

**CAPETALK**  
567AM

# The Money Show

## with Bruce Whitfield

BRC RAMS : April 2019 – March 2020



PRIMEDIA  
BROADCASTING



# The Money Show

The Money Show is a wrap of the major business and finance stories of the day and the most popular business program in the country.

Bruce Whitfield interviews blue chip company CEOs as well as entrepreneurs whose businesses are both inspiring and helping shape a better South Africa. The program tells the story of money in an accessible manner and its listeners are not just business leaders but ordinary citizens looking for advice on how to grow their money and learn more about the world of business and finance.

Through this show, listeners also get exposed to the intersection between politics and the economy.

## About Bruce Whitfield

Bruce is a multi-platform award-winning financial journalist whose entertaining, 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 show 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. Bruce presents The Money Show on 702 and CapeTalk, hosts Taking Stock on eNCA and is a columnist and writer for Business Insider SA. He is also a sought-after public speaker, MC and conference facilitator.

Follow Bruce on twitter: @Brucebusiness

# Regular Features

Every weekday, not Fridays

**18:09 - Fast Fact:** It is a one question quiz to tease the BizQuiz on a Friday just as the show kicks off.

## Monday

**18:50 – Stock Pick Monday:** An analyst selects a couple of stocks that may be good buys.

**19:20 – Business Book Feature:** An author or a reviewer talks about an interesting business book.

**19:30 – Make Money Mondays:** A celebrity, sport star, politician, musician, business leader or anyone interesting on their personal relationship with money.

## Tuesday

**19:05 - Hero and Zero, with Andy Rice:** An advertising or brand winner or loser of the week.

**19:20 - Africa Business Focus:** A summary of some of the most interesting business news from the continent.

**19:30 - Science of...:** The HOW something, an industry, a business model or business concept, works.

# Regular Features

## Wednesday

**19:05 - Business unusual:** Business Unusual Correspondent Colin Cullis unpacks the future of business and life by looking into trends like, crypto currency, the history and future of measurements, artificial intelligence and more.

**19:20 – Big Five:** Five points of any topic to get more depth on an issue, typically more educational in tone.

**19:30 – Shapeshifter:** Featuring a personality that is changing the way we do or understand business and the world.

## Thursday

**18:50 – FAQ:** Answering those questions we get so often from listeners with an expert.

**19:20 – Personal Finance** with Warren Ingram

**19:30 – Small Business** focus with Pavlo Phitidis

## Friday

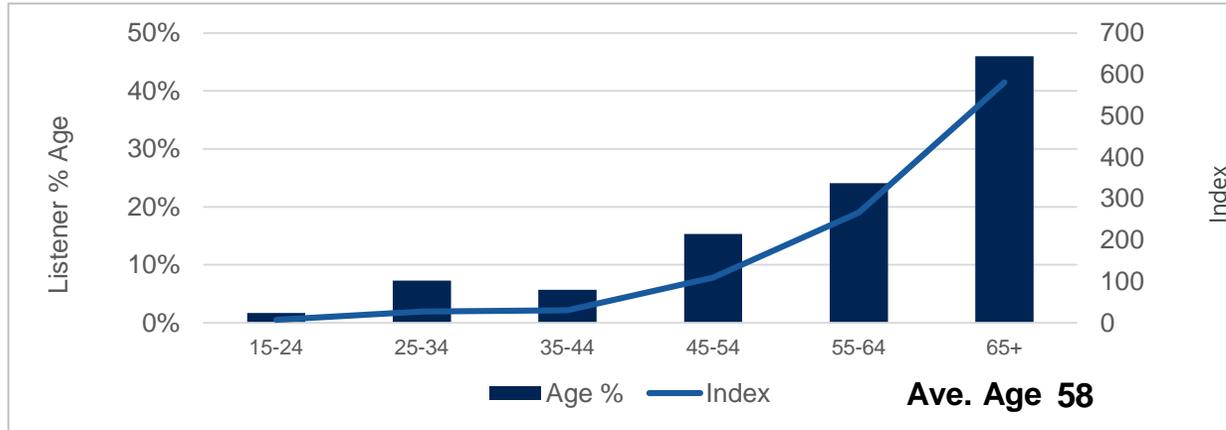
**18:40 – Best Bits :** Replaying some of the audio highlights of the week's show.

