



# RATE CARD

# 2026/2027

Effective 1 March 2026

[www.ghmediagroup.co.za](http://www.ghmediagroup.co.za)  
[connect@ghmediagroup.co.za](mailto:connect@ghmediagroup.co.za)





REACH THE RIGHT PEOPLE. DRIVE UNSTOPPABLE ENGAGEMENT. MAKE YOUR MESSAGE MATTER.



NATIONALLY: 784 000



WITH 2.2 MILLION LISTENERS IN THE TWO PROVINCES THAT FUEL 30% OF SOUTH AFRICA'S GDP, YOUR MESSAGE LANDS WHERE IT MATTERS MOST.

NATIONALLY: 1 429 000



GAGASI FM

POWERHOUSE COASTAL MEDIA LIFESTYLE BRANDS



GAGASI FM

# THE SOUND OF KZN

Gagasi FM is the favourite of nearly 1 500 000 listeners across KwaZulu-Natal and consistently feature as one of the top 10 radio stations in the country. Gagasi FM is a contemporary radio station with a **strong local identity** and is the **only bilingual commercial radio station in KwaZulu-Natal**, broadcasting in both English and isiZulu.

A powerhouse radio station with a largely **urban and peri-urban audience**, Gagasi FM isn't just another radio station – it's a **community voice, a daily companion, and a cultural barometer that also knows the heartbeat of the KZN** like no other. Gagasi FM's young black adult audience, aka the 'Glocalist' embodies a global outlook woven into their proud Zulu cultural heritage.

As brands look to expand their footprint, partnering with Gagasi FM provides a unique gateway into this bustling market. The station's deep understanding of Kwa-Zulu Natal's consumers and their habits enables brands to connect authentically. It's not just about airtime; it's about tapping into a network that knows how to speak the local language through events, on-air experiences and community engagement.

If there's one station that can help you embrace the spirit, resilience and potential of KwaZulu-Natal, it's Gagasi FM.



# GAGASI FM LISTENER DNA

THE SOUND. THE PEOPLE. THE MOVEMENT.



## ETHNICITY

Proudly KZN  
"The Glocalist"  
Speak Zunglish



## LISTENERS AGE

**32%** 15-24  
**37%** 25-34  
**24%** 35-49  
**7%** 50+



## SEM BREAKDOWN

**33%** SEM 1-3  
**50%** SEM 4-7  
**17%** SEM 8-10



**84%**  
Shoppers



**82%**  
Smartphone  
Users



**69%**  
Matric & Other  
qualifications



**56%** Male  
**44%** Female



AUDIENCE AND REACH — GAGASI FM | THE SOUND OF KZN



**#1**

**BIGGEST INDEPENDENT  
REGIONAL RADIO STATION  
IN SOUTH AFRICA**

VERIFIED AUDIENCE DATA



**1 429 000**

WEEKLY CUME NATIONAL

BRC RAMS Dec 2023



**1 334 000**

KZN AUDIENCE ONLY

BRC RAMS Dec 2023



**1 369 000**

TGI LAST 7 DAYS

TGI 2025C Wave (corroborating)



**746 000**

BREAKFAST CUME

06h00–09h00 Mon–Fri



**665 000**

DRIVE CUME

15h00–18h00 Mon–Fri



**383 000**

EVENING CUME

18h00–20h00 Mon–Fri (combined)

AUDIENCE PROFILE



**32%**

Aged 15–24



**37%**

Aged 25–34



**24%**

Aged 35–49



**84%**

Active Shoppers



**82%**

Smartphone Users



**33%**

SEM 1–3



**50%**

SEM 4–7



**17%**

SEM 8–10



Source: BRC RAMS Dec 2023 (primary) | TGI 2025C Wave (corroborating) | SEM: BRC RAMS primary



# AUDIO RATES

GAGASI FM 30 SECOND ADVERTISING



## GAGASI FM 30 SECOND ADVERTISING RATE

MON - FRI	RATE	SATURDAY	RATE	SUNDAY	RATE
00:00 - 04:00	R615	00:00 - 04:00	R615	00:00 - 01:00	R645
04:00 - 06:00	R2 055	04:00 - 06:00	R615	01:00 - 04:00	R615
06:00 - 09:00	R14 520	06:00 - 09:00	R3 525	04:00 - 06:00	R705
09:00 - 12:00	R6 720	09:00 - 13:00	R4 205	06:00 - 10:00	R3 090
12:00 - 15:00	R6 675	13:00 - 16:00	R2 475	10:00 - 14:00	R1 650
15:00 - 18:00	R10 080	16:00 - 19:00	R1 980	14:00 - 18:00	R1 680
18:00 - 20:00	R7 200	19:00 - 22:00	R1 335	18:00 - 22:00	R1 155
20:00 - 22:00	R2 910	22:00 - 00:00	R 630	22:00 - 00:00	R600
22:00 - 00:00	R660				

### GAGASI FM COMMERCIAL RATE CONVERSION TABLES

All base rates are based on a standard 30-second generic commercial.

