



SALES BROCHURE



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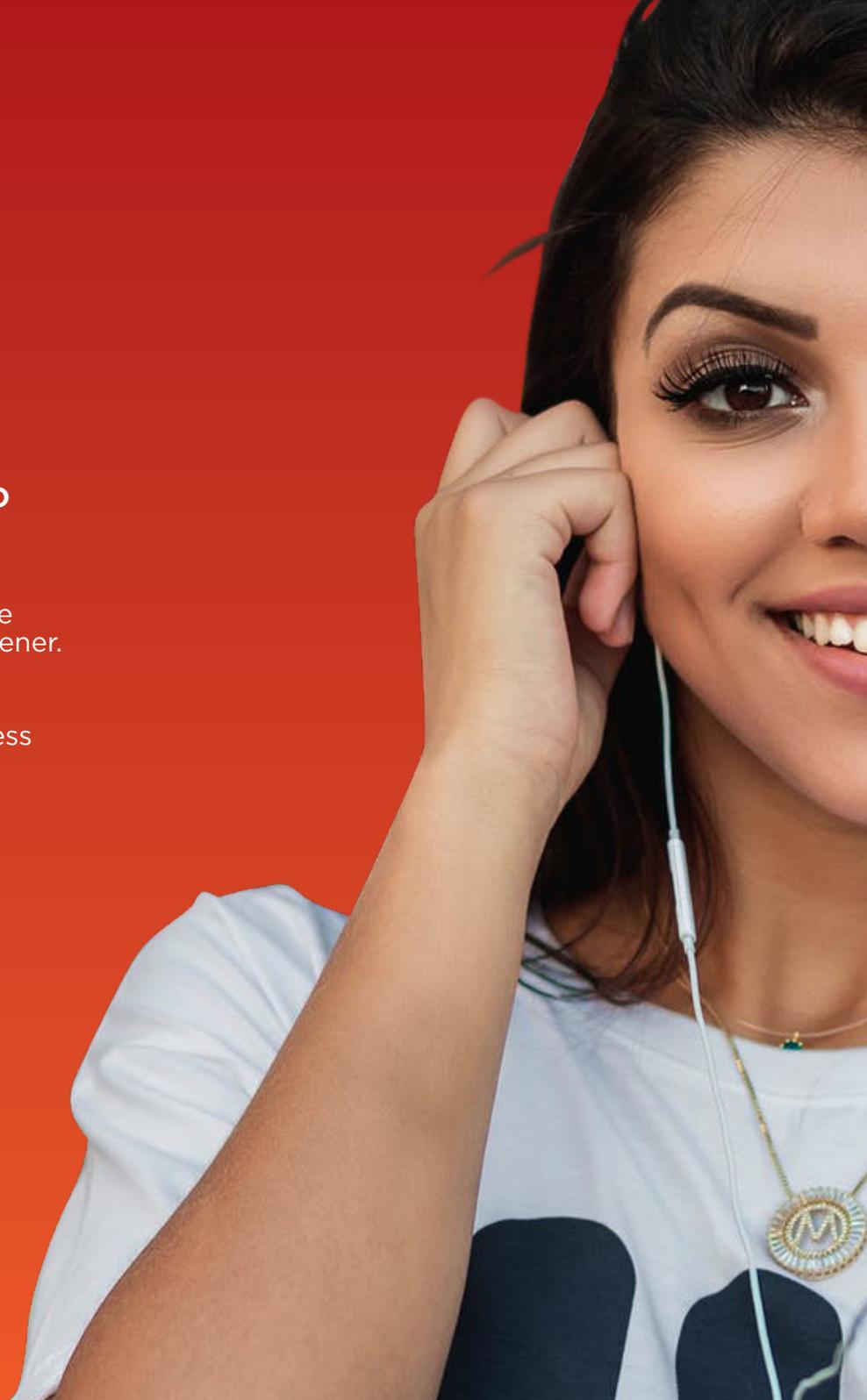
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About LM RADIO

LM RADIO is a commercial radio station designed to suit the music and lifestyle tastes of people aged 40 to 59 years of age living in South Africa and neighbouring countries.