**18:50 – BizQuiz :**The very popular, funny and interesting quiz for listeners about some of the business and finance news of the week.

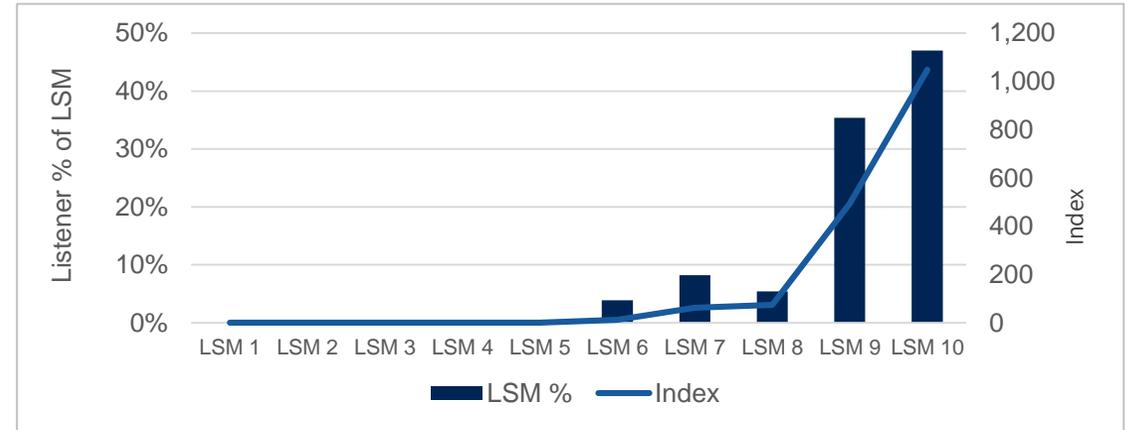
# Audience Reach & Profile: Mon-Thu



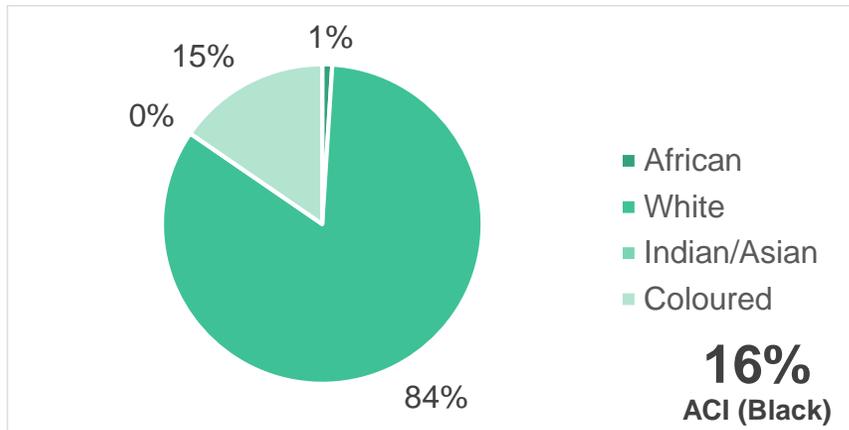
## Age



## LSM



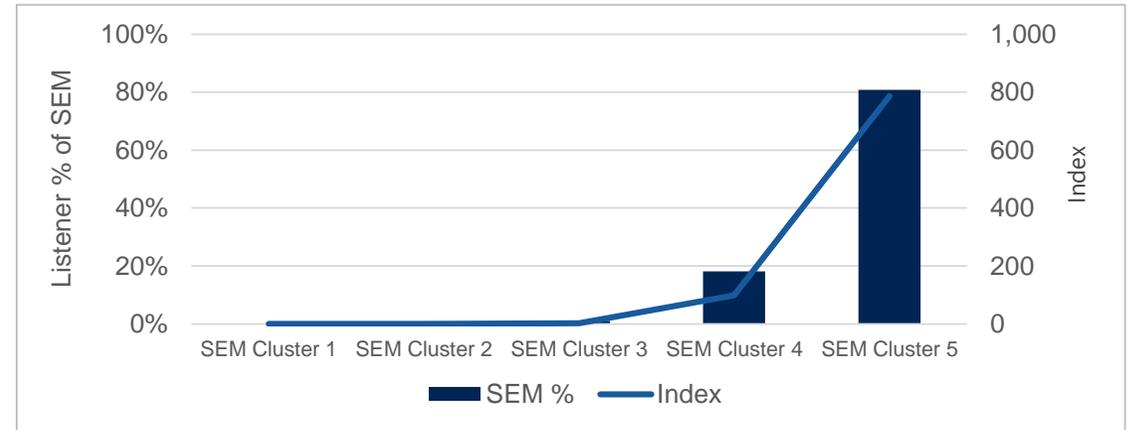
