

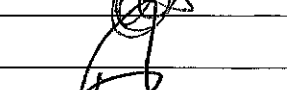
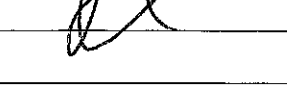
DATE: 26 April 2023
SUBJECT: UIF_Benefits campaign
PROJECT JOB NO: 15_2_59_24

DECLARATION OF IMPARTIALITY, CONFIDENTIALITY AND FINANCIAL INTEREST

I, the undersigned:

- have no financial interest in any of the below recommended suppliers
- will did not purposefully favour or prejudice anybody during the selection of the recommended suppliers
- am not aware of any relationship (family, friend, other) between the bidder and myself
- Except that I recognize the names of the recommended suppliers as as we conduct business regularly with them when implementing campaigns
- The following companies are recommended for this campaign :

1	Arena Holdings
2	DSTV Media Sales
3	e.SAT
4	e.TV
5	Fundudzi Media
6	Media24
7	Mediamark
8	Motswako Media
9	MSG Group Sales
10	Primedia Broadcasting
11	Radio Heart
12	Radio Igagasi
13	SABC Radio
14	United Stations
15	Yired

NAME	CHIEF DIRECTORATE	SIGNATURE
Fortune Bologo	CSA: Media Buying	
Phineas Phelelo	CSA: Media Buying	
Ace Mlisa	CSA: Media Buying	
Neli Shuping	CSA	
Nicolette Prinsloo	Acting CDOP	

Comment: _____



government communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

015/2023/2024

Private Bag X745, Pretoria 0001. Tshedimosetso House, cnr Frances Baard and Festival streets, HATFIELD, Pretoria 0028
Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za. Coordinates: 25.746096 28.232331

INTERNAL MEMO

Recommended P.T. Moore 04/05/2023

DATE:	25 April 2023	File NR:	15_02_59_24
TO:	ADG: Michael Currin	From:	D: Media Buying Sinombulelo Mlisa Media Planner: Refilwe Letsoalo
CLIENT:	Unemployment Insurance Fund	Contact:	Trevor Hattingh – 067 410 4099

SUBJECT: UIF Benefits campaign

PROJECT JOB NUMBER: 15_02_59_24

1. PURPOSE

1.1. To seek approval for appointing Media24, Arena Holdings, Fundudzi Media, Primedia Broadcasting, Mediamark, United Stations, GH Media, MSG Sales, YFM, Motswako Media, eTV, eNCA, DSTV, and SABC for the placement of the Unemployment Insurance Fund (UIF) Mass Campaigns 2023 according to Supply Chain Management Delegation requirements (4.1), (4.3) and (4.4).

2. BACKGROUND

2.1 As a short term financial relief fund for workers, the UIF is mandated in terms of the Unemployment Insurance Act to provide for the payment of unemployment benefits to certain employees and for the payment of reduced work time, illness, maternity, adoption, dependents and parental benefits. The UIF remains committed to providing social security to contributors and their beneficiaries in line with section 27 (1) (c) of the Constitution of the Republic of South Africa which obliges that: "everyone has the right to social security".

2.2 It is against this background that the UIF has requested GCIS to assist with the media placement.



3. CAMPAIGN OBJECTIVES

3.1 To inform and educate UIF contributors about UIF benefits and services

4. TARGET AUDIENCE

4.1 The primary target market for this campaign is the Rooted *Realists*, *City Seekers*, *Safely Suburban* and *Metro Mobiles*. As per the attached GSM. ✓

4.2 Emphasis on LSM 4 – 7.

5. CAMPAIGN PERIOD

5.1 05 May – 30 June 2023 ✓

6. RECOMMENDATIONS

6.1 For the purpose of this campaign and to ensure that the campaign is effective, Media Buying recommend the use of Radio, Print, Television, OOH and Digital media to help create awareness about the Employees campaign. OOH has a total reach of 40 631 000, TV 39 156 000, Radio, 36 741 000, Digital 27 382 000, Print (Newspapers) 18 205 000 and Print (Magazines) 10 832 000. Source Establishment Survey 2019 BA (Jan-Dec 2019).

6.2 A separate memo will be submitted for Digital and Social Media, OOH (Electronic Screens), Community Radio, and Community TV as approved on the media schedule.

6.3 **Delegation (4.1) acquisition of Print Space (threshold R3,000,000, 00). Campaign total R996 973.48.** ✓

6.3.1 In order to reach the selected target audience and deliver on the campaign's objectives, Media Buying has recommends the use of the following publications Media24 (City Press & Daily Sun), Arena Holdings (Sunday Times, Sowetan & Business Day), and Fundudzi Media (Sunday World).

6.3.2 Sunday Times (2 742 000 readers), City Press (1 552 000 readers), and Sunday World (984 000) are weekly publications with an effective national readership

6.3.3 Daily Sun (2 974 000 readers) and Sowetan (629 000) are the recommended daily publications as they are effective to communicate the campaign message nationally.

6.3.3 Daily Sun (2 974 000 readers) and Sowetan (629 000) are the recommended daily publications as they are effective to communicate the campaign message nationally. Business Day with a national readership of 120 000 is recommended based on relevance and will be effective to communicate with the business sector.

