

MID-MORNINGS WITH TRACEY LANGE

Monday to Friday 09:00 – 12:00





THE SHOW

For an upbeat and positive start your workday – get the best mix of music and entertainment to make your workday feel like a breeze!

10:15 Daily - Office Anthems

Listeners get to choose 3 songs and send a workday shout-out to colleagues.

09:40 Tuesday - Game of Travels

Tracey gives clues about a place in the world she has travelled to and listeners have to guess the location.

10:40 Wednesday - Woman-Crush Wednesday

A feature where Tracey profiles an everyday She-Hero in Cape Town doing life-changing work in her local community.

09:40 Thursday - Throwback Thursday

Tracey gives listeners an audio clue from a TV show or movie from back in the day.

Friday - Flou Joke Friday

Every Friday, Tracey gets the audience to give their best ‘flou jokes’ – jokes that are so bad, they are funny. These jokes pop up throughout the show.

Don't miss Mid-mornings with Tracey Lange, weekdays 09:00 – 12:00. Follow the show on social media:

Twitter: @KFMza and Facebook: @KFMza

ABOUT TRACEY

Originally from Somerset West, Tracey is a well-known TV personality, a successful entrepreneur and popular face on magazine covers and social pages. Known for her warm smile and infectious laugh, she started working in radio as a hobby. But she soon fell in love with the intimacy of the medium and with her audience who view her as their workday bestie.

Tracey loves travelling, is passionate about telling the stories of everyday Capetonians and gets a kick out of making people fall in love with the Mother City. She is known for living in the moment and for her positive, radiant take on life.

Outside of hosting her mid-morning weekday slot, Tracey is also a multi-talented creative. She has hosted numerous television productions and been involved in producing an award-winning movie. Some of her television productions include Bravo! (kykNet), Dancing with the Stars SA and Tussen Ons (kykNet).

Follow Tracey Lange on:

Twitter: @TraceyLange (22.7k followers June 2021)

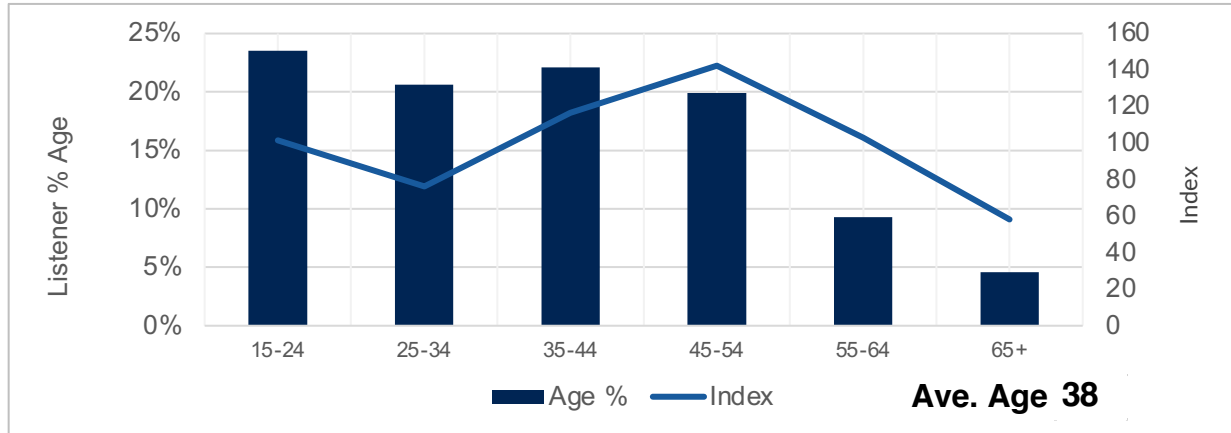
Instagram: @TraceyLange (61.1K followers June 2021)

Facebook @TraceyLangeCT (111k followers June 2021)

