

702.

The Money Show

BRC RAM: April 2019 - March 2020



PRIMEDIA
BROADCASTING

CREATING CONNECTIONS



About Bruce Whitfield



Bruce is a multi-platform award-winning financial journalist whose creative and engaging presentation makes money matters accessible to a broad audience.

He has been named Sanlam Financial journalist of the Year in 2014 and Sanlam Radio Financial Journalist of the year in 2014 and 2015. He's also been crowned Citadel Words on Money Overall Winner for personal finance writing; was named Citi South Africa Financial Journalist of the Year in 2009 and completed a course at New York's famed Columbia Journalism School as part of that programme. Bruce has won numerous other accolades for print, radio and television in the Sanlam and Citadel awards over the past decade as well as multiple wins for best financial broadcaster in the MTN Radio Awards.

Bruce graduated with a Bachelor of Journalism degree from Rhodes University and has been practicing as a journalist for over two decades. One day he hopes to turn it into a career.

Bruce presents The Money Show on 702 and CapeTalk, hosts Tonight with Bruce Whitfield on CNBC Africa and is a columnist and writer for the Sunday Times Business Times. He is also a sought-after public speaker, MC and conference facilitator.

Follow Bruce on twitter: @Brucebusiness



About Bruce Whitfield

Hobbies or activities outside of radio? Wine, cycling, golf, reading, fun

Are you a tree or a bunny hugger? Patron of the Starfish Foundation. Kids are the future. We ignore their wellbeing at our peril. Bunnies are delicious.



Regular Features

MON:

to 19:00 – Stock Pick Mondays
19:20 to 19:30 – Business Books
19:30 to 20:00 – Make Money Mondays

TUE:

19:05 TO 19:15 – Andy Rice – Heroes and Zeros
19:20 to 19:30 – Africa business focus
19:30 to 20:00 – Science

WED

19:05 to 19:15 – Business Unusual with Collin Cullis
19:20 to 19:30 – Big five
19:30 to 20:00 – Shapeshifter

THUR

18:50 to 19:0 – Money show FAQs
19:20 to 19:30 – Personal finance with Warren Ingram
19:30 to 20:00 – Small business with Paulo Phitis

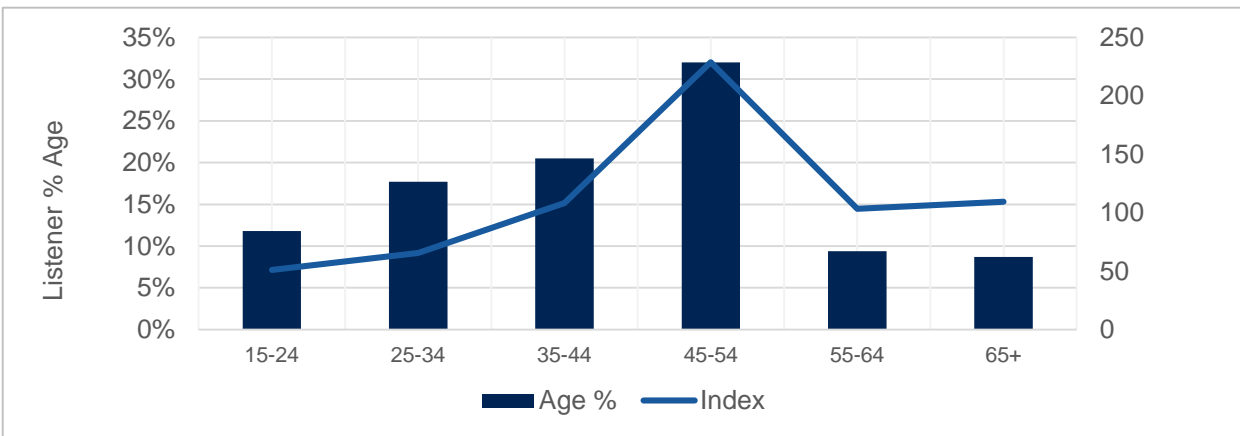
FRI:

18:40 to 18:50 – Best Bits of the money show
18:50 to 19:00 – Brutal BizQuiz

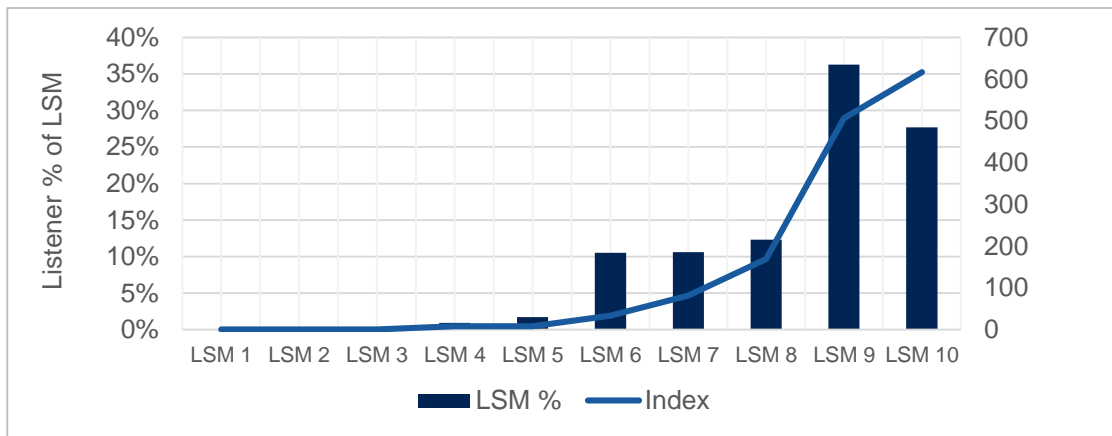
Audience Reach & Profile Mon-Thu



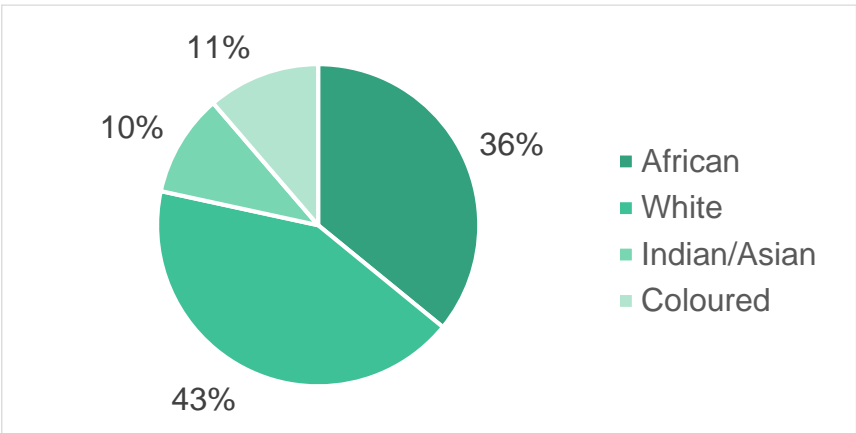
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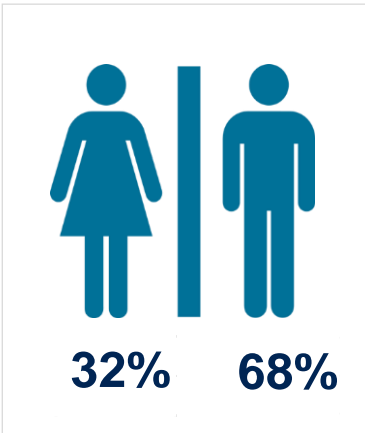
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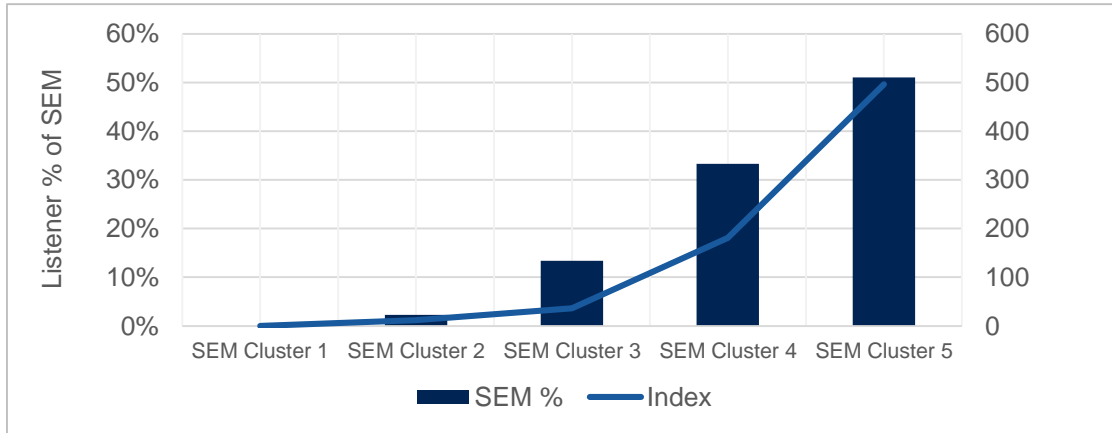
Ethnicity