Source: PAMS 2019.

6.3.4 Magazines are recommended as they stay in circulation over a longer period than newspapers and will provide maternity and other benefits related to women. To maximise print reach, Media Buying recommends print magazines that have a high readership and are widely read, these magazines will carry messages with a focus on women benefits. The magazines will flight a full page advertorial in both the hard copy magazine and online version. The recommended magazines are **Media24 (Drum 1 397 000 readers, You 1 395 000 readers, Huisgenoot 1 157 000, Kuier 544 000).**

6.4 **Delegation (4.3) acquisition of Commercial Radio Space (threshold R3, 000, 000, 00). Campaign total R2 996 866.56.**

6.4.1 Radio is recommended to effectively implement the campaign as it has a reach of 36 741 000 listeners. This means the medium is able to reach over 80% of the population. Further to this; radio is able to reach people wherever they are and that makes it an effective platform to maximise reach. Through these stations the campaign will have maximum reach across all regions nationally in all languages.

6.4.2 National and regional stations are recommended for this campaign as they will enable the campaign to reach all areas within the country. The recommended radio stations were selected based on area coverage, reach , language and relevance to the target market.

Station	Region
RSG	National
Radio2000	National
Gagasi FM	KZN

Vuma	KZN
Rise FM	MP
You FM	NW
East Coast	KZN
Algoa FM	EC
OFM	FS
Metro FM	National
Capricorn FM	Limpopo
Power FM	GP
Kaya FM	GP
Radio 702	GP
947	GP
KFM	WC
Cape Talk	WC
YFM	GP
Heart FM	WC
SA FM	National
Radio 2000	National
Jacaranda FM	GP, NW and Limpopo

The following African language radio stations are recommended to ensure that all ethnic groups are reached.

SITUATION	AREA OF COVERAGE	LANGUAGE
UKHOZI	KZN/GAU/MPU/EC/FS	IsiZulu
UMHLOBO WENENE FM	EC/WC/KZN/GAU/MPU	IsiXhosa
LESEDI	FS/GAU/NW	Southern Sotho
THOBELA FM	NW/FS/GAU	Northern Sotho
IKWEKWEZI FM	MPU/GAU/NW	IsiNdebele
LIGWALAGWALA FM	MPU/GAU/NW	IsiSwati
MOTSWEDING FM	GAU/NW/FS/NC	Setswana

MUNGHANA LONENE FM	GAU/MPU/LIMP	Xitsonga
PHALAPHALA FM	GAU/MPU/LIMP	TshiVenda

6.4.3 The suppliers recommended are **SABC Radio** (Metro FM, RSG, Ukhozi FM, Umhlobo Wenene FM, Lesedi FM, Thobela FM, Ikwekwezi FM, Ligwalagwala FM, Motsweding FM, Munghana Lonene FM, Phalaphala FM, SA FM, Radio 2000) **Mediamark** (East Coast Radio, Jacaranda FM and Kaya FM), **MSG Sales** (Capricorn FM and Power FM) **United Stations** (Rise FM, Vuma FM, Algoa FM and OFM), Motswako Media (You FM), **Primedia Broadcasting** (947, Radio 702, KFM, Cape Talk), YFM, **GH Media** (Heart FM, Gagasi FM).

6.4.4 The recommended radio stations will flight generic adverts for the campaign. Capricorn FM (Limpopo), Gagasi FM (KZN), and You FM (North West) will further provide activations for the campaign in their respective provinces.

6.4 DELEGATION (4.4) ACQUISITION OF TV (THRESHOLD R5 000 000.00) CAMPAIGN TOTAL R1 713 853.70.

6.4.1 TV is an intrusive medium that is able to create brand impact to the wider audience. It also has the ability to convey the client's message with sight, sound and motion. The medium reaches a large part of the audience during prime time programming. At least 96% of adult population is exposed to the TV medium especially during primetime programming.

6.4.2 Media Buying recommends the use of SABC1, 2, 3, ETV, SABC News, ENCA and Newzroom Afrika for this campaign. SABC 1 (607 796 viewers) and SABC 2 (194 306 viewers), SABC 3 (86 119), ETV (576 640), SABC News (37 791), ENCA (24 354), Newzroom Afrika (16 717) have the highest viewership nationally. The recommended channels will flight squeeze backs for the duration of the campaign. Further to this, SABC will provide DBI to amplify the campaign.

6.4.3 It needs to be noted that the added value for TV will be confirmed through the booking confirmations, which will be provided by the channels once the campaign has been booked.

7. NOT RECOMMENDED

- 7.1 Soccer Laduma is not recommended as it is a niche publication that targets readers that are interested in soccer only. Isolezwe NgeSonto and Ilanga LangeSonto are regional newspapers and are not recommended as they do not have a national reach. Sunday Sun is not recommended as the publication is no longer in print.
- 7.2 Isolezwe, Son, Daily Voice, Beeld, The Star, Daily Dispatch, Die Burger, and The Mercury are not recommended they are regional newspapers and not have a national reach. The Citizen is not recommended as it has a lower readership than Sowetan.
- 7.3 The following magazines are not recommended; Move, TrueLove, Bona and People, as they have a low readership as compared to Drum, You, and Huisgenoot. Food and Home magazine will not be relevant for this campaign because its content is mainly focused on food and home decorations.
- 7.4 The below radio stations are not recommended as per below reasons:
- 5FM is a national radio that has a lower listenership than Metro FM.
 - Good Hope FM and Smile FM are Western Cape radio stations that have a lower listenership than Heart FM.
 - Tru FM is an Eastern Cape radio station that has a lower listenership than Algoa FM.
 - Lotus FM is a KZN radio station that has lower listenership than Gagasi FM.

