

702.

Night Talk with Aubrey Masango

BRC RAMS : April 2019 – March 2020



PRIMEDIA
BROADCASTING

CREATING CONNECTIONS



About Aubrey



Aubrey Masango hosts an evening talk show on 702 each weekday night between 8pm and 12 midnight. As is typical of an evening talk show, which has become an appointment to listen to many 702 listeners, Aubrey has the time to unpack, dissect and discuss a range of different issues of interest to the audience.

He starts the first hour of his show each evening at 8pm with an hour of advice, with an expert taking calls and answering listeners' questions on health, psychology, finance and law. He takes a break on a Friday, by doing a profile interview with an interesting person, followed by a feature focussing on a South African doing great things.

The rest of the show is devoted to interviews looking at the issues of the day, and at issues of concern to the 702 listener. There is also plenty of open line time for listeners to call in, give their views and debate the issues of the day

702.

Features

Monday

8-9pm Medical matters

Tuesday

8-9pm Legal matters

Wednesday

8-9pm Financial matters

Thursday

8-9pm In conversation with Dr Eve (a discussion on psychological well being)

Friday

8-9pm Profile interview

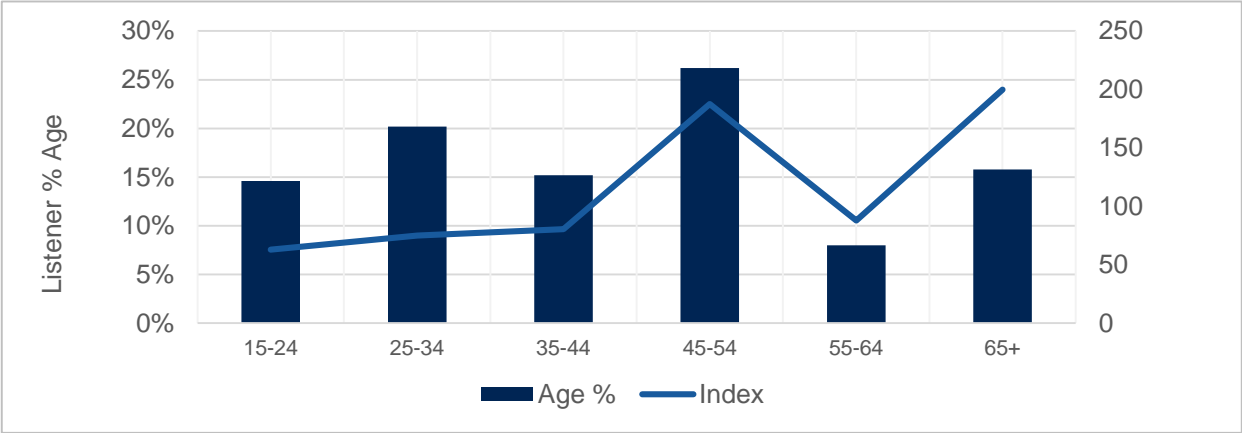
9pm South Africans doing great things

Audience Reach & Profile

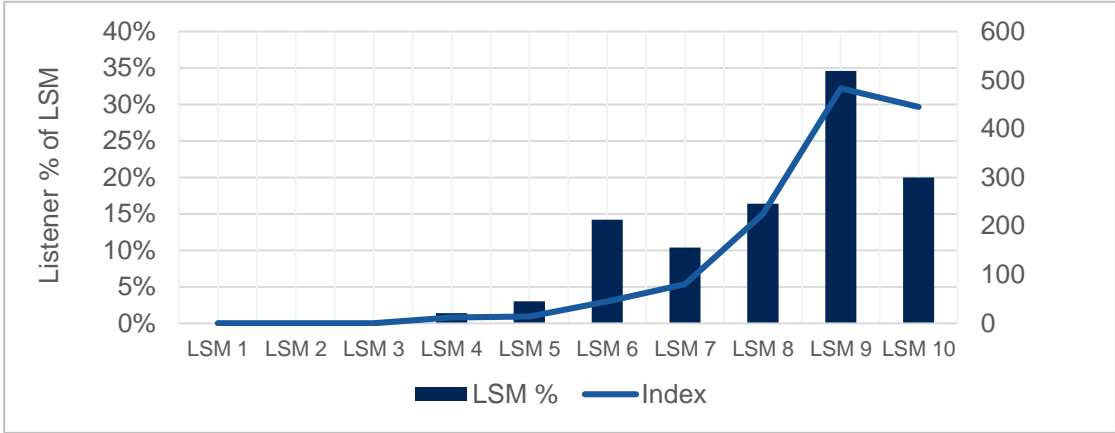
20:00–24:00 Mon - Fri