For alternate durations or special formats, apply the appropriate duration multiplier and then also the relevant format loading.

#### Duration Multipliers

Adjust the rate based on the length of the commercial:

Duration	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

#### FORMAT LOADINGS

Apply a loading after the duration multiplier when using special formats:

FORMAT	DESCRIPTION	LOADING
LIVE READ	Delivered live by a presenter	1.6
FEATURE	10" Billboard + 30" Commercial + 40" Total	1.3
PREFERRED SPOT	Aired in high-demand time slots	1.4



**heart**   
**FM**  
cape town's beat

# CAPE TOWN'S BEAT

Heart FM has long been a trusted name in the Mother City. A guiding light to communities and an entertainer, in touch with the values the people of Cape Town hold most dear.

Heart FM is the expression of a **culture that is the core of Cape Town**: community-centred, socially aware, and committed to enjoying life to the full.

Heart FM is more than just a radio station. It's constantly evolving, staying in tune with the people and pulse of the Western Cape. It's part of the culture, and companion that grows with it's listeners.

Heart FM - a perfect mix of nostalgia and current hits accompanied by informative talk and dynamic entertainment is the ultimate showcase for the best examples of the city's true values, continuing to provide the soundtrack to the lives of their fiercely loyal audience.



# HEART FM LISTENER DNA

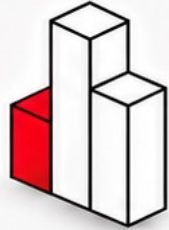


THE HEART OF CAPE TOWN. THE HEART OF OUR LISTENERS.



## ETHNICITY

Proudly  
Capetonian



## LISTENERS AGE

32% 35-49  
29% 50+  
20% 25-34  
19% 15-24



## SEM BREAKDOWN

3% SEM 1-3  
35% SEM 4-7  
62% SEM 8-10

REACH THE RIGHT PEOPLE.  
DRIVE UNSTOPPABLE  
ENGAGEMENT.

MAKE YOUR MESSAGE MATTER.



84%  
Shoppers



45%  
are married  
  
33%  
are single



51%  
English speaking  
  
45%  
Afrikaans speaking

WC  
738 000  
NATIONALLY  
784 000  
LAST 7-DAY LISTENERS



537 000  
BREAKFAST CUME  
06H00-09H00  
MON-FRI



489 000  
DRIVE CUME  
15H00-18H00  
MON-FRI



46%  
Male

54%  
Female



Heart FM is more than music – it's a connection. Our listeners are community-driven, culturally proud, and deeply engaged in Cape Town and beyond.

WC has the lowest  
unemployment rate  
in SA at 19.6%



POWERHOUSE COASTAL MEDIA LIFESTYLE BRANDS



# AUDIO RATES



## HEART FM 30 SECOND ADVERTISING RATE

MON – FRI	RATE	SATURDAY	RATE	SUNDAY	RATE
00:00 - 04:00	R285	00:00 - 04:00	R240	00:00 - 04:00	R240
04:00 - 06:00	R615	04:00 - 06:00	R420	04:00 - 06:00	R480
06:00 - 09:00	R8 280	06:00 - 08:00	R2 160	06:00 - 10:00	R2 190
09:00 - 12:00	R5 415	08:00 - 10:00	R2 940	10:00 - 14:00	R3 450
12:00 - 15:00	R5 655	10:00 - 14:00	R4 170	14:00 - 18:00	R2 415
15:00 - 19:00	R6 315	14:00 - 18:00	R2 925	18:00 - 20:00	R1 860
19:00 - 22:00	R1 815	18:00 - 22:00	R1 560	20:00 - 22:00	R2 235
22:00 - 00:00	R315	22:00 - 00:00	R690	22:00 - 00:00	R945

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## FORMAT LOADINGS

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FORMAT	DESCRIPTION	LOADING
LIVE READ	Delivered live by a presenter	1.6
FEATURE	10" Billboard + 30" Commercial + 40" Total	1.3
PREFERRED SPOT	Aired in high-demand time slots	1.4