The music played on **LM RADIO** is a collection of familiar hits - ranging from the 1960s to today. **LM RADIO** music is not about the era but rather about creating a happy and uplifting mood for our listeners.

Our programme style is intimate, familiar and comforting. The presentation style is **NOT** about the presenter or inane banter about topics of which the listener knows not. It includes the listener and his interests. **LM RADIO** has studios in Rivonia, Sandton in South Africa and Maputo in Mozambique.

What are the benefits of advertising on LM RADIO?

Radio can reach where cellphone signal can't.



Selective targeting.
LM RADIO listeners are your target demographic - So, why waste your money advertising to unlikely buyers on other media?



Frequency.
The more often your message is heard, the better your chances of our listeners remembering and buying your product.



It's everywhere.
Even today, traditional radio reaches more people than digital. It's familiar, and most people listen in the car or at work.



Can't Skip Ads.
You'll always have the listeners full attention as they cannot 'skip ads' like on digital media.

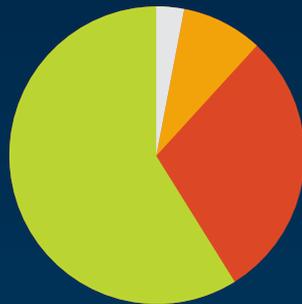
LM Radio target demographic at a glance

Demographics	More than 90% of LM Radio listeners are over age 40
Income Group	Middle to upper income level, decision makers
Radio Broadcast Coverage	Over 17.8 million adults
Radio Listeners in Gauteng	230 000 listeners
Radio Listeners in Mozambique	170 000 listeners
DSTV	Subscribers - Audio channel 821
Unique App Listeners	10 533 per day listening an average of 224 minutes a day
Internet streaming listeners (via internet radio, smart TV, computer app)	40 165 unique listeners
Facebook	77 237 followers
Unique Engagement via LM Radio app, WhatsApp, Telegram, SMS and Email	12 580 in October 2019
Facebook page engagements	200 042 in October 2019

Age and Gender

Website age & gender closely resembles the Facebook audience, reinforcing the reality of the higher LSM attraction.

