



MEDIA KIT

GET RESULTS ON
YOUR INVESTMENT



Who is ECR?

East Coast Radio is KZN's Number 1 Hit Music Station, known for creating unforgettable moments that resonate emotionally and bring people together.

We connect families, communities, and brands to the heartbeat of KZN and beyond. Whether it's through compelling content, breaking news, local stories, or the biggest hits, ECR is more than just radio, it's a lifestyle.

With a loyal audience of over 1.17 million listeners, we're proud to be the trusted voice in homes, cars, and workplaces across the province and the platform where brands come to truly connect, engage, and grow.

Who is listening?

East Coast Radio listeners are vibrant, lifestyle-driven individuals who embody the spirit of KZN. They love coastal living, embrace new experiences, and bring high energy to everything they do from their music choices to how they spend their weekends.

They're fun-loving, family-oriented, and proudly loyal to the ECR brand, showing up in strong numbers at events and activations across the province. Our core audience falls within the 25–49 age group, with an equal male and female split. They sit comfortably in SEM 7–10, making them a highly attractive and influential consumer base.

In terms of race, ECR proudly boasts the most diverse radio audience in KwaZulu-Natal a true reflection of the province's unique blend of cultures.

Most importantly, our listeners are the key decision-makers in their homes, selecting brands, managing budgets, and driving household purchases. When you speak to ECR listeners, you're speaking directly to the people who matter.



Why advertise with us



01 ECR listeners are loyal to the station.

They actively choose to listen for an average of 2h57 per day.

02 Listening behaviour

The majority of SEM 7-10 radio respondents listen in the car (37.9%) or at home (29%).

03 ECR listeners

Are family and lifestyle orientated, highly motivated, career driven, economically active

04 The combination

Of station values, on-air talent and content appeals to the audience and keeps them drawn in throughout the entire day.

05 ECR has the highest number of listeners

That have a post graduate qualification and are in the upper SEM 7-10 segment compared to key competitors in the province.

06 Listeners are decision makers

79% of ECR listeners are decision makers. The station has the highest number of listeners in the top end of SEM 7-10 market, that are either mainly or partly responsible for the day to day purchases within their respective households, compared to other regional commercial stations in KZN.

07 Highest average household income

ECR listeners have the highest average household income against its key competitors for the top end consumer in SEM 7-10.

08 Listners are likely to be employed

ECR listeners are more likely to be employed than the average KZN resident. 58% of listeners in the KZN top end SEM 7-10 segment are employed.

PRIME TIME presenter line-up



Monday - Friday



EC Breakfast

06:00 to 09:00

Monday - Friday



Carol Ofori

09:00 to 12:00

Monday - Friday



Danny Guselli

12:00 to 15:00

Monday - Friday



Stacey & J Sbu

15:00 to 18:00

Full Presenter Line-Up (Mon-Fri)



Sirshin Moodliar

04:00 to 06:00



Danny Guselli

12:00 to 15:00



Tee Xaba

21:00 to 00:00
(Mon-Thurs)



EC Breakfast

06:00 to 09:00



Stacey & J Sbu

15:00 to 18:00



Sam Cele

21:00 to 01:00
(Friday)



Carol Ofori

09:00 to 12:00



Deon G

18:00 to 21:00



Zisto

06:00 to 10:00



Styles Mbatha

10:00 to 14:00



Shaina-Rae

14:00 to 18:00



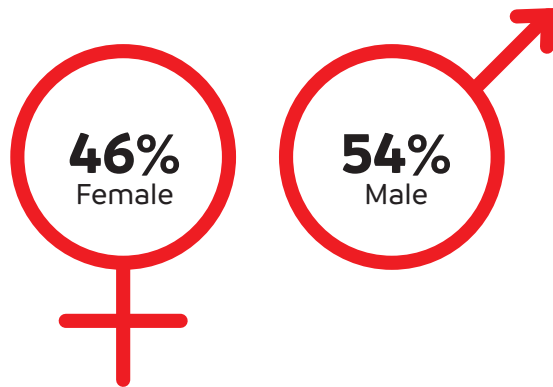
Sam Cele

18:00 to 22:00

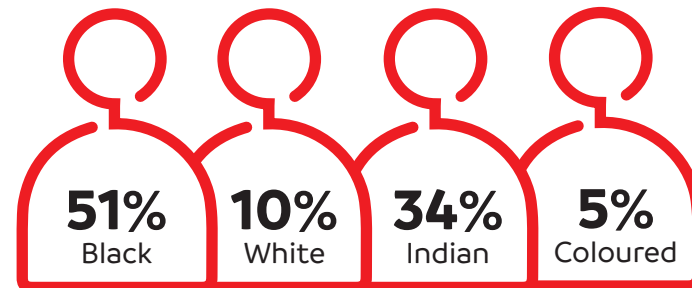
(Sat-Sun)