# WE ARE...

**heart**   
FM  
cape town's beat



COMMUNITY & FAMILY  
ORIENTATED



LOYAL LISTENERS WHO  
VALUE CONNECTION



PROGRESSIVE &  
ENTREPRENEURIAL



SUPPORTER OF SMALL  
LOCAL BUSINESSES



ENTERTAINED &  
ENGAGED



NOSTALGIC MUSIC IS  
OUR HEARTBEAT



PROUDLY CAPETONIAN



DIVERSE YET ROOTED

Heart FM's blend of **entertainment, trust,** and **local relevance** makes its listeners engaged, progressive, and **proudly Capetonian.**

# DIGITAL RATES

## GAGASI FM AND HEART FM | APP RATES

APP ELEMENTS	DURATION (WEEKS)	INVESTMENT
Standard Billboard	1 Week	R14 781
Smart Billboard incl. polls	1 Week	R17 267
Smart Billboard incl. Survey	1 Week	R17 267
Smart Billboard incl. Calling	1 Week	R17 267
Smart Billboard incl. Competition Entry	1 Week	R17 267
Featured Podcast with visual branding	1 Week	R18 547
Podcast Pre-Roll	1 Week	R12 254
Live Stream Pre- Roll (Web and App)	1 Week	R12 830
Push Notification with Picture URL / GIF, QR code or Promo code	1 Week	R50 133
Client Branded Channel	1 Week	R28 066

## APP ELEMENTS

## CREATIVE SIZE

Standard App Billboard Static with click URL, Smart App Billboard with GIF image Smart App Billboard incl. polls Smart App Billboard incl. Survey Smart App Billboard incl. Calling Smart App Billboard incl. Competition Entry	1040 x 1738 (Content safe zone above given in pixels WxH) Total visual 1440 pixels x 2560 pixels
Featured Podcast with visual branding	1000 x 1000
Podcast Pre-Roll	Pre-rolls should only be 5 sec - 10 sec audio, MP3 format
Live Stream Pre-Roll	Pre- Rolls should only be 5 sec - 10 sec audio, MP3 format
Push Notification with Image, URL / GIF, QR code or Promo code	1000 x 1000 px 280 characters message & URL link

## GAGASI FM DIGITAL WEBSITE BANNERS

ELEMENTS	INVESTMENT
ROS Top Banner	R5 560
ROS Wide Skyscraper	R3 700

## HEART FM DIGITAL WEBSITE BANNERS

ELEMENTS	INVESTMENT
Heart FM - Home Page (Header Leaderboard)	R3 060
Heart FM - Home Page (Top MPU)	R2 540



# SOCIAL MEDIA RATES

## GAGASI FM SOCIAL MEDIA RATES

PLATFORM	RATE CARD COST
Facebook Post x 1	R11 740
Facebook Live or Pinned Post x 1	R23 470
X (Twitter) Post x 1	R8 590
Instagram Post x 1	R9 190
Tik Tok Post x 1	R11 440 ( x2 for Tik Tok Live)
YouTube Video x 1	R22 880

## HEART FM SOCIAL MEDIA RATES

Facebook Post x 1	R6 975
Facebook Live or Pinned Post x 1	R13 950
X (Twitter) Post x 1	R2 616
Instagram Post x 1	R4 500
Tik Tok	R3 500 ( x2 for Tik Tok Live)

## SOCIAL MEDIA SIZING

All dimensions are given in pixels - width x height

Facebook:

Shared Image: 1200 x 628 pixels

X (Twitter):

Shared image: 1200 x 628 pixels

Instagram:

Shared image: 1080 x 1350 pixels



# SQUAD GOALS

## STATION SQUAD POWERED HYPE:

Our activation squads bring the hype! Creating feel-good, high-energy moments that audiences remember. From exciting giveaways and interactive crowd games to live draws, every activation sparks connection.

Powered by strong on-air support, our squads don't just show up — they amplify reach and deliver maximum brand exposure.