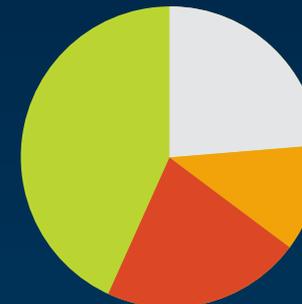
Radio Audience



Age	Responses
U25	1%
25-39	3%
40-59	57%
60+	37%

• Male - **55%** • Female - **45%**

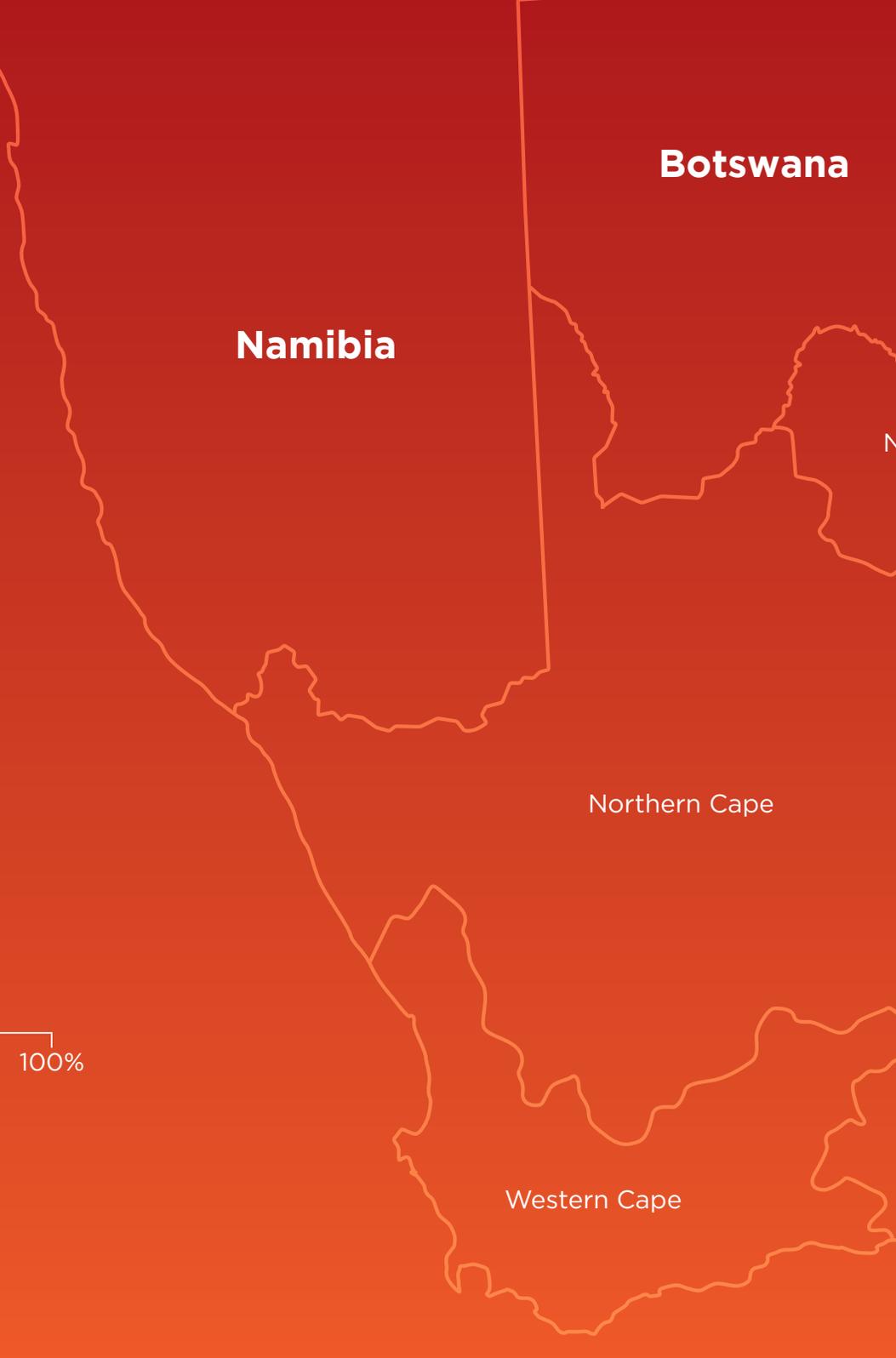
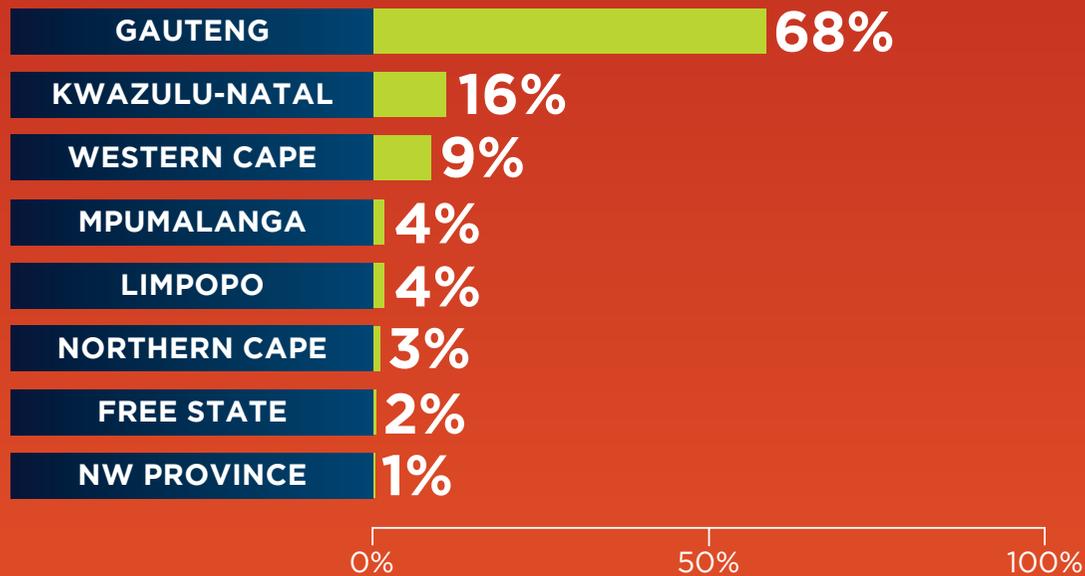
Facebook Audience



