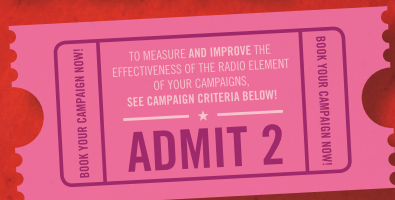




# SHIFT HAPPENS - NOT!

...And that's a good thing! With radio audience figures looking so stable, 'more of the same' has never sounded quite so pleasing!

## WE STILL HAVE 2 PLACES LEFT AND IT'S FREE



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### DOES YOUR CAMPAIGN QUALIFY? CHECK BELOW

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### SAARF RAMS RELEASE DATES

# 2012

RAMS 2012/1	11 May 2012
RAMS 2012/2	21 June 2012
RAMS 2012/3	16 August 2012
RAMS 2012/4	31 October 2012
RAMS 2012/5	4 December 2012

**Please note:** As of 2009, SAARF expanded the AMPS® / RAMS® universe to include 15 year-olds. The survey, therefore, covers adults aged 15 years and older, who are living in the nine provinces of South Africa.

\* Figures reflect large urban only.  
\*\* Jacaranda 94.2FM audience figures now include RMFM

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W : www.rab.co.za

## RAMS AUDIENCE ANALYSIS

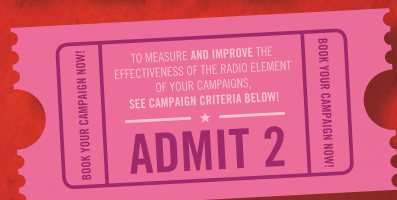
PAST 7 DAYS ('000s)	Feb-11	Dec-11	Feb-12	INC / DEC	INC / DEC
All Adults 15+ (Population: 34,020,000)	Sept - Dec '10	Jul - Oct '11	Sept - Dec '11	YEAR ON YEAR	DIARY ON DIARY
Totals	34 020	34 020	34 020		
<b>National Stations</b>					
	Adults Age 15+	Adults Age 15+	Adults Age 15+		
Metro FM	5 519	5 976	5 871	6%	-2%
5FM	2 140	2 355	2 312	8%	-2%
RSG	1 873	1 797	1 759	-6%	-2%
Radio 2000	699	914	874	25%	-4%
SA FM	524	557	578	10%	4%
<b>ALS Stations</b>					
Ukhozi FM	6 266	6 674	6 626	6%	-1%
Umhlobo Wenene FM	4 001	3 796	3 764	-6%	-1%
Motsweding	3 293	3 281	3 192	-3%	-3%
Lesedi FM	3 468	3 230	3 400	-2%	5%
Thobela FM	3 039	2 682	2 678	-12%	0%
Ikwekwezi FM	1 578	1 403	1 397	-11%	0%
Ligwalagwala FM	1 447	1 204	1 203	-17%	0%
Munghana Lonene FM	985	1 148	1 135	15%	-1%
Phalaphala FM	1 041	951	926	-11%	-3%
<b>Regional Stations</b>					
Jacaranda	2 072	2 003	2 016	-3%	1%
Gagasi 99.5	1 783	1 855	1 800	1%	-3%
East Coast Radio	1 829	1 833	1 832	0%	0%
Capricorn FM	1 466	1 531	1 506	3%	-2%
99.2 YFM	1 461	1 448	1 412	-3%	-2%
Kaya FM 95.9	1 433	1 408	1 357	-5%	-4%
94.7 Highveld Stereo	1 269	1 317	1 328	5%	1%
94.5 KFM	1 225	1 208	1 214	-1%	0%
North West FM	770	746	751	-2%	1%
Good Hope FM	603	745	722	20%	-3%
Algoa FM	675	703	666	-1%	-5%
Talk Radio 702	651	665	672	3%	1%
OFM	529	577	582	10%	1%
Heart 104.9 FM	553	548	540	-2%	-1%
Lotus FM	348	381	349	0%	-8%
Tru FM	305	316	271	-11%	-14%
Classic FM 102.7	188	147	142	-24%	-3%
BRFM	111	128	115	4%	-10%
567 Cape Talk	125	108	114	-9%	6%
Mpower FM	106	55	61	-42%	11%
<b>TOTAL COMMUNITY</b>	7 831	8 446	8 273	6%	-2%
<b>TOTAL COMMERCIAL / PBS</b>	28 875	29 034	28 939	0%	0%
<b>TOTAL RADIO</b>	29 823	30 109	29 974	1%	0%



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AVE DAY: MON-FRI (000's)	Feb-11	Dec-11	Feb-12	INC / DEC	INC / DEC
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Totals	34 020	34 020	34 020		
<b>National Stations</b>	Adults Age 15+	Adults Age 15+	Adults Age 15+		
Metro FM	2 195	2 305	2 244	2%	-3%
RSG	1 126	1 087	1 074	-5%	-1%
5FM	977	1 038	1 028	5%	-1%
Radio 2000	239	338	306	28%	-9%
SA FM	223	249	272	22%	9%
<b>ALS Stations</b>					
Ukhozi FM	3 888	4 083	4 016	3%	-2%
Umhlobo Wenene FM	2 554	2 366	2 311	-10%	-2%
Lesedi FM	2 116	1 985	2 101	-1%	6%
Motsweding	1 939	1 895	1 884	-3%	-1%
Thobela FM	1 775	1 528	1 525	-14%	0%
Ligwalagwala FM	834	712	713	-15%	0%
Ikwekwezi FM	822	658	667	-19%	1%
Munghana Lonene FM	571	649	642	12%	-1%
Phalaphala FM	649	493	475	-27%	-4%
<b>Regional Stations</b>					
East Coast Radio	1 006	1 023	1 020	1%	0%
Jacaranda	998	973	982	-2%	1%
Gagasi 99.5	803	815	793	-1%	-3%
94.7 Highveld Stereo	657	699	688	5%	-2%
Capricorn FM	698	676	668	-4%	-1%
94.5 KFM	619	646	649	5%	0%
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BRFM	42	53	51	21%	-4%
MPowerFM	40	13	15	-63%	15%
<b>TOTAL COMMUNITY</b>	3 951	4 330	4 224	7%	-2%
<b>TOTAL COMMERCIAL / PBS</b>	22 043	21 724	21 580	-2%	-1%
<b>TOTAL RADIO</b>	23 572	23 412	23 229	-1%	-1%