### GAGASI FM | G-SQUAD

#### ELEMENTS

2 Squad members, incl. 2 crossings,  
9 Live read promos, Social media posts  
and video reel, PA system incl.

2 hour activation

#### INVESTMENT

Approx: R260 000

### HEART FM | HEART SQUAD

#### ELEMENTS

2 Squad members, incl. 2 crossings,  
9 Live read promos, Social media posts  
and video reel, PA system incl.

2 hour activation

#### INVESTMENT

Approx: R200 000



# TERMS AND CONDITIONS



## GENERAL

- Rates quoted exclude VAT. Standard Terms and Conditions apply. E&OE.
- Rate card effective from 1 March 2026.
- This rate card is issued for the information of advertisers and advertising agencies and does not constitute an offer by the Gagasi Heart Media Group. (GH Media Group)
- Confirmation of orders placed with Gagasi Heart Media Group will be issued to verify the commercials booked. This will be deemed correct unless written notice contrary to such confirmation is received in writing within 2 working days after the confirmation has been issued.
- Compensation for spots not flighted on a station or stations will be given in generic airtime. No credits will be passed. All compensation will be on 'like for like' basis. See **CANCELLATION AND POSTPONEMENT OF AIRTIME BOOKED** for further details.
- Station and Gagasi Heart Media Group liability for spots not flighted and/or incorrectly flighted is limited to the value of the spots not flighted and/or incorrectly flighted.
- The advertiser or advertising practitioner indemnifies Gagasi Heart Media Group and the Stations represented by Gagasi Heart Media Group for damages resulting from any advertisements placed on any Station within the Gagasi Heart Media Group portfolio.
- The rates represented in this document are the sole rates applicable for the period and supersedes all previous rates. Note that Terrestrial Broadcasting Rates exclude Digital Audio, and vice versa.
- This is a net rate card and excludes any negotiated incentives and/or discounts.
- Added Value is subject to availability at time of booking and broadcast.
- Added Value is calculated based on the investment amount, excluding VAT and calculated on rate card rates.
- Actual broadcast times may differ from scheduled time due to programming changes.
- This rate card replaces existing booked order rates unless otherwise negotiated.
- All rates quoted are in respect of 30 second commercials.
- The rates for other durations are calculated as per the table on the rate card and rounded up to the nearest Rand.
- Scheduled advertising may play out up to 5 minutes outside of the scheduled time channel due to potential programming overruns.
- Spots that are broadcast more than 5 minutes outside of the agreed schedule, will be compensated.
- E&OE.

## PREFERRED SPOTS AND LIVE READS

- Preferred spots can be placed within the ad break or within the hour.
- Preferred spots can only be placed in an ad break – not in programming time.
- Spots cannot be given preferred positioning placement within an ad break.
- Live Read Preferred spots will carry an additional surcharge.
- Please contact your Account Manager for creative executions outside the above parameters.

## RADIO MATERIAL REQUIREMENTS

- The material deadline for advertising material is 3 working days prior to broadcast.
- Gagasi Heart Media Group accepts material via e-mail, Adstream and MediaSend. We do not download material via Wettransfer or any FTP site.

Acceptable format for advertising material:

- a) Format: MPEG Layer 2 Bit Rate: 256kb/s Sample Rate: 44.1kHz No Padding No ID3 TAGS.
  - b) Format: WAV Stereo Bit Rate: 44.1kHz.
- MP3 is NOT an acceptable broadcasting format.
  - Gagasi Heart Media Group reserves the right to levy a fee for recorded audio proof of broadcast requests.

Acceptable Broadcast Language for Commercials:

- Gagasi FM: English and isiZulu only.
- Heart FM: English and Afrikaans only.

## CANCELLATION AND POSTPONEMENT OF AIRTIME BOOKED

- Cancellation must be submitted in writing to GH Media Group no later than 28 days prior to broadcast, regardless of date of application. Failure to do so will result in a 100% cancellation penalty.
- Campaign Postponement: Campaign postponement requests are subject to the prior written approval of GH Media Group and are dependent on inventory availability. Approved postponements may not extend beyond **60 (Sixty) calendar days** from the original campaign start date as confirmed on the booking. Should a campaign not be rescheduled and broadcast within the 60-day period, the booking shall be deemed cancelled. In such instances, the client shall be liable for a **100% cancellation fee** based on the confirmed booking value. Any negotiated rates, discounts, added value, sponsorship rights or reserved inventory associated with the original booking shall automatically lapse and shall not be carried forward or reinstated unless expressly agreed to in writing by GH Media Group.

## ANNUAL COMMITMENT INCENTIVES

- All annual commitment incentives require the recipient's written approval.
- Should the client/agency not respond in writing within 10 working days of receipt of the incentive letter, it would be deemed accepted and implemented as proposed.

## FEATURE SPONSORSHIP TERMS

- Consists of an Opening Billboard (OBB) and a generic spot.
- All OBB's allow for 10 words following the sponsor's name.
- Live Read commercials, as part of a feature sponsorship, will carry an additional loading charge.
- Subject to availability at time of booking and broadcast.
- Broadcast sequence differs according to individual station programming format, e.g. OBB, Feature, Generic spot.
- Please contact your Account Manager for creative executions outside the above parameters.
- Programming reserves the right to change the timing and format of a sponsorship.
- Programming reserves the right to cancel certain sponsorships on Public Holidays.

For bookings or enquiries, please email: [connect@ghmediagroup.co.za](mailto:connect@ghmediagroup.co.za).



THANK YOU

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