Age	Responses
U25	24%
25-39	13%
40-59	40%
60+	20%

• Male - **49%** • Female - **51%**

Where are they listening?



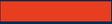


The LM Radio target market.

LM RADIO has a mature audience known as **PRIME TIMERS**. This market enjoys listening to the radio at all times, they live in big cities, have high paying jobs or run their own business and they more likely own their own property

Employment/Designation

Self reported from **LM RADIO** Facebook Page - 40+ age group.

Job Titles	Selected Audience
Business and Financial Operations	18% 
Arts, Entertainment, Sports and Media	14% 
Protective service	4% 
Management	40% 
Farming, Fishing and Forestry	7% 
Architecture and Engineering	7% 
Sales	22% 

Who are Prime Timers?

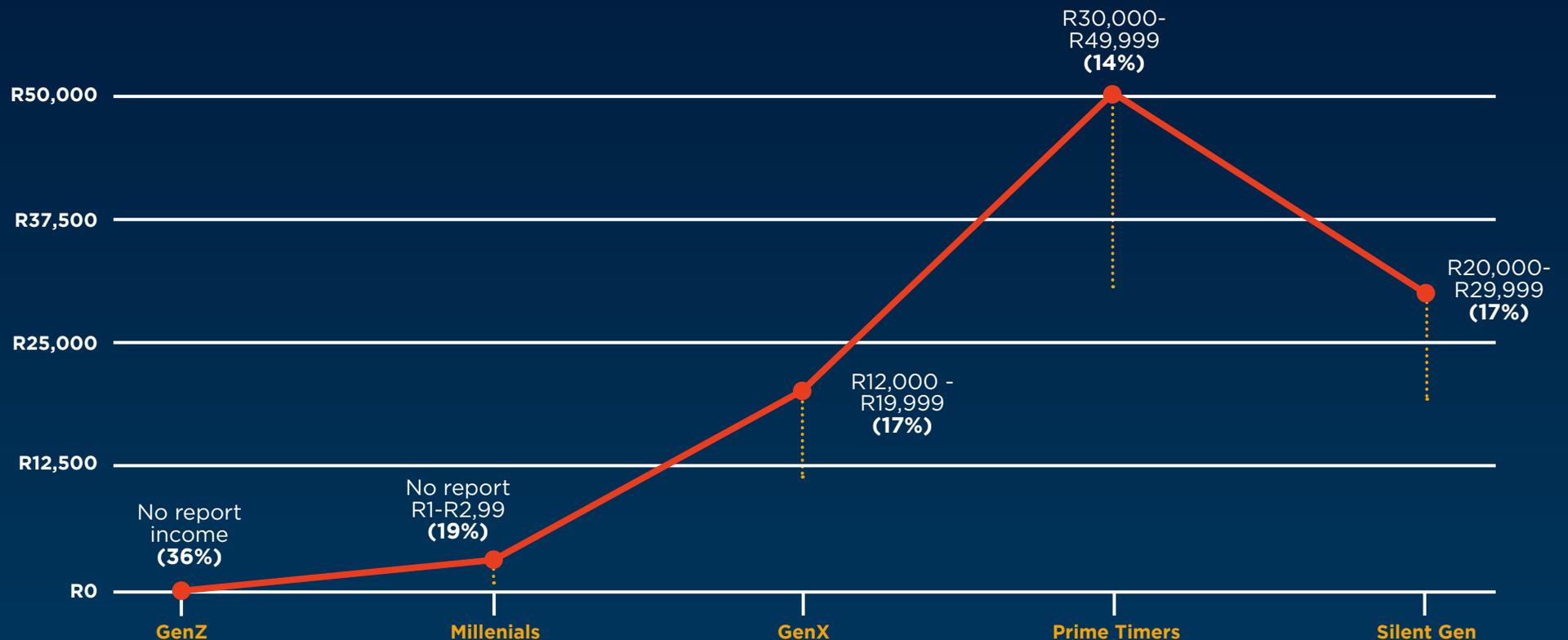
Their buying power is strong, which means advertising your brand on **LM RADIO** gives you direct access to them, through their favourite entertainment medium.

