

DEMOGRAPHIC PROFILE

KAYA FM PERFORMANCE HIGHLIGHTS (Part 1 of 2)

KAYA FM has a past 7 day listenership of 765 000 listeners, predominantly black. The core target market is urban, AFROPOLITAN listeners between the ages of 25 and 49 in Gauteng. KAYA FM offers a rich mix of music, news, sport and topic-driven features.

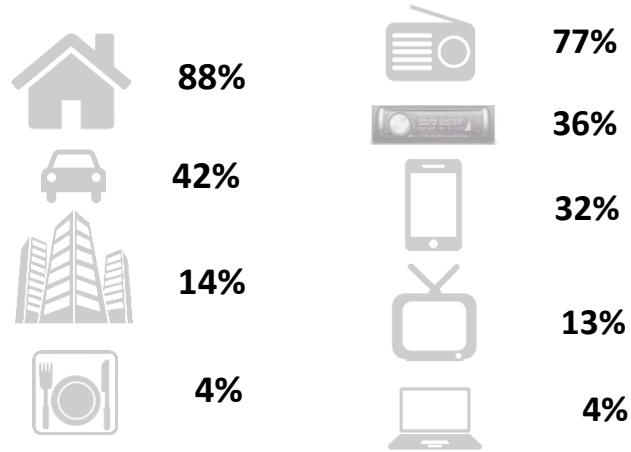
1h46
Daily
Listenership



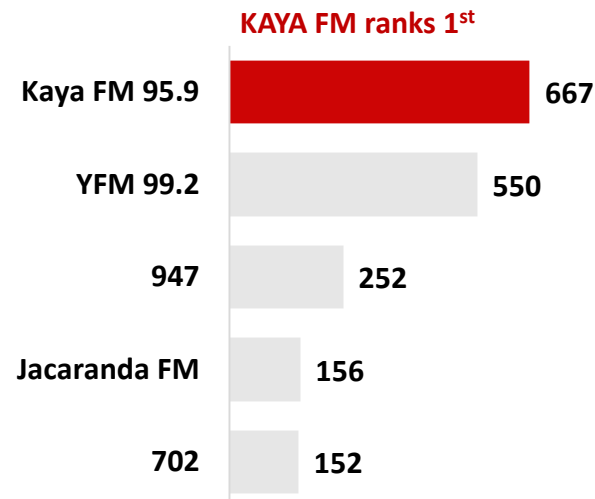
190 000
Exclusive
Listening



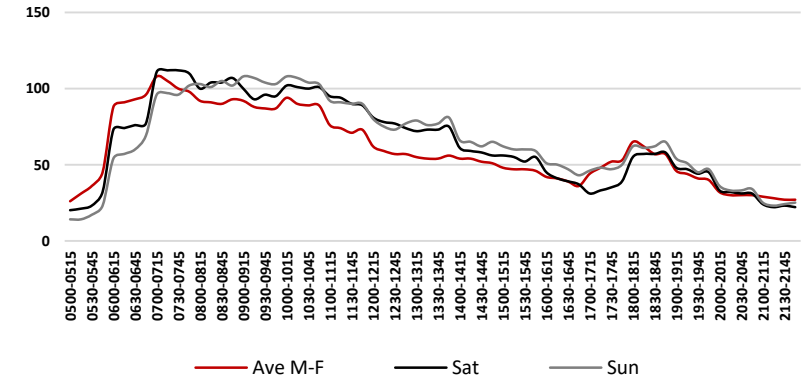
Listenership by location and device



Gauteng Regional Commercial Stations : Black adults ('000)

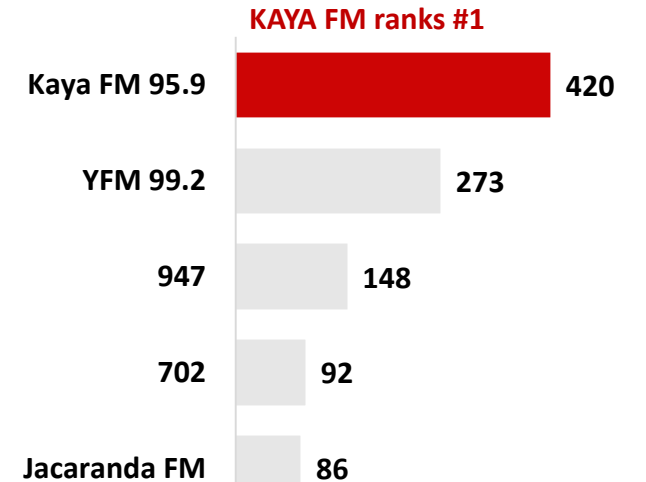


KAYA FM enjoys a strong audience throughout the day and week (Mon to Sun)