8. FINANCIAL IMPLICATIONS

8.1 An amount of R8 587 659.28 is available in the suspense account for the implementation of UIF Mass Campaign 2023. See attached recon.

8.2 The total cost for this submission is **R5 707 693.74** incl VAT as per below breakdown.

Media Group	Estimated Cost	Approved	Discount	Final Cost	
Arena Holdings	R276 000,00	R23 598,00	9%	R252 402,00	✓
Fundudzi Media	R129 720,00	R6 486,00	5%	R123 234,00	✓
Media24	R131 744,00	R10 539,52	8%	R121 204,48	✓
Media 24 Magazines	R1 228 192,00	R728 059,00	59%	R500 133,00	✓
Total Print	R1 765 656,00	R768 682,52	44%	R996 973,48	✓
Mediamark	R385 537,50	R85 312,50	22%	R300 225,00	✓
Motswako Media	R331 723,57	R39 206,69	12%	R292 516,88	✓
MSG Group Sales	R568 976,30	R179 809,57	32%	R389 166,73	✓
Primedia Broadcasting	R637 844,63	R237 670,50	37%	R400 174,13	✓
Radio Heart	R134 369,45	R26 072,45	19%	R108 297,00	✓
Radio Igagasi	R403 537,00	R36 294,00	9%	R367 243,00	✓
SABC Radio	R2 003 400,00	R1 103 394,00	55%	R900 006,00	✓
United Stations	R147 694,50	R28 344,18	19%	R119 350,32	✓
Yired	R207 862,50	R87 975,00	42%	R119 887,50	✓
Total Radio	R4 820 945,45	R1 824 078,89	38%	R2 996 866,56	✓
DSTV Media Sales	R393 300,00	R154 425,00	39%	R238 875,00	✓
e.SAT	R225 000,00	R0,00	0%	R225 000,00	✓
e.TV	R525 000,00	R174 999,80	33%	R350 000,20	✓
SABC TV	R899 978,50	R0,00	0%	R899 978,50	✓
Total TV	R2 043 278,50	R329 424,80	16%	R1 713 853,70	✓
Total Campaign	R8 629 879,95	R2 922 186,21	34%	R5 707 693,74	✓



Fortune Bologo
Junior Media Planner: Media Buying
Date: 26/04/2023

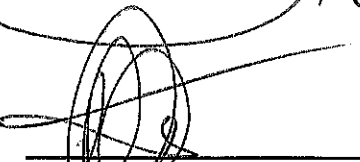


Phineas Phelelo

Deputy Director: Media Buying

Date: 2023-04-26

RECOMMENDED / NOT RECOMMENDED



Sinombulelo Mlisa

D: Media Buying

Date: 26/4/2023

RECOMMENDED / NOT RECOMMENDED



Neli Shuping

CD: CSA

Date: 20/4/2023

RECOMMENDED / NOT RECOMMENDED



Tyrone Seale

ADDG: CP&D

Date: 2/5/23

RECOMMENDED / NOT RECOMMENDED

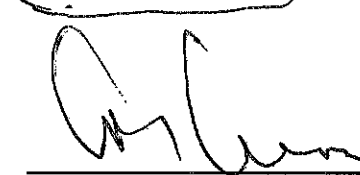


Gcobisa Sodi

CFO: GCIS

Date: 05/05/2023

RECOMMENDED / NOT RECOMMENDED



Michael Currin

ADG: GCIS

Date: 5/5/23

APPROVED / NOT APPROVED

SIGN HERE

UIF Mass Campaign 2023 is recommended for placement.



government communications

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Tel: (+27 12) 473-0000/1 Fax: (+27 12) 473 0593 Website: www.gcis.gov.za. Coordinates: 25.746096 28.232331

Ms Nicolette Prinsloo
Director: Marketing & Distribution
GCIS
PRETORIA

Dear Ms Prinsloo

APPOINTMENT AS ACTING CHIEF DIRECTOR: COMMUNICATION SERVICE AGENCY (CSA)

In terms of section 32 of the Public Service Act 1994, (Act 103 of 1994),
you are hereby appointed as an acting Chief Director: Communication
Service Agency on 28 April to 3 May 2023.

In executing this role, you will be expected to manage and lead the
Chief Directorate and, among other things, authorise all payments in relation
to the Chief Directorate.

May I take this opportunity to thank you in advance and wish you all the
best.

Yours sincerely,

NELI SHUPING

CD: CSA

DATE: 26/04/2023

MR TYRONE SEALE

ADDG: CP&D

DATE: 26/04/2023

I, Nicolette Prinsloo, hereby accept the above appointment
and will carry out all duties assigned to me to the best of my ability.

