Saskia Falken
10:00 - 15:00	Sundays with Brandon Leigh
15:00-19:00	#KFMSundaze
19:00 - 22:00	Sunday Love Songs with Mamohau Seseane
22:00 - 01:00	Automated



Coverage Map





THANK YOU