The Prime Time Market is comfortable spending money and they will pay for the brand they want, rather than settle for something inferior.

Prime Timers (also known as Baby Boomers) buying power is strong.

More Baby Boomers reported a R70,000+ monthly income than any other generation.

% indicates the percentage of South African earning population



The LM Radio Opportunity.

When you advertise on LM RADIO you are talking to an audience that:



Is highly engaged



Is brand aware



Has more time for the good things in life



Has spending power



Has high disposable income



Is more concerned with quality than quantity



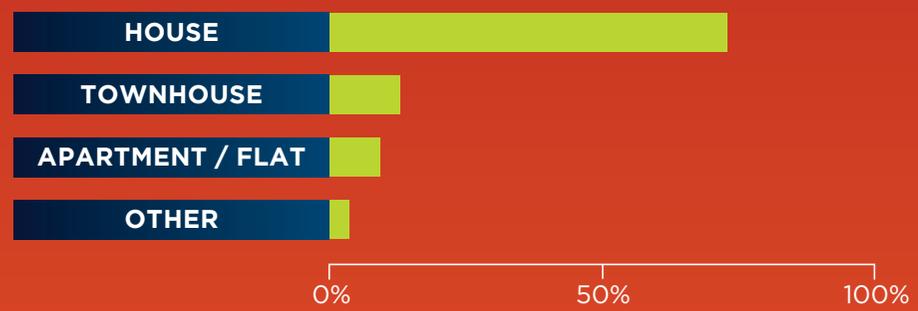
Values brand loyalty



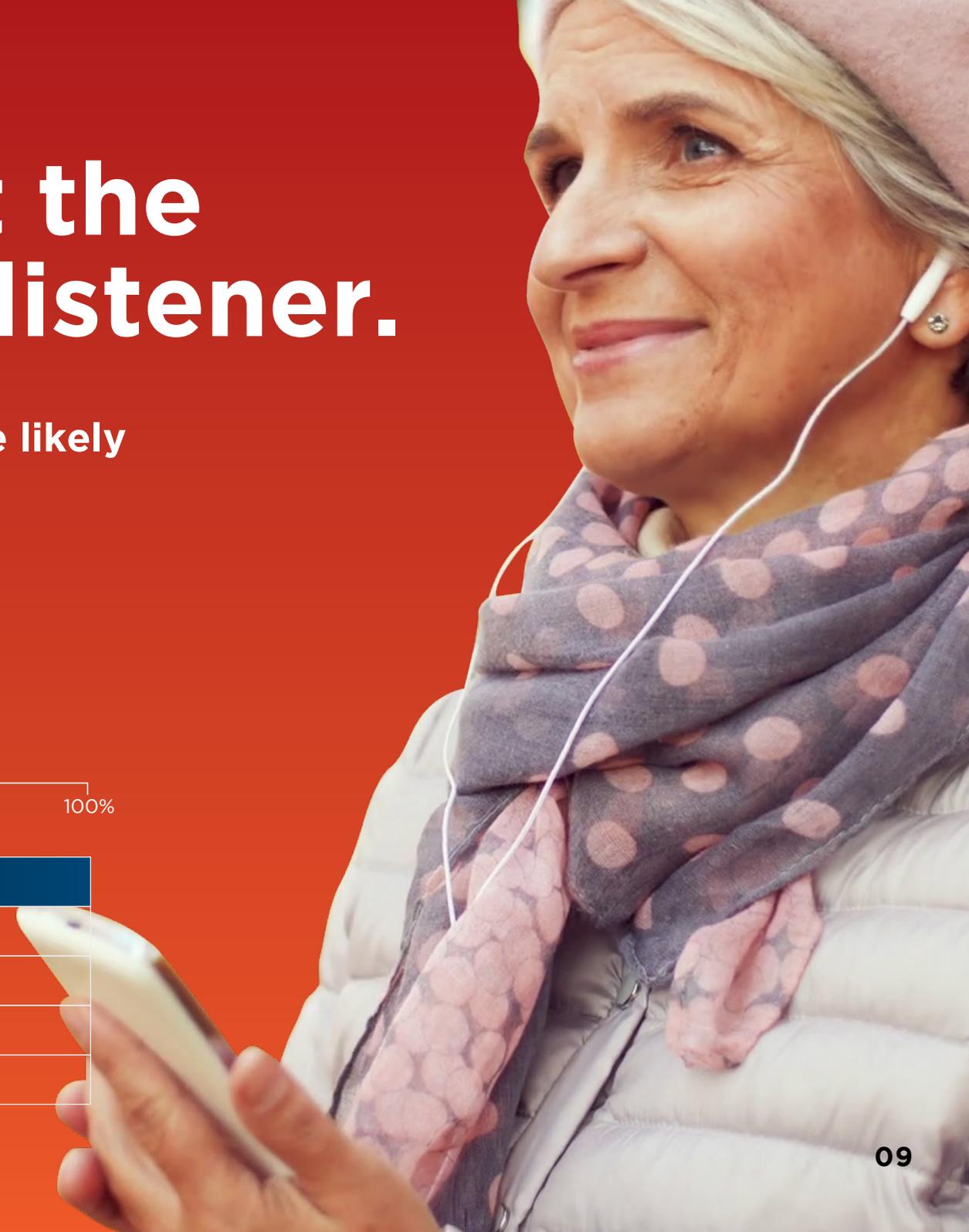
Is unique to the LM RADIO demographic - listens to no other radio station

More about the LM RADIO listener.

LM RADIO listeners are more likely to be property owners.



Selection	Responses
House	72%
Townhouse	14%
Apartment / Flat	11%
Other	4%



How they access LM Radio?



Selection	Responses
Radio	34%
DSTV	24%
Streaming on computer	17%
LM Radio app	11%
Tablet / Cellphone	11%
Open View	4%

Home, car and office is where LM RADIO is listened to the most:



88%
of LM RADIO
listeners listen on weekdays
and on the weekends!

Selection	Responses
■ Home	47%
■ Car	31%
■ Office	17%
■ Outside of home	11%

Unique engagement.

12 580 total engagements

Direct to studio via LM Radio app, WhatsApp, Telegram, SMS and Email (excluding Facebook) in October 2019



200 042 engagements

Facebook page engagements in October 2019



Accolades



LM RADIO was nominated by the public for a Liberty Radio Award in 2018 in the category of most loyal listeners.



Radio Station of the Year every year from 2013 to 2018.



SuperBrands Seal of Excellence, 2015, 2016 and 2017.





If you want to reach a lot of people without busting your budget, it's time to start advertising with LM RADIO.

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