NICOLETTE PRINSLOO

D: M&D

DATE: 28/4/2023.





government communications

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Mr Tyrone Seale
CD: Products & Platforms
GCIS
PRETORIA

Dear Mr Seale

APPOINTMENT AS ACTING DEPUTY DIRECTOR GENERAL: CONTENT, PROCESSING AND DISSEMINATION

In terms of section 32 of the Public Service Act 1994, (Act 103 of 1994), you are hereby appointed as Acting Deputy Director General: Content, Processing and Dissemination on 24 April 2023 to 1 May 2023.

In executing this role, you will be expected to manage and lead the Branch and, among other things, authorise all payments in relation to the Branch.

May I take this opportunity to thank you in advance and wish you all the best.

Yours sincerely

MS REGOMODITSWE MAVIMBELA

DDG: CP&D

DATE: 21/04/2023

I, TYRONE SEALE, hereby accept the above appointment and will carry out all duties assigned to me to the best of my ability.

MR TYRONE SEALE
CHIEF DIRECTOR: PRODUCTS & PLATFORMS

DATE: 24/04/2023



Regeringekommunikasie • Dikgokahano tsa Mmušo • Dilhaletseano tsa Puso • Dikgokaganyo tsa Mmušo • Ezokuxhumana kukaHulumeni •
EzoNxibelelwano lukaRhulumente • Tekuchumana Tahulumende • zokuThintana kukaRhulumente • Vuhlanganisli bya Mfumo • Vhudavhidzani ha Muvhuso



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Communication Campaigns meeting

- UIF Mass Campaign
- IPID
- SAPS

Venue : Boardroom 327

Date: 30 March 2023

Time: 09h00

Present: Ace Mlisa, Nkadameng Mosenohi, Refilwe Letsoalo

	Deliverables	Timelines	Status	Responsible
UIF Mass Campaign				
1	Radio advert 30 seconds • SABC • Primedia Broadcasting • Mediamark • United stations • GH Media • MSG Sales • YFM • You FM	Mid-April. 3 months flighting	• Schedules developed and shared with client • Awaiting content from client. To follow up on 03 April • GCIS Media Production to assist with script development. SABC Rap Studios to produce	Refilwe, Ace, Nkadameng
2	Script development			Nkadameng, Media Production
3	TV Squeezebaks • ETV/ENCA • SABC 1,2,3 • DSTV • Newsroom Afrika			GCIS Video Unit.
4	Design : • Look and feel • Print advert • Newspapers • Magazines			Nkadameng, Este, Motlatso
5	Social and Digital Media		The SCM delegation to be used to procure the services through media owner in the absence of panel of agencies.	Ace and Refilwe Nkadameng: follow up
IPID				

1	Storyline Integration :Skeem Saam		- As soon as Media Buying engages the production house and the SABC. - Schedules developed and shared with client - To follow up on 03 April	Refilwe, Ace, Nkadameng
2	In-Taxi and Rank Screens	Timelines to be confirmed on the 3 rd of April	Follow up meeting on the 3rd of April to finalise	Nkadameng, Ace, Refilwe, Fortune
SAPS Mass Campaign				
1	TV Squeezebacks	Various elements of the Campaign to be handled as per individual briefs from client.	- Campaign to commence from September 2023 - Campaign To be implemented per individual brief by client. - The panel of agencies will assist with campaign implementation once appointed. - Design may be produced internally depending on resource capacity	Nkadameng, Ace, Refilwe,
2	Social and Digital Media			
3	Radio advert			
4	Design : - Look and feel - Print advert - Newspapers - Magazines			

COMMUNICATION SERVICE AGENCY

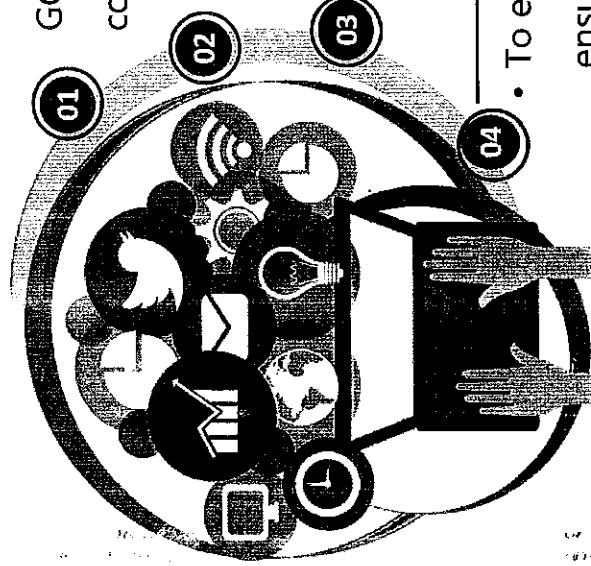
Media Buying Directorate

Unemployment Insurance Fund
Mass Campaigns 2023

Updated: 24 April 2023

Introduction Media Buying for the Government

- ◆ The CSA aims to provide core communication services to GCIS and other government departments, both in-house and through outsourcing



01 GCIS Media Buying explores and negotiates better rates for placement of govt. advertisements in commercial media platforms on behalf of govt.