Audience Demographics

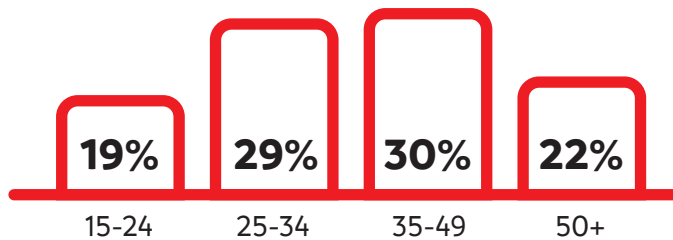
Gender breakdown



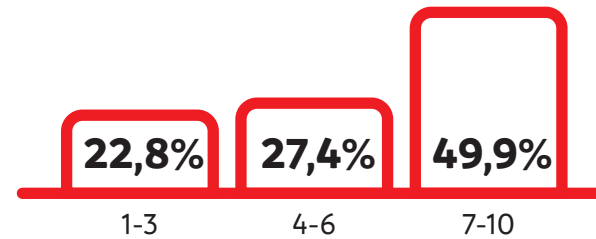
Race breakdown



25-49 years old



SEM



Audience Footprint

Margate

Port Shepstone

Amanzimtoti

Pinetown

Pietermaritzburg

Kosi Bay

Dundee

New Castle

Ladysmith

Empangeni

Escourt

Richards Bay

Vryheid

Glencoe

Sodwana Bay





Our reach

	Radio 1 169 Million Listeners Source: BRC RAMS Amplify		LinkedIn Impressions: 99199 Followers: 6402
	Digital Ave users Update: 650K Ave page views Update: 1.7 million		X 557 520 followers
	Digital audio Ave Users – 117 918 Ave Active Sessions – 606 965 Average TSL: 01h11 min		Instagram 129 947 followers
	CSI We are all about sustainability and community upliftment. The Big Favour continues to give back to KZN Communities throughout the year.		Facebook 560 019 followers
	Audio production East Coast Radio is a one-stop-shop offering tailored audio and production packages to suit any brand.		Podcast Ave Users - 70 792 Ave Podcast Sessions - 207 438
	First party data Bespoke Surveys. The sound insights panel allows us to reach over 5000 individuals with whom we can distribute surveys and get in-depth feedback on specific topics.		Event evolution Business Breakfast, Summer Body Bootcamp, and Big Walk
	WhatsApp 118 224 followers		

Advertising Rate Card



Mon-Fri	Generic	Feature	Live Read	Pref Spot
00:00-04:00	R360	R468	R576	R504
04:00-06:00	R1 590	R2 067	R2 544	R2 226
06:00- 09:00	R21 075	R27 398	R33 720	R29 505
09:00-12:00	R7 800	R10 140	R12 480	R10 920
12:00-15:00	R7 455	R9 692	R11 928	R10 437
15:00-19:00	R10 845	R14 099	R17 352	R15 183
19:00-22:00	R2 175	R2 828	R3 480	R3 045
22:00-00:00	R390	R507	R624	R546
Saturday	Generic	Feature	Live Read	Pref Spot
00:00-06:00	R390	R507	R624	R546
06:00-09:00	R6 555	R8 522	R10 488	R9 177
09:00-12:00	R6 555	R8 522	R10 488	R9 177
12:00-15:00	R2 145	R2 789	R3 432	R3 033
15:00-19:00	R2 130	R 2 769	R3 408	R2 982
19:00-00:00	R735	R956	R1 176	R1 029
Sunday	Generic	Feature	Live Read	Pref Spot
00:00-06:00	R360	R468	R576	R504
06:00-09:00	R2 565	R3 335	R4 104	R2 037
09:00-12:00	R2 625	R3 413	R4 200	R3 675
12:00-15:00	R1 425	R1 853	R 2 328	R1 995
15:00-19:00	R1 425	R1 853	R2 280	R1 995
19:00-00:00	R435	R566	R696	R609