Gender



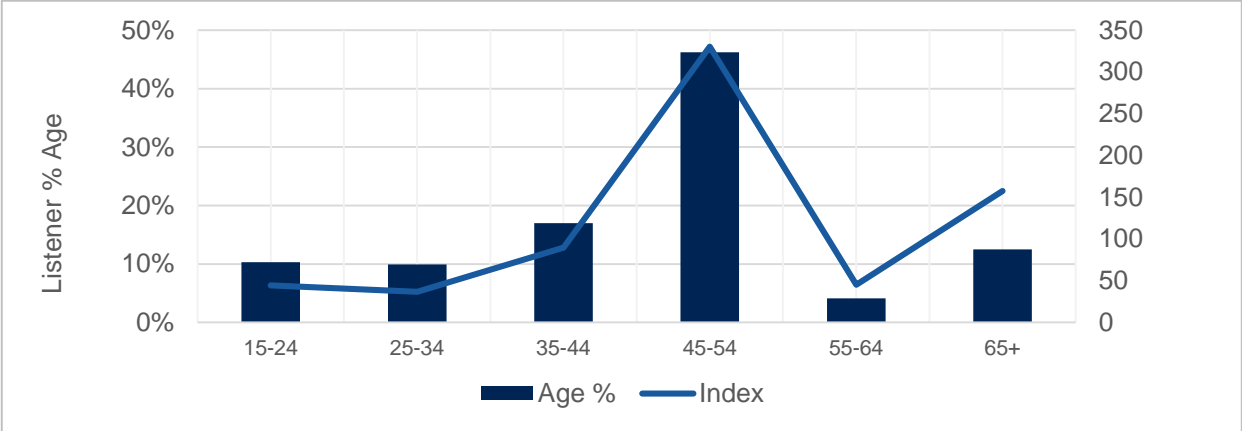
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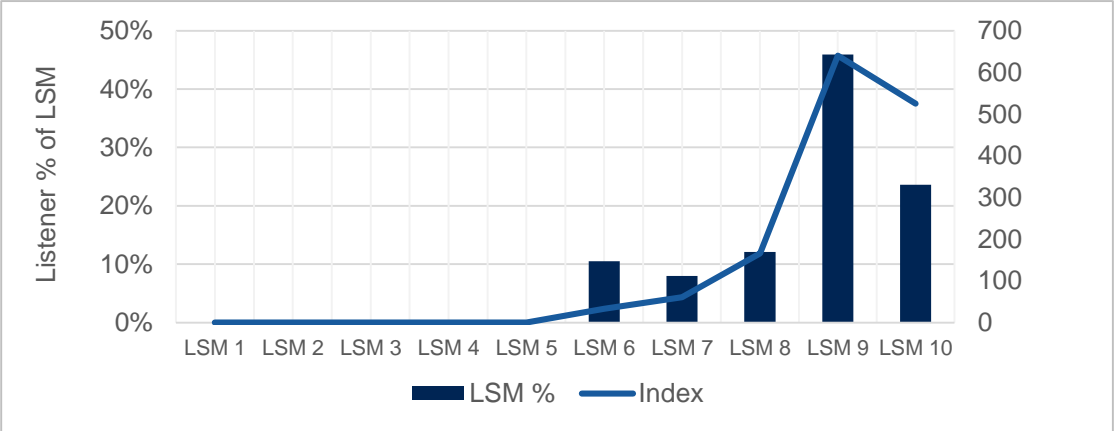
Audience Reach & Profile Fri



