



THE Midday Report

12:00 - 13:00 MONDAY TO FRIDAY





THE Midday Report

The Midday Report Show is on CapeTalk from 12:00 – 13:00 Monday to Friday. This hour-long show delivers a deftly news punch. If you need to stay informed and up-to-date but don't have much time, tune in at noon for your daily news- and views fix. The biggest regional, national and global news stories are covered. The program's tone is buoyant thanks to experienced journalist Lester Kiewit's trademark dry wit"

The Midday Report **PODCAST**

The Midday Report has podcast that has established a loyal audience over the past couple of years (The Midday Report podcasts were downloaded between 30 000 and 40 000 times per month).

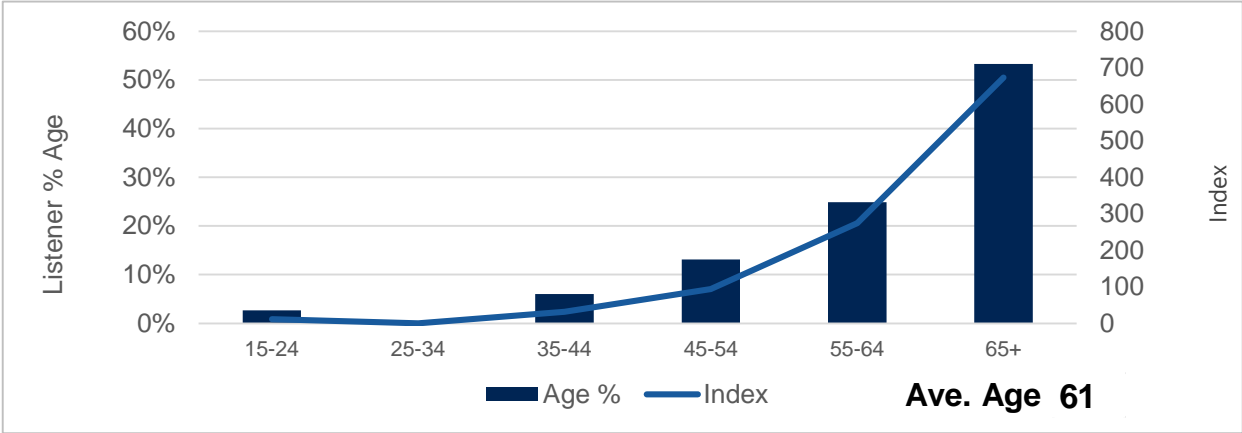
As part of The Midday Report sponsorship, the Sponsor will have access to a daily podcast including branding at the beginning and end of each podcast.

The power of podcast advertising offers additional exposure beyond the radio sponsorship as well as access to a highly engaged audience that actively subscribes to and seeks out the content.