## Ethnicity



## Gender



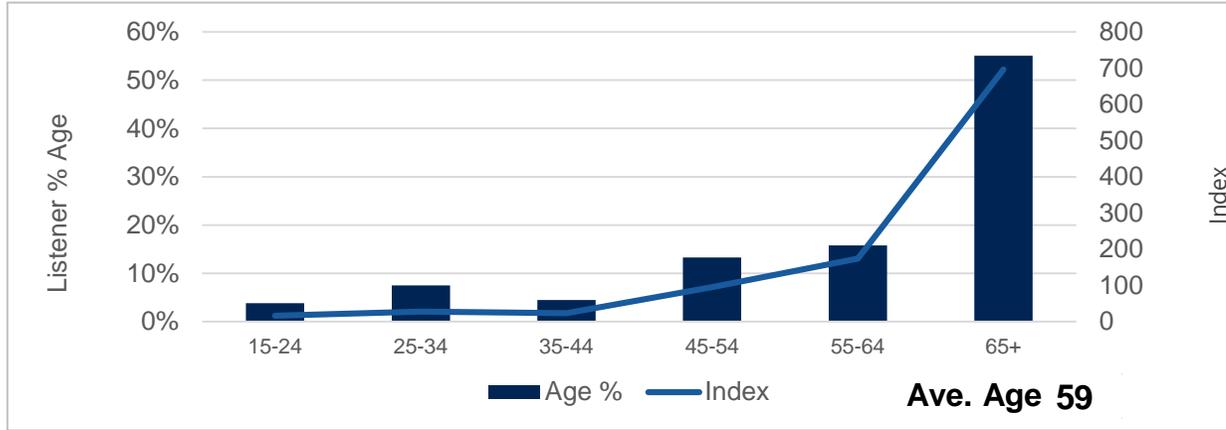
## SEM



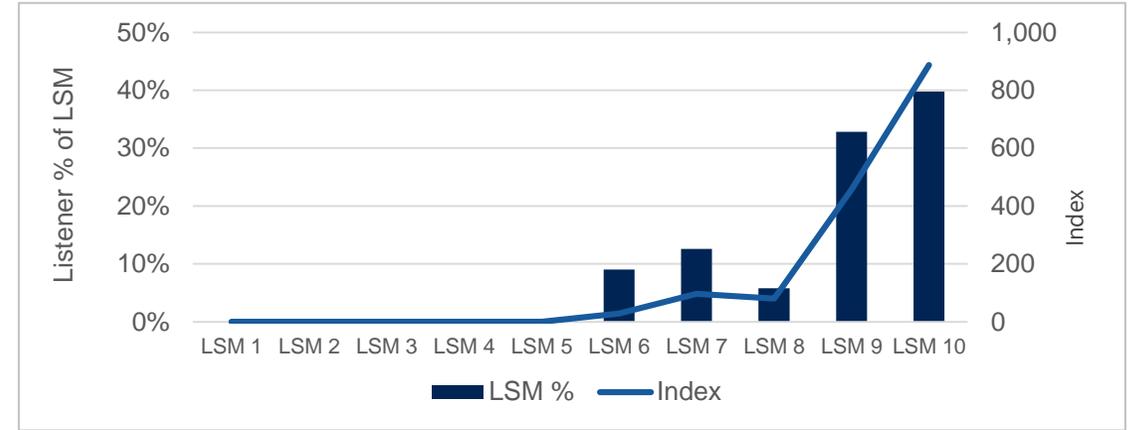
# Audience Reach & Profile: Fri



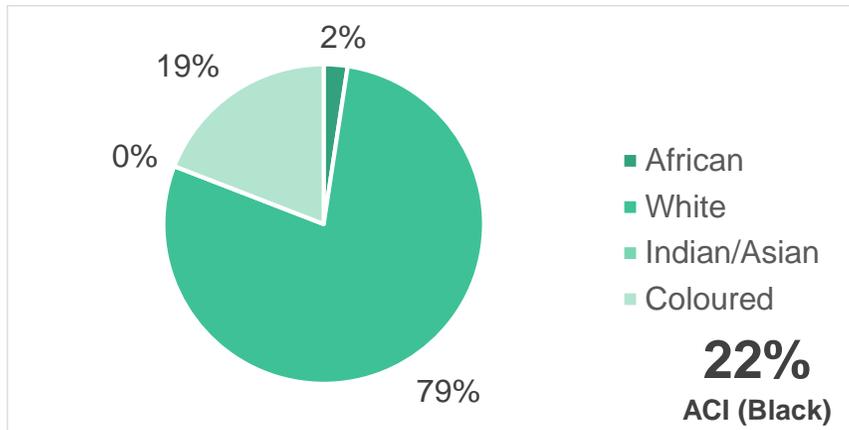
## Age



## LSM



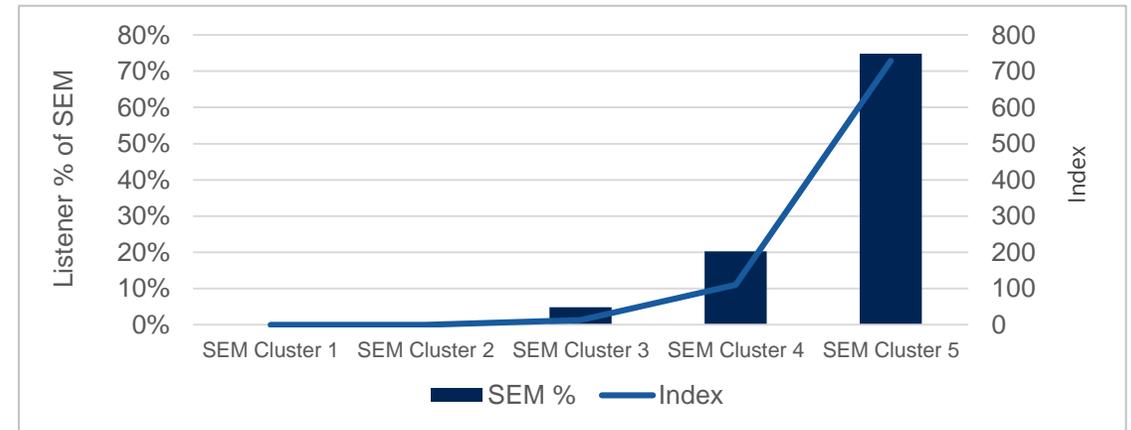