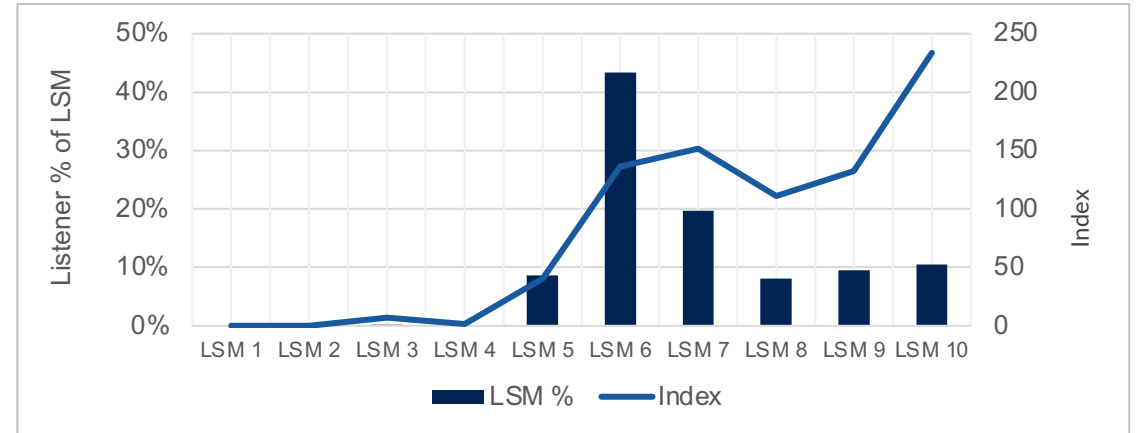
Website: www.traceylange.co.za

AUDIENCE REACH AND PROFILE

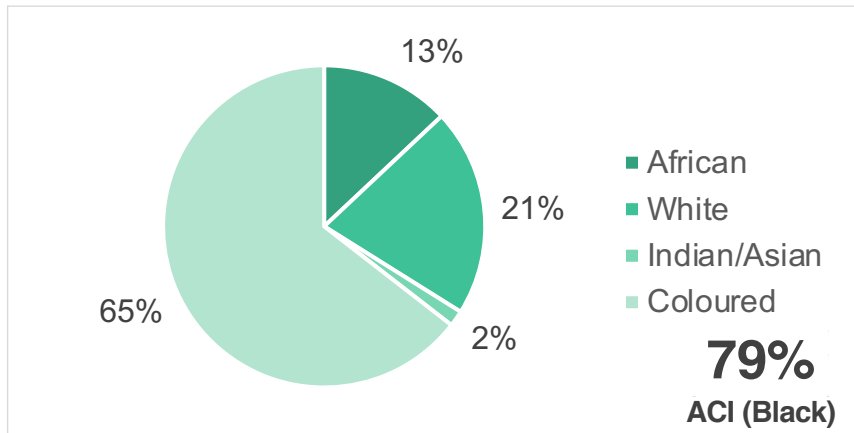
Age



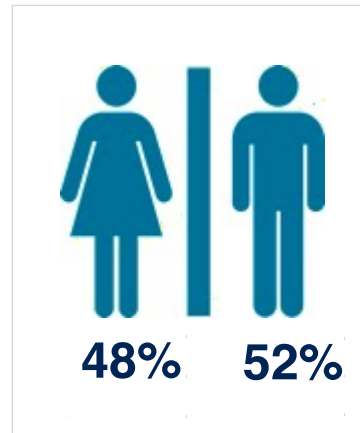
LSM



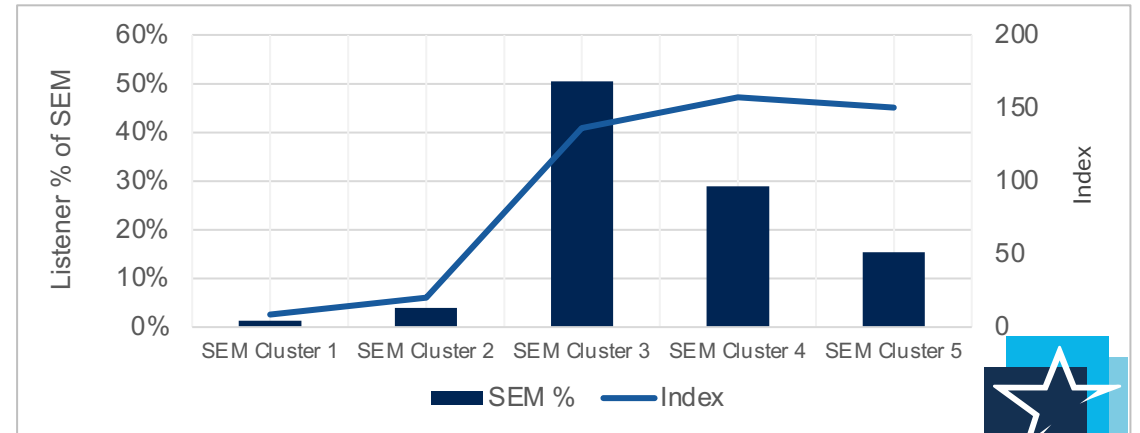
Ethnicity



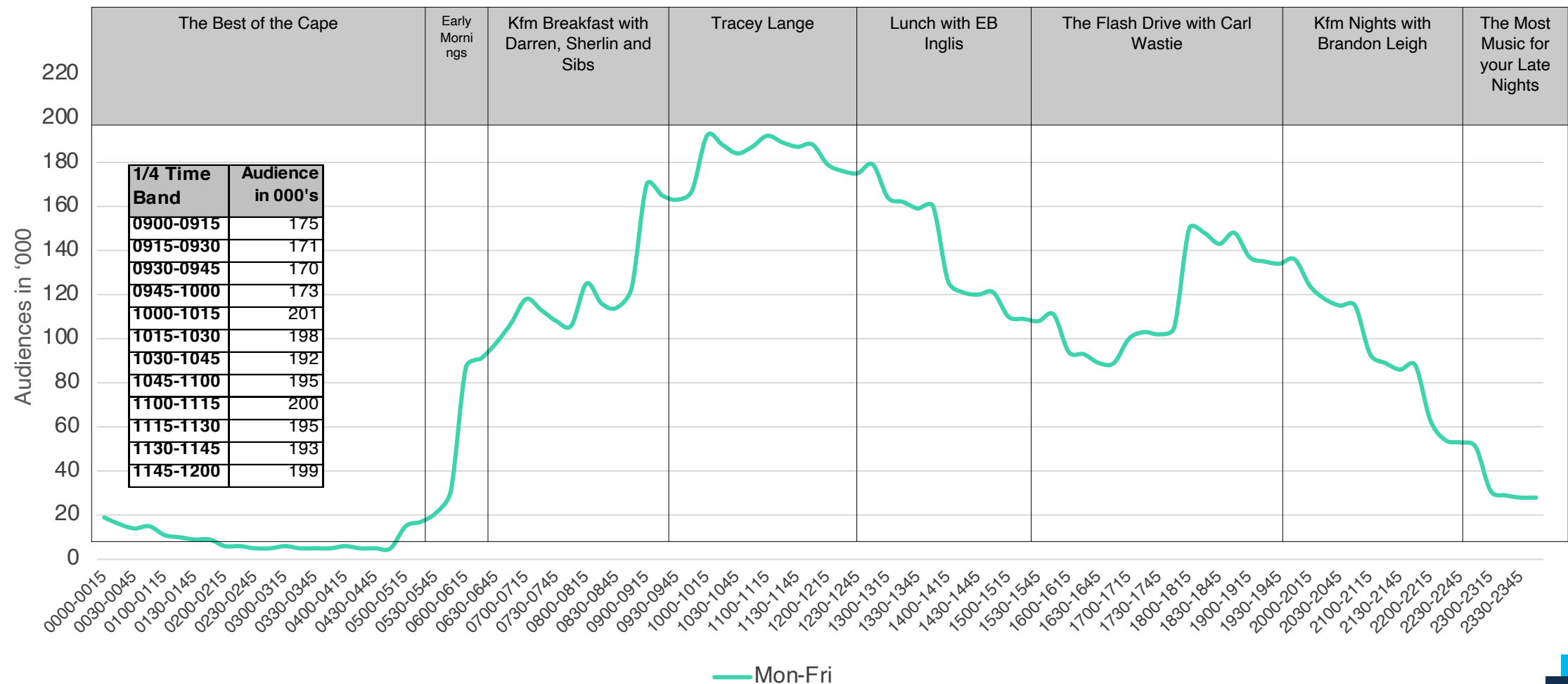
Gender



SEM



LISTENING PATTERN - WEEKDAYS



615 000 Monday to Friday Cume (09h00-12h00). Mid-mornings with Tracey Lange reaches 201 000 listeners on average at its peak.



LINE UP

Weekdays

| | |
|---------------|---|
| 05:00 - 06:00 | Early Mornings with Liezel van der Westhuizen |
| 06:00 - 09:00 | Kfm Mornings with Darren, Sherlin, and Sibs |
| 09:00 - 12:00 | Mid-Mornings with Tracey Lange |
| 12:00 - 15:00 | Lunch with EB Inglis |
| 15:00 - 19:00 | The Flash Drive with Carl Wastie |
| 19:00 - 22:00 | Kfm Nights with Brandon Leigh |
| 22:00 - 01:00 | The Most Music for your late nights |
| 01:00 - 05:00 | The Best of the Cape |

Saturdays

| | |
|---------------|---|
| 01:00 - 04:00 | Kfm Weekend Overnights with Mitch Matyana |
| 04:00 - 07:00 | Jonathan Duguid |
| 07:00 - 10:00 | Weekend Breakfast with EB Inglis |
| 10:00 - 14:00 | Kfm Top40 SA with Carl Wastie |
| 14:00 - 18:00 | Mitch Matyana |
| 18:00 - 21:00 | The BLOK party with Mamohau Seseane |
| 21:00 - 01:00 | The BLOC party |

Sundays

| | |
|---------------|--|
| 01:00 - 04:00 | Mitch Matyana |
| 04:00 - 07:00 | Jonathan Duguid |
| 07:00 - 10:00 | Sunday Breakfast with Saskia Falken |
| 10:00 - 15:00 | Sundays with Brandon Leigh |
| 15:00-19:00 | #KFMSundaze |
| 19:00 - 22:00 | Sunday Love Songs with Mamohau Seseane |
| 22:00 - 01:00 | Automated |





THANK YOU