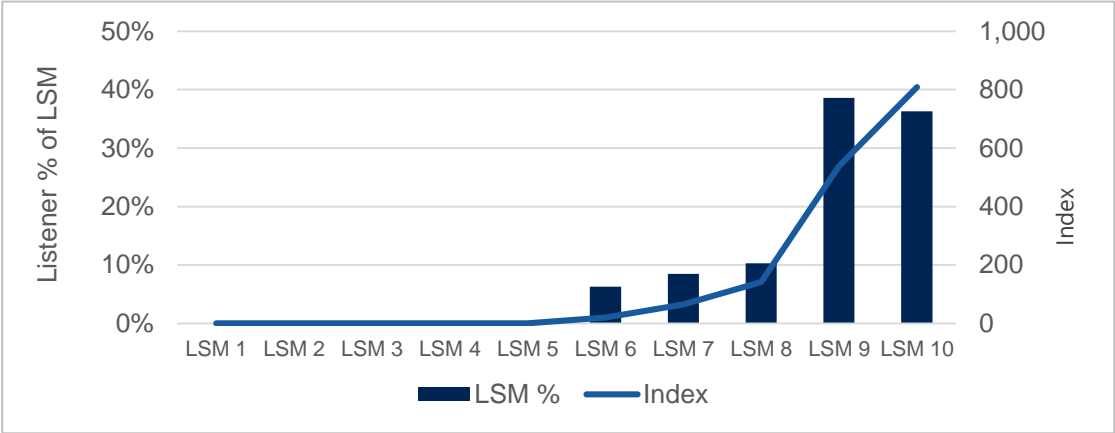
Audience Reach & Profile



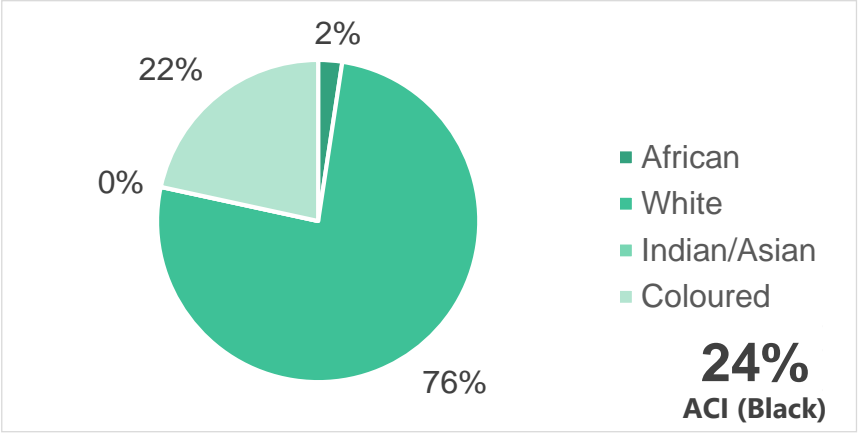
Age



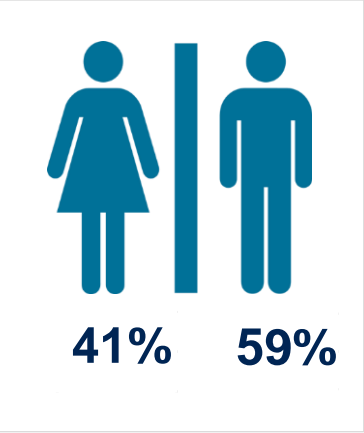
LSM



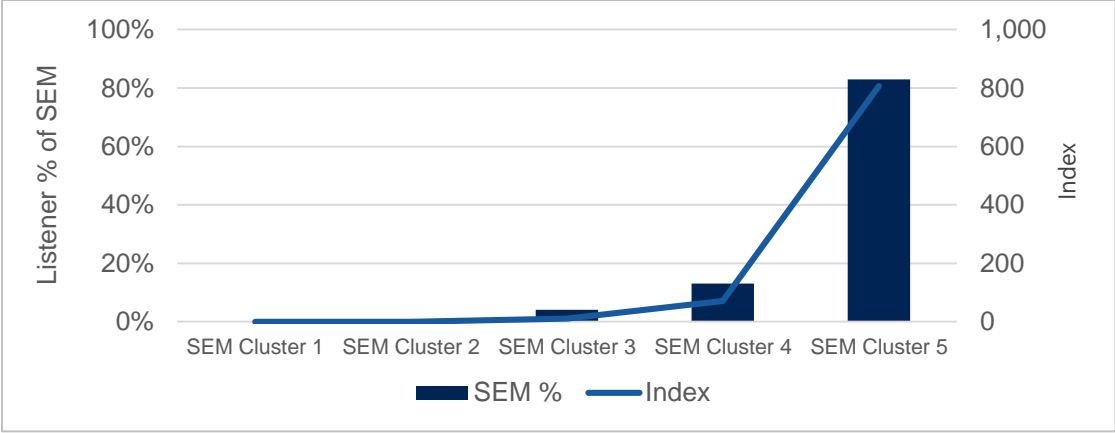
Ethnicity