EFFECTIVE 01 JULY 2026

Advertising Rate Card



Loadings		
Preferred spot loading		40%
Live reads loading		60%
Features loading		30%
Power spot loading		60%

Duration in seconds	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply by	0.5	0.6	0.7	0.8	0.9	1.0	1.17	1.33	1.5	1.67	1.83	2.0



Contact us
advertise@ecr.co.za

ADFac Rates



East Coast Radio ADFac Rates 2026/2027 (All costs excluding VAT)			
Performance fee	Usage	Production	Total
R1 150	(1 month) R1 700	R2 500	R5 350
R1 150	(3 consecutive months) R2 080	R2 500	R5 730
R1 150	(6 consecutive months) R2 580	R2 500	R6 230
R1 150	(12 consecutive months) R3 500	R2 500	R7 150
Over 30sec and under 1 min			
R1 150	(1 month) R2 400	R3 500	R7 050
R1 150	(3 consecutive months) R2 700	R3 500	R7 350
Donut Advert (Information between the top and tail changes every month)			
Initial advert			
R1 150	(1 month) R1 700	R2 500	R5 350
Donut changes (Information between the top and tail. Maximum of 3 sentences)			
R1 150	(1 month) R1 700	R700	R3 550
Re-recording fee* (1 line) *Any recording done more than 4months after the initial recording date are charged at a full rate of Performance fee +Usage + Production			
R1 150	(1 month) R300	R350	R1800*
PSA			
R1 150	(1 month) R300	R350	R1800
Terms and Conditions			
• All rates are excluding VAT and based on 30 second radio spots unless stated otherwise. • Additional voices for any advert will be charged for at the full rate including performance and usage. • Final production costs will be signed off on the final script by client before production can begin.			



Government 2026/2027			
Over 30sec and under 1 min (All costs excluding VAT)			
Performance fee	Usage	Production	Total
R1 150	(3 consecutive months) R2 500	R2 600	R6 250

Flight Club Rates 2027/2028 (All costs excluding VAT)			
New Clients			
1x VO 30sec			
Performance fee	Usage	Production	Total
R1 150	(12 consecutive month) R3 500	R2 200	R6 850
2x VO 30sec			
Performance fee	Usage	Production	Total
R1 150	(12 consecutive months) R3 500	R2 200	R11 500
R1 150	(12 consecutive months) R3 500	R0	
3x VO 30sec			
Performance fee	Usage	Production	Total
R1 150	(12 consecutive months) R3 500	R2 200	R16 150
R1 150	(12 consecutive months) R3 500	R0	
R1 150	(12 consecutive months) R3 500	R0	



Flight Club Rates 2026/2027 (All costs excluding VAT)			
Existing Clients			
1x VO 30sec			
Performance fee	Usage	Production	Total
R1 150	(12 consecutive month) R3 500	R1 900	R6 550
2x VO 30sec			
Performance fee	Usage	Production	Total
R1 150	(12 consecutive months) R3 500	R1900	R11 200
R1 150	(12 consecutive months) R3 500	R0	
3x VO 30sec			
Performance fee	Usage	Production	Total
R1 150	(12 consecutive months) R3 500	R1 900	R15 850
R1 150	(12 consecutive months) R3 500	R0	
R1 150	(12 consecutive months) R3 500	R0	

Terms & Conditions



- ☒ All East Coast Radio rates are based on minimum R6 000 per 30 sec ad.
- ☒ Rates are effective from 1 July 2026.
- ☒ Please note all production costs require upfront payment to ADFAC.
- ☒ Please budget a minimum of approximately R6 000 excluding VAT per production.
- ☒ All billboards will be read live.
- ☒ All airtime is subject to availability.
- ☒ East Coast Radio reserves the right to change on-air programming.
- ☒ Cancellation is subject to written notice being received and confirmed by East Coast Radio within 28 days prior to broadcast. Thereafter a 100% cancellation penalty will be applicable. Added Value is subject to availability at time of booking and broadcast.
- ☒ East Coast Radio prides itself on world class customer service, if you believe we have not exceeded your expectations in this regard please call our Customer Relations Manager on 031 570 9420.



EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

Thank you