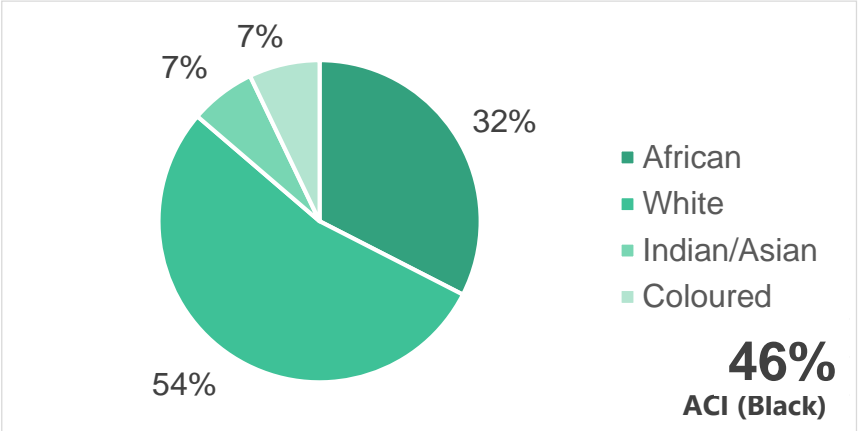
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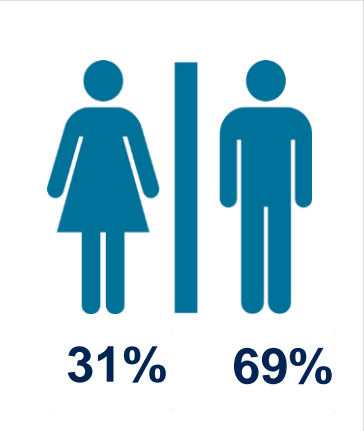
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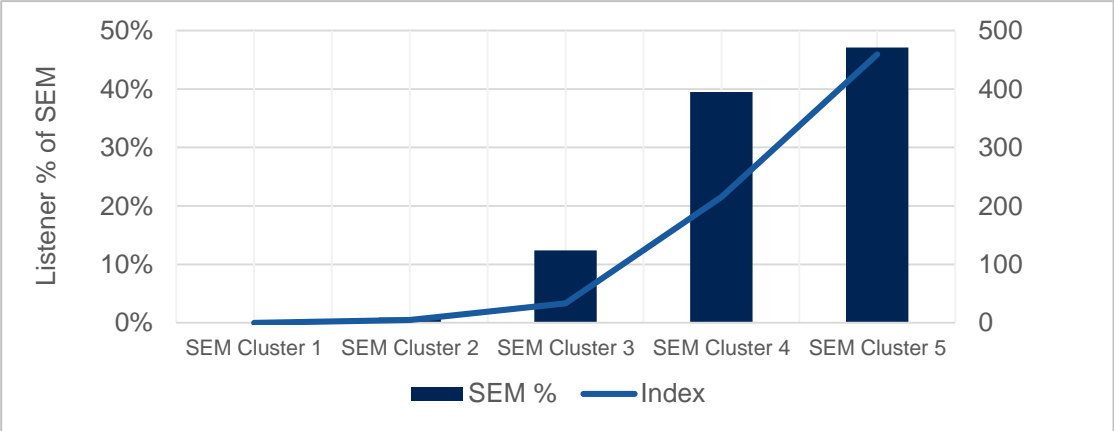
Ethnicity