## Ethnicity



## Gender

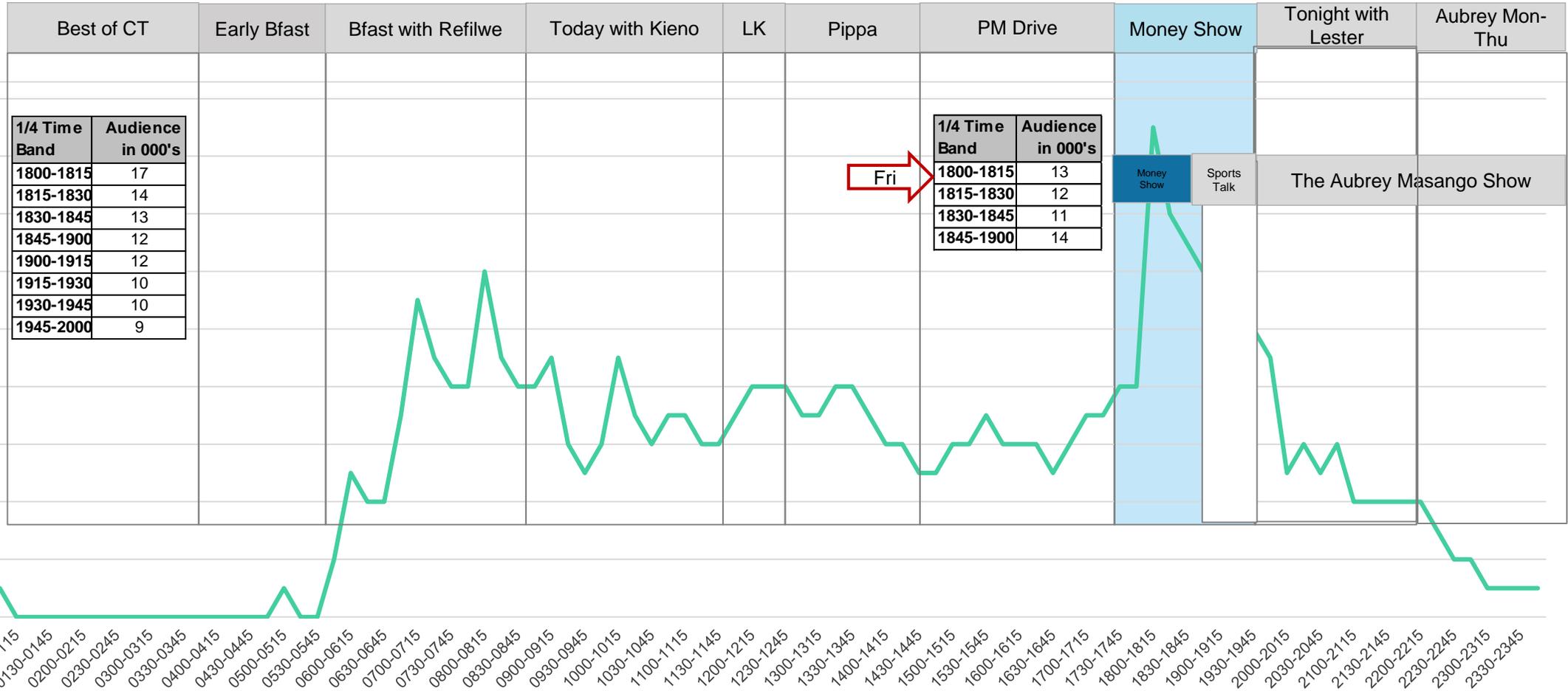


## SEM





# Listening Pattern: Mon - Fri



Listeners : 42 000 Monday to Thursday (18h00-20h00) and 18 000 Friday (18h00-19h00).

On Monday to Thursday The Money Show reaches up to 17 000 listeners on average between 18h00-18h15 while it reaches up to 14 000 listeners on average between 18h00-18h15 on Fridays.



[www.primediabroadcasting.co.za](http://www.primediabroadcasting.co.za)

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

We look forward to telling your story...

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