



**EastCoastRadio**

KZN'S NO.1 HIT MUSIC STATION

# MEDIA KIT

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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.

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## 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



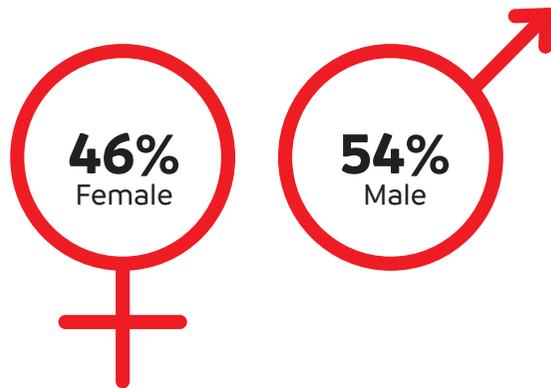
**Sam Cele**

18:00 to 22:00

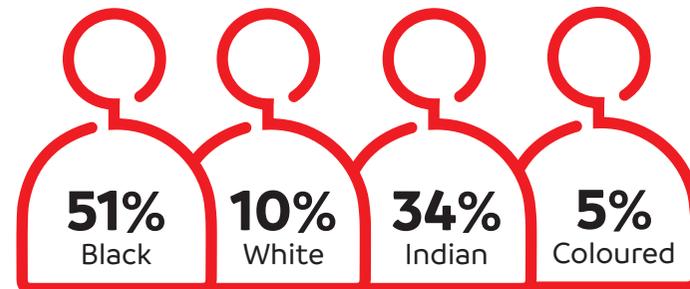
## (Sat-Sun)

# Audience Demographics

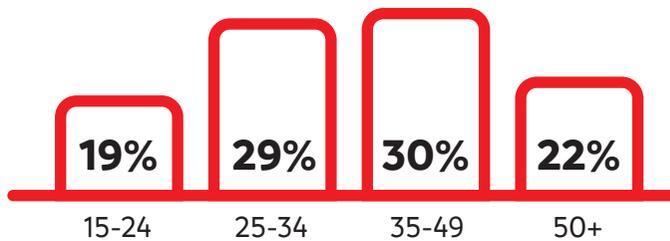
## Gender breakdown



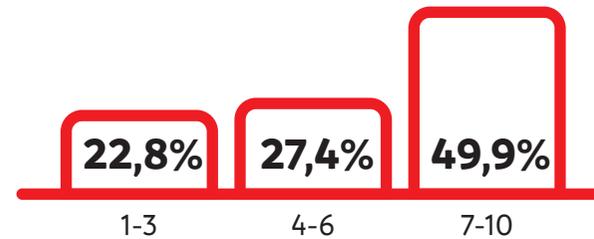
## Race breakdown



## 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**



# Ecosystem

Our ecosystem offers  
360° opportunities  
to reach your target market

Our reach	
 <b>Radio</b> 1 169 Million Listeners Source: BRC RAMS Amplify	 <b>LinkedIn</b> Impressions: 99199 Followers: 6402
 <b>Digital</b> Ave users Update: 650K Ave page views Update: 1.7 million	 <b>X</b> 557 520 followers
 <b>Digital audio</b> Ave Users – 117 918 Ave Active Sessions – 606 965 Average TSL: 01h11 min	 <b>Instagram</b> 129 947 followers
 <b>CSI</b> We are all about sustainability and community upliftment. The Big Favour continues to give back to KZN Communities throughout the year.	 <b>Facebook</b> 560 019 followers
 <b>Audio &amp; video production</b> East Coast Productions is a one-stop-shop offering tailored, 360-degrees content, audio and Video production packages to suit any brand.	 <b>Podcast</b> Ave Users - 70 792 Ave Podcast Sessions - 207 438
 <b>First party data</b> 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.	 <b>Event evolution</b> Business Breakfast, Summer Body Bootcamp, and Big Walk

# Advertising Rate Card



<b>Mon-Fri</b>	<b>Generic</b>	<b>Feature</b>	<b>Live Read</b>	<b>Pref Spot</b>
00:00-04:00	R345	R450	R555	R480
04:00-06:00	R1 515	R1 965	R2 430	R2 115
06:00- 09:00	R19 875	R25 845	R31 800	R27 825
09:00-12:00	R7 425	R9 660	R11 880	R10 395
12:00-15:00	R7 095	R9 225	R11 355	R9 930
15:00-19:00	R10 335	R13 440	R16 530	R14 475
19:00-22:00	R2 070	R2 685	R3 315	R2 895
22:00-00:00	R375	R495	R600	R525
<b>Saturday</b>	<b>Generic</b>	<b>Feature</b>	<b>Live Read</b>	<b>Pref Spot</b>
00:00-06:00	R375	R495	R600	R525
06:00-09:00	R6 255	R8 130	R10 005	R8 760
09:00-12:00	R6 255	R8 130	R10 005	R8 760
12:00-15:00	R2 040	R2 655	R3 270	R2 850
15:00-19:00	R2 025	R2 640	R3 240	R2 835
19:00-00:00	R705	R915	R1 125	R990
<b>Sunday</b>	<b>Generic</b>	<b>Feature</b>	<b>Live Read</b>	<b>Pref Spot</b>
00:00-06:00	R345	R450	R555	R480
06:00-09:00	R2 445	R3 180	R3 915	R3 420
09:00-12:00	R2 505	R3 255	R4 005	R3 510
12:00-15:00	R1 380	R1 800	R2 205	R1 935
15:00-19:00	R1 365	R1 770	R2 190	R1 905
19:00-00:00	R420	R540	R675	R585

**EFFECTIVE 01 JULY 2025**

# Advertising Rate Card



Loadings		
Preferred spot loading		<b>40%</b>
Live reads loading		<b>60%</b>
Features loading		<b>30%</b>
Power spot loading		<b>60%</b>

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



<b>East Coast Radio ADFac Rates 2025/2026</b> (All costs excluding VAT)			
Performance fee	Usage	Production	Total
R1 000	(1 month) R1 350	R2 500	R4 850
R1 000	(3 consecutive months) R1 670	R2 500	R5 170
R1 000	(6 consecutive months) R2 080	R2 500	R5 580
R1 000	(12 consecutive months) R2 845	R2 500	R6 345
<b>Over 30sec and under 1 min</b>			
R1 000	(1 month) R2 100	R3 230	R6 330
R1 000	(3 consecutive months) R2 580	R3 230	R6 810
<b>Donut Advert</b> (Information between the top and tail changes every month)			
<b>Initial advert</b>			
R1 000	(1 month) R1 350	R2 500	R4 850
<b>Donut changes</b> (Information between the top and tail. Maximum of 3 sentences)			
R1 000	(1 month) R1 350	R630	R2 980
<b>Re-recording fee*</b> (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 500*			
<b>PSA</b>			
R1 500			
<b>Terms and Conditions</b>			
<ul style="list-style-type: none"> <li>• All rates are excluding VAT and based on 30 second radio spots unless stated otherwise.</li> <li>• Additional voices for any advert will be charged for at the full rate including performance and usage.</li> <li>• Final production costs will be signed off on the final script by client before production can begin.</li> </ul>			

# Terms & Conditions

- All East Coast Radio rates are based on 30-second commercials.
- Rates are effective from 1 July 2025.
- Please note all production costs require upfront payment to ADFAC.
- ADFAC can produce ads from script to completion. Please budget a minimum of approximately R5 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.





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**Thank you**