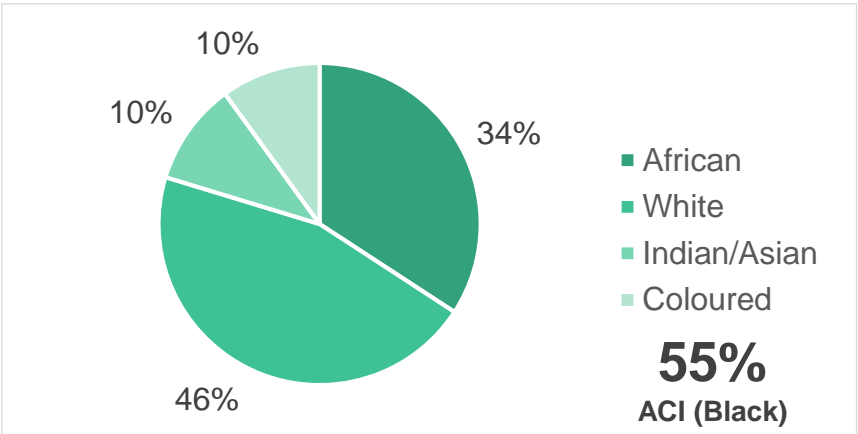
Age



LSM



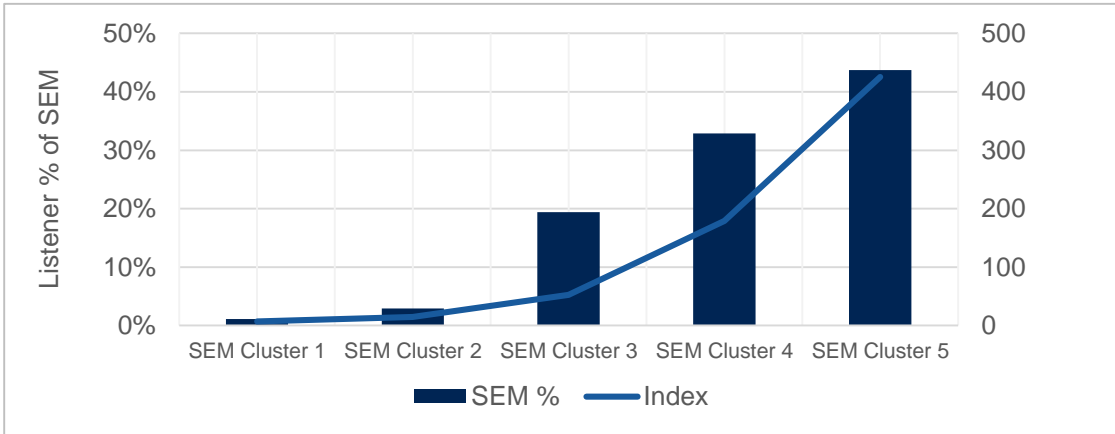
Ethnicity



Gender



SEM

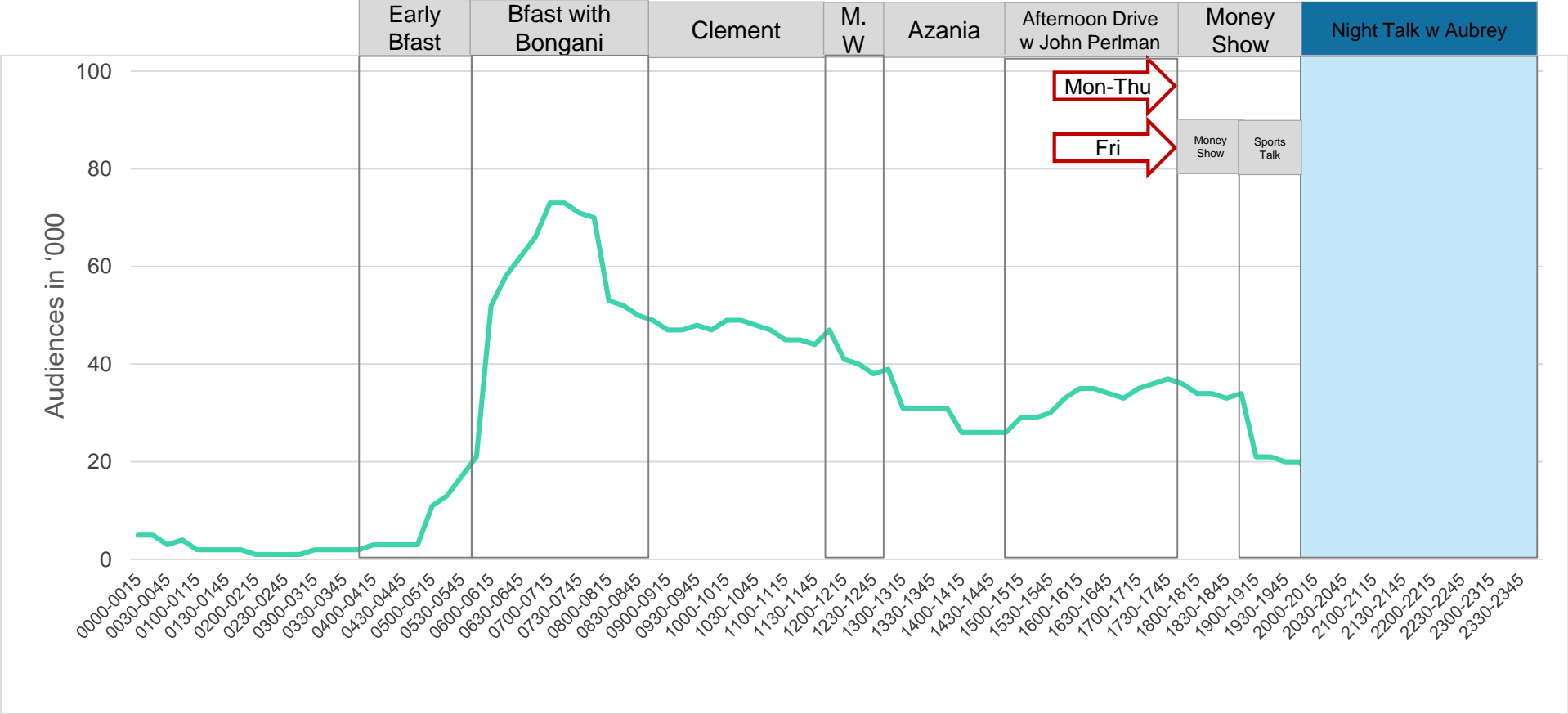


702.

Listening Pattern: Mon-Fri



1/4 Time Band M-F	Audience in '000's
2000-2015	13
2015-2030	13
2030-2045	13
2045-2100	13
2100-2115	14
2115-2130	13
2130-2145	13
2145-2200	13
2200-2215	10
2215-2230	8
2230-2245	8
2245-2300	7
2300-2315	6
2315-2330	6
2330-2345	5
2345-2400	5



Listeners : 81 000 Monday to Friday Cume (20h00-00h00).

Night Talk reaches a maximum of 14 000 listeners on average at its peak

702.

www.primediabroadcasting.co.za

Visit our website to find Audience profiles, Footprints, Case studies and more.

We look forward to telling your story...