02 To ensure that the government and its entities receive significant bulk discounts in order to enhance campaign visibility through value-added reinvestment

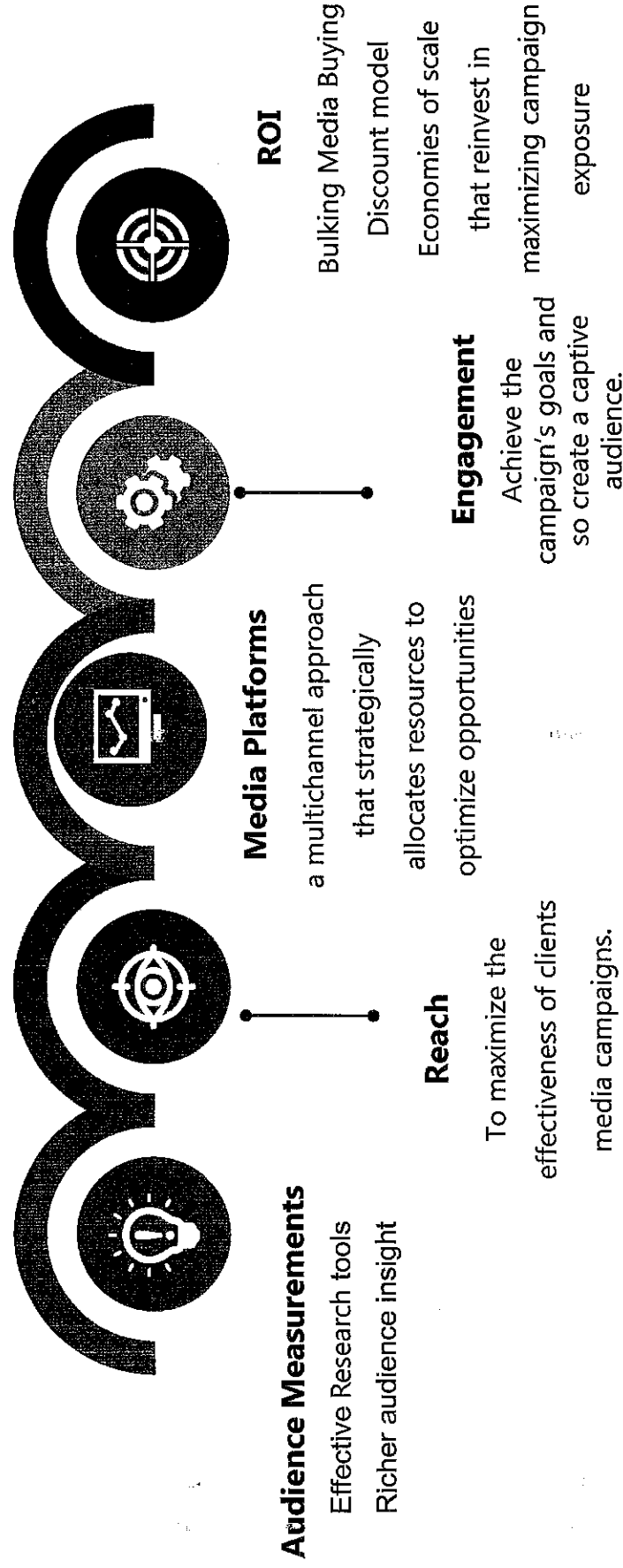
03 Cost-effective, direct media buying platform on community media with an average of over 120 community radio stations with a reach in deep rural areas.

- 04 • To employ industry-specific research techniques for the advertising and marketing sector to ensure that a campaign's effectiveness complies with media initiatives