Ave Qhr, Mon – Sun, ADULTS

Gauteng Regional Commercial Stations : Black, Age 25 – 49, LSM 6-10



DEMOGRAPHIC PROFILE

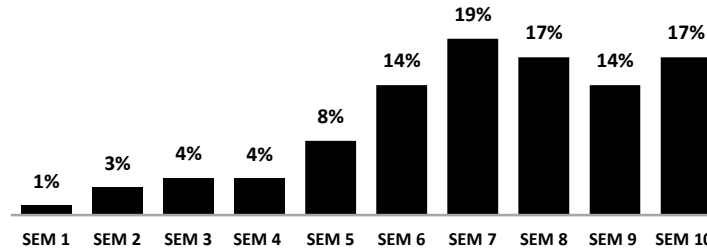
KAYA FM
PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)	Weekly Cume	766 000
	Mon-Sun (00h00-24h00)	742 000
	Mon-Fri (00h00-24h00)	684 000
	Saturday (00h00-24h00)	417 000
	Sunday (00h00-24h00)	389 000

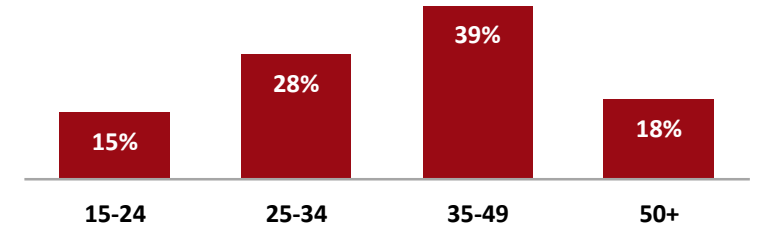
kayafm.co.za	Unique Browsers	34 618
	Page Views	119 421
	Visits	72 936

Social Media		78 600 Subscribers
		279 165 Fans
		654 837 Followers
		47 792 Followers

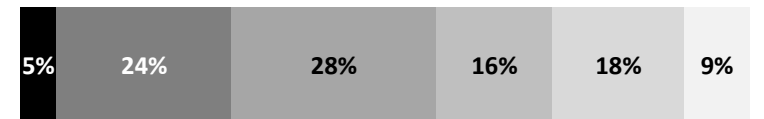
SEM (Socio Economic Segmentation)



Average Age: 38 years

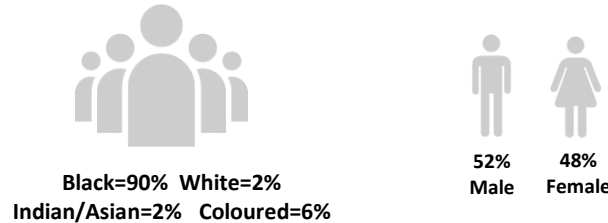


LSM Profile

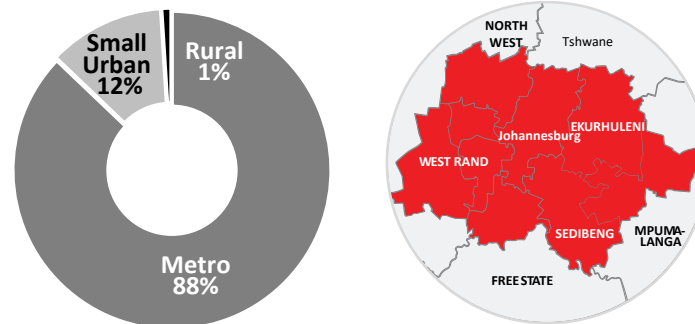


■ LSM 1 - 5 ■ LSM 6 ■ LSM 7 ■ LSM 8 ■ LSM 9 ■ LSM 10

Population profile



8 Commercial radio stations available in the region



Average Household Income: R18 005

