



MEDIA  KIT 2025

EXPLORE YOUR POSSIBILITIES

WWW.CHAIFM.COM



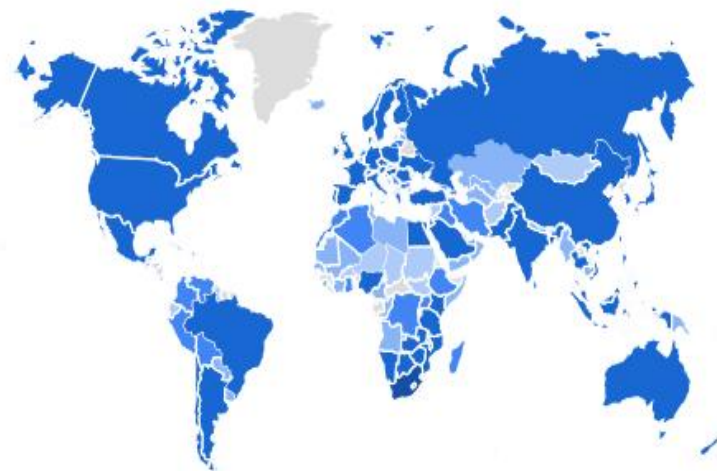
DIGITAL LISTENERSHIP

92 937

FM LISTENERSHIP

125 000

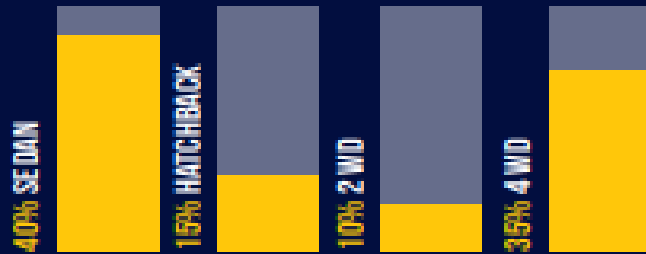
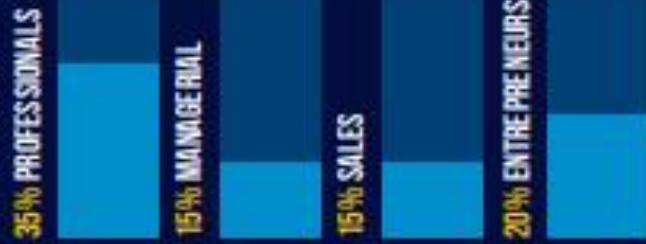
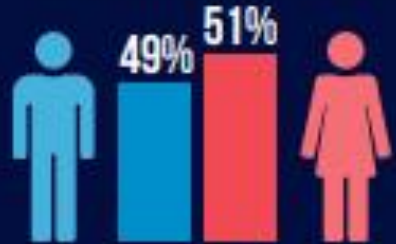
Active users▼ by Country



COUNTRY	ACTIVE USERS
South Africa	56K
United States	8.9K
Israel	6.9K
Australia	5.8K
United Kingdom	4.6K
Canada	2.2K
Poland	704



**MULTI
AWARD
WINNING
STATION**



98% 
**LIVE IN HOUSES, CLUSTERS
OR TOWNHOUSES**



18% 6 - 24 YEARS

21% 25 - 34 YEARS

39% 35 - 49 YEARS

22% 50+ YEARS

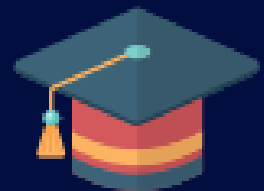


WORK STATUS

**55% FULL TIME
8% PART TIME
35% DON'T WORK**

**30%
MATIC**

**19%
DIPLOMA**



**22%
DEGREE**

**29%
DEGREE+**

EVENTS COMPETITIONS PROMOTIONS

EVENTS ON THE MOVE

RADIO THONS

COMMERCIAL
RECORDINGS

PRESENTERS ON THE MOVE

SPONSORSHIPS BRAND BUILDING

PRODUCT BESPOKE CAMPAIGNS

REVIEWS PRODUCT LAUNCHES

OUTSIDE BROADCASTS BRAND ACTIVATIONS

STUNTS INTERVIEWS
CREATIVE PARTNERSHIPS

PODCASTS

CHAIFM RATE CARD 2025

WEEKDAYS		WEEKENDS			
MONDAY TO FRIDAY		SATURDAY		SUNDAY	
00:00 - 05:00	R270	00:00 - 05:00	NO BROADCAST	00:00 - 05:00	R 270
05:00 - 06:00	R1200	05:00 - 06:00	NO BROADCAST	05:00 - 06:00	R360
06:00 - 09:00	R3600	06:00 - 09:00	NO BROADCAST	06:00 - 09:00	R900
09:00 - 12:00	R1800	09:00 - 12:00	NO BROADCAST	09:00 - 12:00	R1800
12:00 - 13:00	R2070	12:00 - 13:00	NO BROADCAST	12:00 - 13:00	R630
13:00 - 15:00	R1800	13:00 - 15:00	NO BROADCAST	13:00 - 15:00	R450
15:00 - 18:00	R2700	15:00 - 19:00	NO BROADCAST	15:00 - 18:00	R900
18:00 - 21:00	R1350	19:00 - 00:00	R 900	18:00 - 21:00	R720
21:00 - 00:00	R900			21:00 - 00:00	R450

ABOVE RATES ARE BASED ON A 30 SECOND RECORDED COMMERCIAL