Our Media Analytics

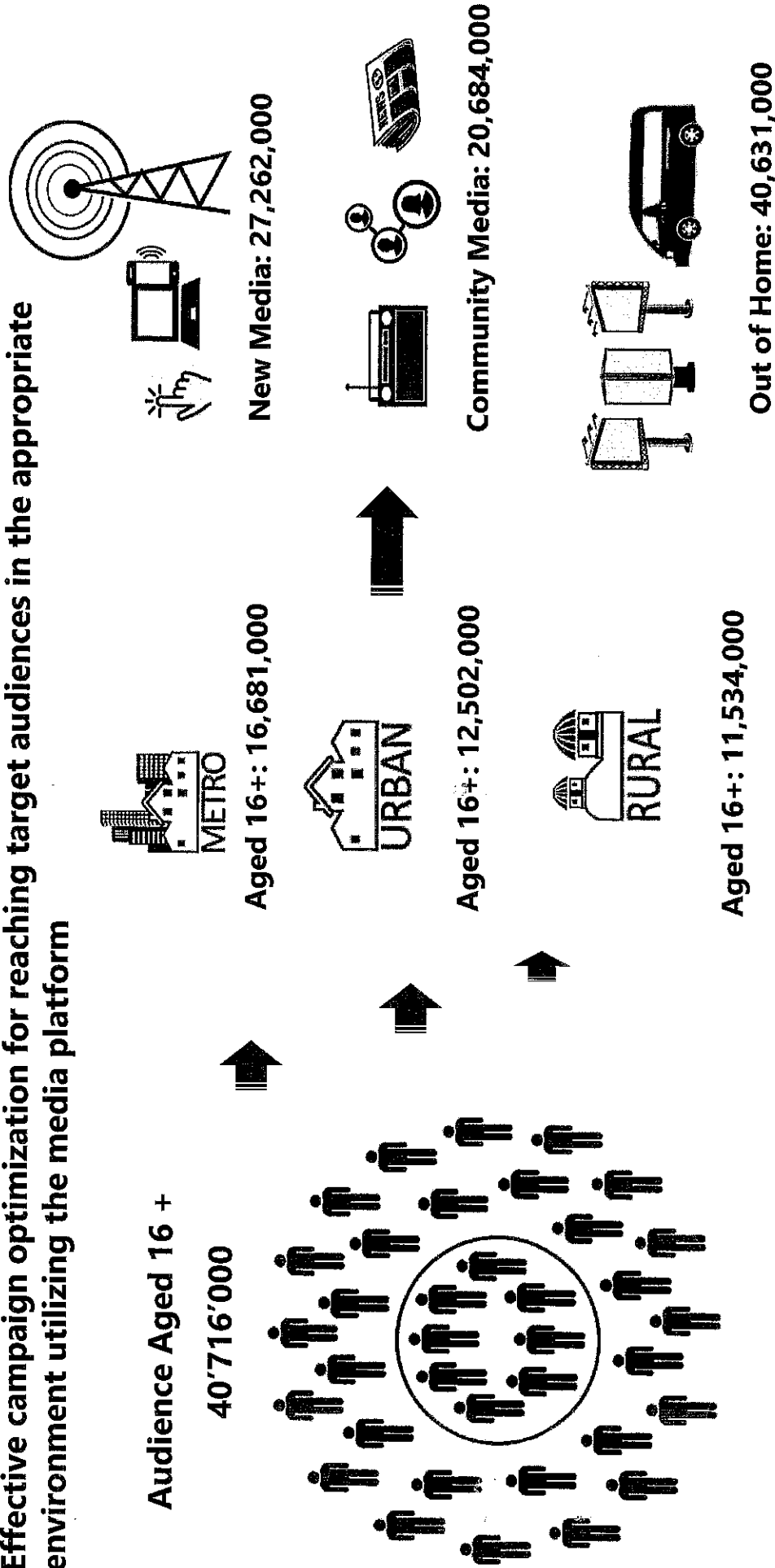
◆ Input to effective Campaign implementation

A successful research analysis is carried out in order to carefully maximize opportunities, deliver high returns while creating cost benefits.



Target Market by Media consumption

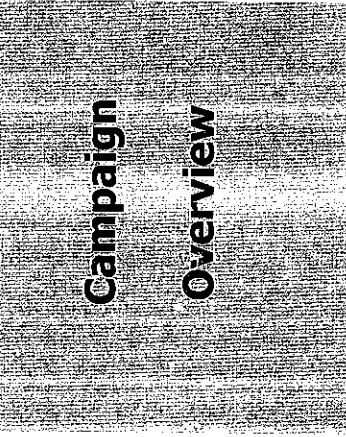
Effective campaign optimization for reaching target audiences in the appropriate environment utilizing the media platform



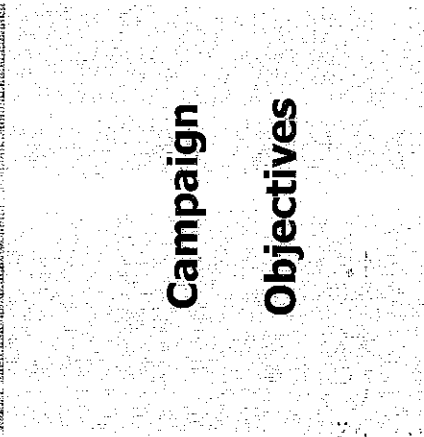
Recommendation Government Segmentation Model

	S1 Rooted Realists 27.8 Million People (48% of SA adult population)	S2 City Seekers 14.4 Million People (25% of SA adult population)	S3 Safely Suburban 5.9 Million People (10% of SA adult population)	S4 Metro Mobiles 6.1 Million People (11% of SA adult population)	S5 Cosmopolitan Capital 3.6 Million People (6% of SA adult population)
	They are mostly unemployed, with low education levels. Some try to remain positive and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances and most rely on government grants. They long for financial independence, permanent employment and improved living conditions. Most likely archetype: Overlooked, Go-getter, Critic, Realist, Believer	People in this segment are city dwellers who are familiar with the demands of a competitive urban life. They are generally hopeful, ambitious, career-oriented and constantly looking for opportunities to improve their lives and that of their families. Despite the day-to-day challenges they continue looking for job opportunities because they see this as the answer to a better future. Most likely archetype: Go-getter, Realist, Complainer, Critic	Safely Suburban are of the view that their quality of life has declined. They identify their lack of appropriate education as an obstacle to accessing employment or getting better jobs. For this segment, the high cost of living, labour cost and investment are critical areas of concern. They are safety conscious and highly protective of their physical, social and economic environment. Most likely archetype: Go-getter, Overlooked, Fearful, Complainer, Critic, Given-up	Metro Mobiles are interested in keeping a particular lifestyle. They are the lookout for ways to improve their lives, be it financial aid to start a business or upskilling themselves. These people see themselves as inspirational, role models and influencers. They are concerned about drugs, unemployment, corruption, crime, the economy and basic service delivery. Most likely archetype: Go-getter, Debater, Realist, Critic	These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education/employment. They are influential, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their network. Most likely archetype: Dreamer, Fearmonger, Detective, Critic, Complainer, Fearful, Coolidge
Live:	Non-metropolitan settlements (65% of non-metropolitan population) Settlements: Eastern Cape 21%, Limpopo 20%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa
Age:	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa
Gender:	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa
Race:	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa
Home Language:	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa
Education:	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa
Employment:	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa
Annual household income:	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa	65% of the population live in the 50 largest cities of South Africa Gauteng 21%, Western Cape 19%, KZN 18%, Mpumalanga 17%, 20% of the population live in the 50 largest cities of South Africa