Gender



SEM

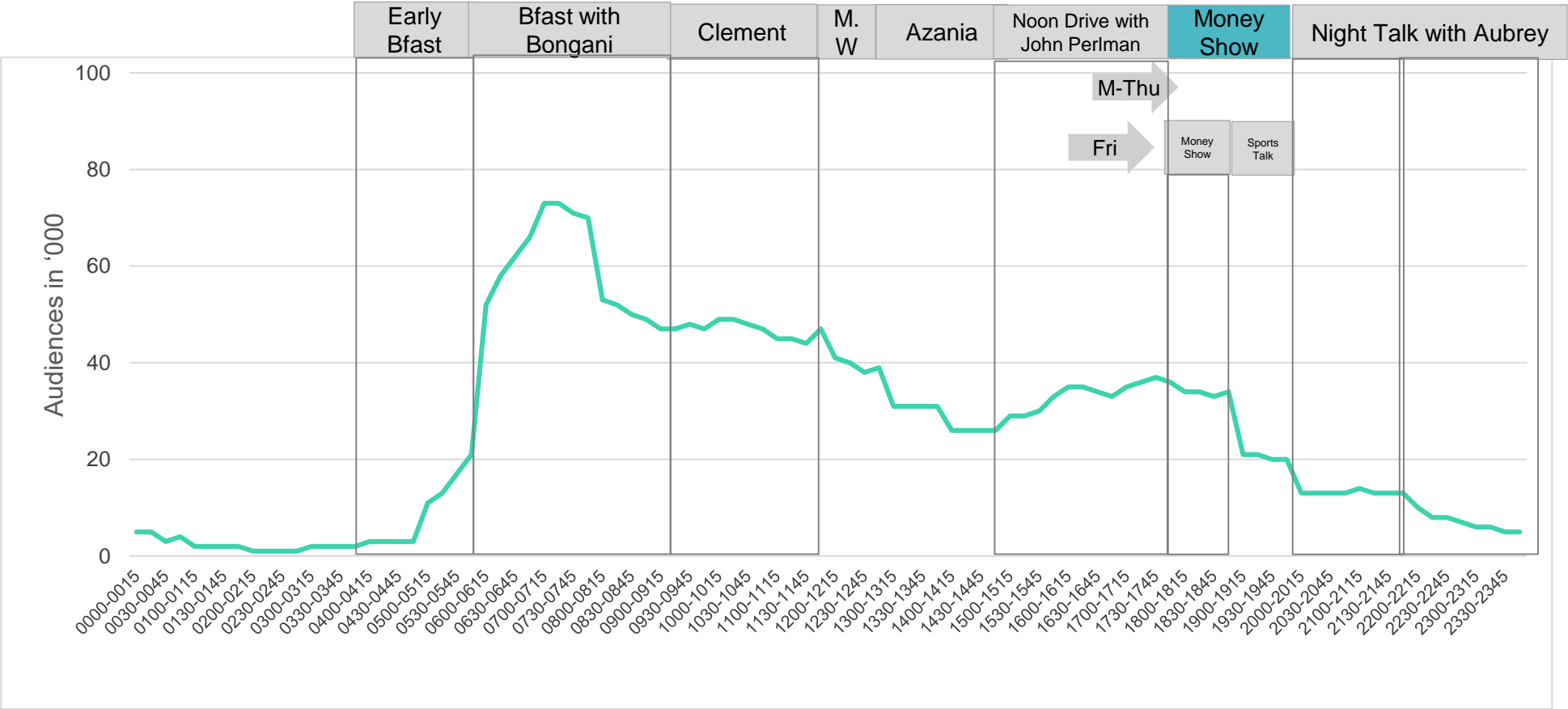


Listening Pattern: Mon-Fri



1/4 Time Band M-F	Audience in 000's
1800-1815	34
1815-1830	34
1830-1845	33
1845-1900	34
1900-1915	21
1915-1930	21
1930-1945	20
1945-2000	20

1/4 Time Band FRI	Audience in 000's
1800-1815	37
1815-1830	36
1830-1845	31
1845-1900	35



Listeners : 118 000 Monday to Thursday Cume (18h00-20h00)
44 000 Friday Cume (18h00-19h00)
The Money Show with Bruce Whitfield runs from 18:00 -20:00, which also attracts a sophisticated digital and podcast audience. The Money Show peaks at 34 000 listeners on average.

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www.primediabroadcasting.co.za

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

We look forward to telling your story...