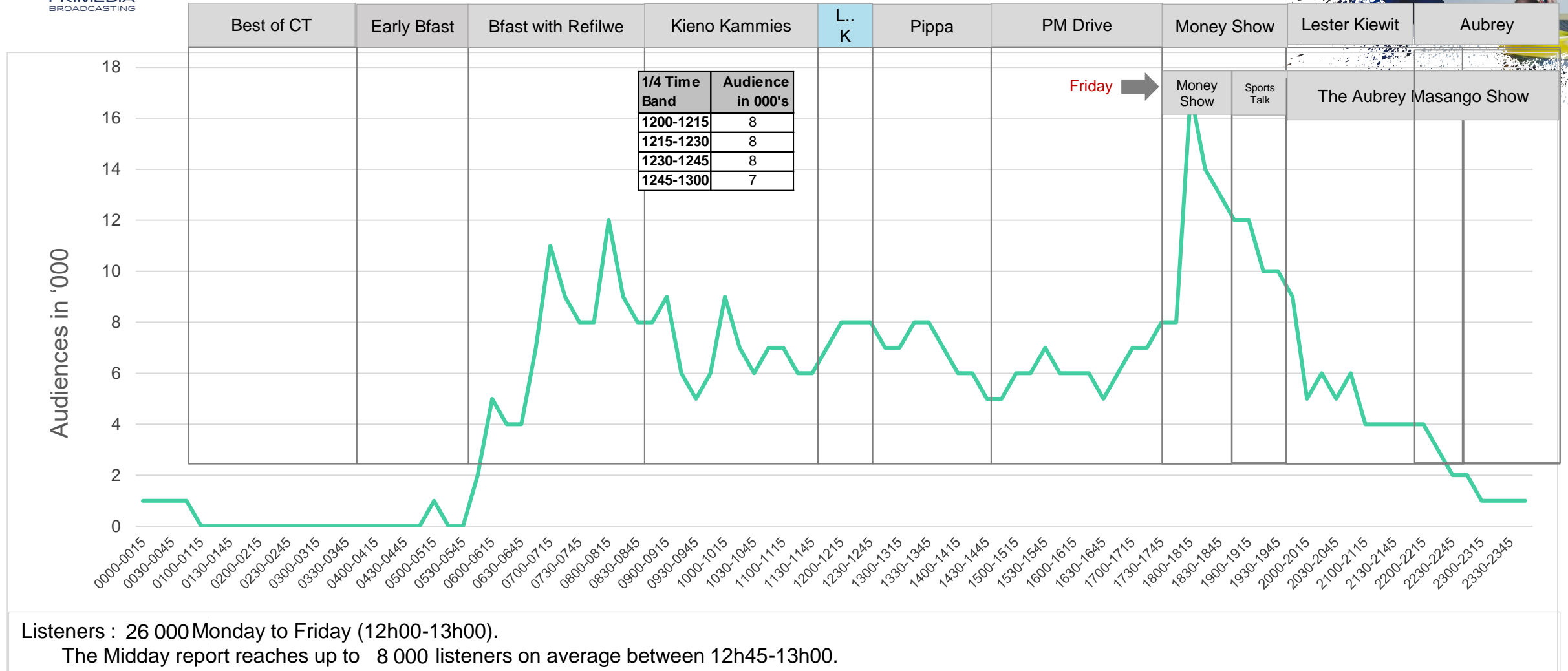
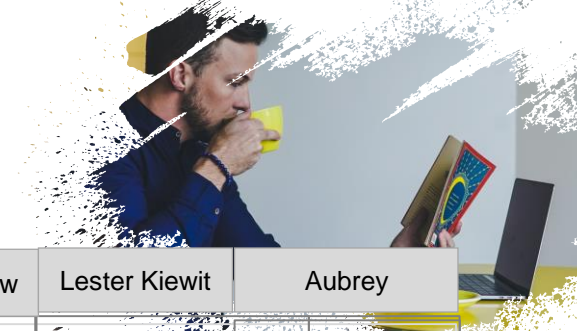
Gender



SEM



Listening Pattern: Mon - Fri





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

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