Campaign Background



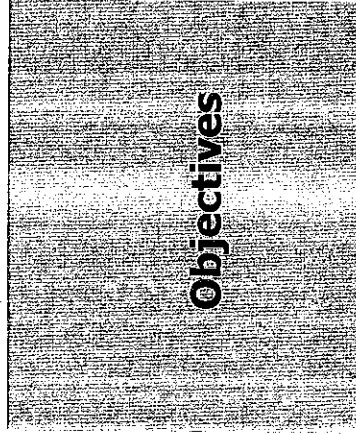
- 1.Campaign Duration: Three Months (April - June 2023)
- 2.Proposed Budget: R8,500,000
3. All Citizen Aged 16+



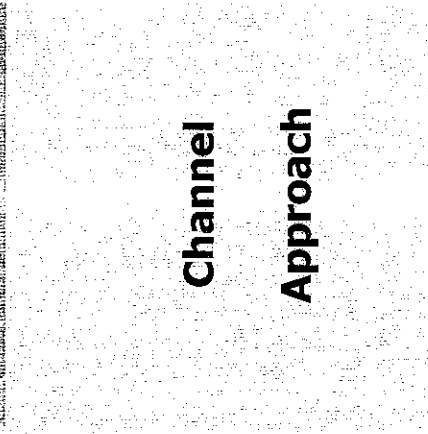
To communicate and clarify the following:

- 1.To inform and educate UIF contributors about UIF benefits and services.

Media Objectives



- 1.High reach and awareness
- 2.Drive engagement



- 1.Identify visual mediums that can Deliver Scale over a relatively short period of time.
- 2.High Impact channels
- 3.Opportunities to Amplify

Recommended Media Placement (1 of 2)

1. Target national exposure through **commercial and regional radio stations**. (*Safely Suburban's* , *Metro Mobiles and Cosmopolitan Capitals*)

2. Integrated radio and online/digital placement.

3. Amplify radio through **ALS stations and community radio** (*Rooted Realists* , *City Seekers and Safely Suburban*)

4. Radio activations at UIF centers in **KZN** (Gagasi FM), **Limpopo** (Capricorn FM), and **North West** (You FM)

1. 30x6 Regional Dailies mainly urban to support the Radio platforms and maximize frequency (**City Press**, **Sunday Times**, **Sunday World**, **Business Day**, **Sowetan**, and **Daily Sun** (*City Seekers* , *Safely Suburban* , *Metro Mobiles and Cosmopolitan Capitals*)

2. FP FC advertorials in **Lifestyle consumer magazines** to provide high impact. (*Safely Suburban's* , *Metro Mobiles and Cosmopolitan Capitals*)

1. The client will provide content and GCIS to assist with the development of a 45" radio script , 10" Squeeze backs and layout and design of the print advert.

2. SABC Raps studio will do the recording of radio adverts.

Radio

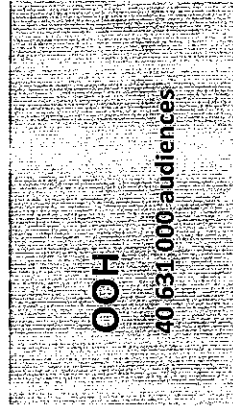
36 741 000 listeners

Print

27 382 000 readership

Production

Recommended Media Placement (2 of 2)

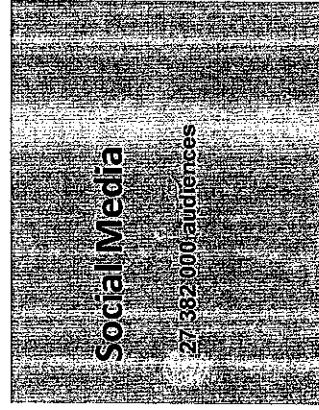


1. **Electronic outdoor screens** will be used to communicate the messages on **ATM anks, malls, highways and airports**. This medium is cheaper in production costs and messages can be interchanged. (*City Seekers , Safely Suburban , Metro Mobiles and Cosmopolitan Capitals*)



1. Squeeze backs on **SABC 1, 2, 3, ETV, Newsroom Afrika, and ENCA**. (*Rooted Realists ,City Seekers , Safely Suburban , Metro Mobiles and Cosmopolitan Capitals*)

