



# FACT SHEET

Email sales: [airtimesales@pefm.co.za](mailto:airtimesales@pefm.co.za)

Phone sales: 041 364 3496

If you are looking for a station with fresh Christian values and on the pulse content, then PEFM87.6 is the radio station for you. PEFM87.6 believes that the person who knows best about your product is you, and our approach to advertising ensures that we are as passionate about your product as you are.

## Rams:

BRC: 55 000 October 2018 - September 2019

BRC: 52 000 October 2018 - March 2019

BRC: 47 000 January 2018- December 2018

BRC: 27 000 January 2017 - December 2017

BRC: 16 000 January 2016 - December 2016

## Our Mission

We aspire to Honour God, to know Him and to make Him known in the City.

## Our Milestones

- Commenced broadcasting on the 3<sup>rd</sup> of September 2013
- Broadcast range of 100km from Port Elizabeth Centre, this means the listenership extends to Jeffrey's Bay, Humasdorp, Kirkwood, Uitenhage Motherwell and is growing every day.
- Through audio streaming PEFM87.6 can be heard worldwide.
- Educate, Entertain and Inform.
- Make a personal connection with our listeners.
- Inspiring listeners and make our listeners feel special.
- Strong ties to the community, events and promotions.
- Get our listener to talk about PEFM87.6 and our advertisers
- We are more than just a radio we are a family.
- Active on social media. More than 10 000 likes on our Facebook page.
- We have accumulated more than 6 years of radio advertising experience to date.

## Programme inserts

- Breakthrough Prayers – prayers weekdays for those in need
- Community Cares - local Charity and NPO projects.
- Daily Diary - to keep you informed. What's on where.
- SAPS – Police information
- Focus on the family, Jocye Meyer and Angus Buchan- Family content.
- Legal, Finance and Debt
- News, Weather, Traffic,
- Birthday wishes.



# FACT SHEET

Email sales: [airtimesales@pefm.co.za](mailto:airtimesales@pefm.co.za)

Phone sales: 041 364 3496

## Our Character

**Cost Effective:** You choose the “budget”, the length of time you want to advertise and the number of spots.

**Package:** To work out a package specifically to suit your needs and budget.

**Format:** Christian Radio Station.

**Languages:** Afrikaans 50% , English 40% and isiXhosa 10%

**Broadcast Style:** Adult Contemporary Gospel Music, Talk shows, Family orientated programmes, interviews, news, weather and traffic.

**Music Genres:** Adult Contemporary easy listening gospel music.

**Broadcast Footprint area ICASA:** Port Elizabeth Metropolitan area, Jeffrey’s Bay, Humansdorp, Stormsrivier, Uitenhage and Colchester.

**Audio streaming:** Through audio streaming PEFM 87.6 can be heard worldwide.

## Listener Profile – June to December 2018 BRC Key Measures

**Gender:** Male 41% Female 59%

**Language:** Afrikaans (96%) English (2%) isiXhosa (2%)

**Age group:** 15-24 years 27%, 25 – 34 years 13%, 35-49 years 28%,  
50 years plus 32%

**Listeners SEM:** 1- 4 22%: 5-6 59%: 7-10 18%

**Area:** Metro 74%, Urban 26% Rural -

**Race:** Black 6%, White 3%, Coloured 91 %

**Exclusive listeners:** 44%

## Our Contact Details

Physical address: 108 Burt Drive  
Cotswold  
Port Elizabeth  
6045

Email: [airtimesales@pefm.co.za](mailto:airtimesales@pefm.co.za)  
or [tharina@pefm.co.za](mailto:tharina@pefm.co.za)

Telephone: 041 364 3496

Whatsapp: 076 070 2135

Website: [www.pefm.co.za](http://www.pefm.co.za)

Facebook: [pefm.co.za](https://www.facebook.com/pefm.co.za)

Twitter: [Twitter@pefm.87.6](https://twitter.com/Twitter@pefm.87.6)

Instagram: [Intstagram@pe\\_fm\\_87](https://www.instagram.com/Intstagram@pe_fm_87)

Studio: 041 364 3482

Audio stream: [pefm.ndstream.net](http://pefm.ndstream.net)