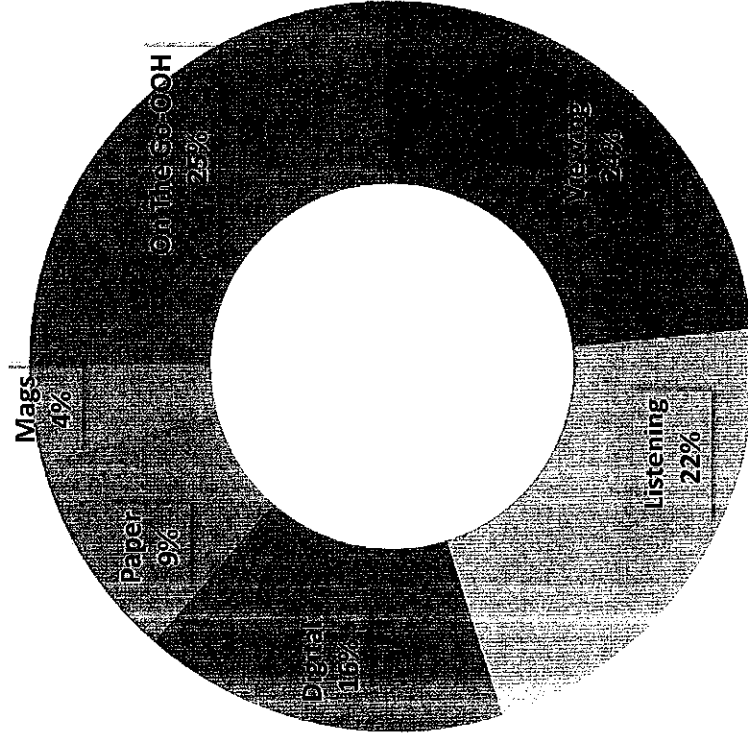
2. **Digital Brand Integration (DBI)** on SABC 1,2, and 3



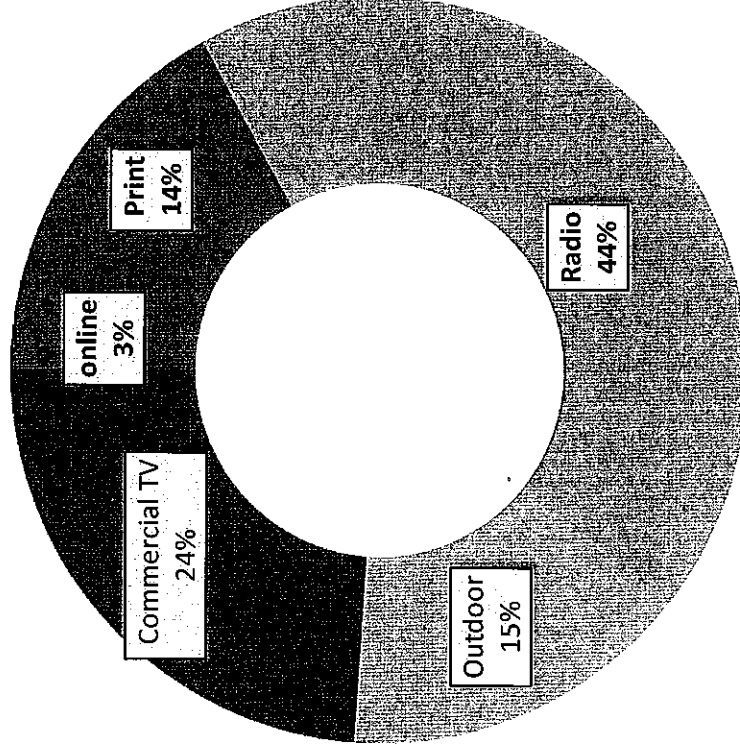
1. Media Buying recommends to use of **Social Media** as it is an effective medium to create awareness and create engaging content . This medium also is effective for this campaign as it is interactive and allows the audience to comment, share content, and improve engagement while getting direct feedback from the audience.
2. The recommended social media platforms are **Facebook, Twitter, Tik tok, and Instagram**. Media Buying will source out suppliers on the National Treasury CSD from suppliers that indicate the provide social media services.

Media Share%

Our media analysis gives insight to try alignment of audience and shares to effective reach desired audiences



Total Media % Past 7 Days



Proposed media placement by share%

Media Schedule Proposal

🔑 All rates and spots are subjected to changes until the confirmation of booking

Media Group	Total Cost Excl VAT	Discount/ Added Value	Placement Rate	VAT	Total Inc VAT
SABC Radio	R 1 000 000,00	R 130 000,00	R 870 000,00	R 130 500,00	R 1 000 500,00
Primedia Broadcasting	R 500 000,00	R 65 000,00	R 435 000,00	R 65 250,00	R 500 250,00
Mediamark	R 450 000,00	R 58 500,00	R 391 500,00	R 58 725,00	R 450 225,00
United Stations	R 250 000,00	R 32 500,00	R 217 500,00	R 32 625,00	R 250 125,00
GH Media	R 281 230,00	R 36 559,90	R 244 670,10	R 36 700,52	R 281 370,62
MSG Sales	R 230 000,00	R 29 900,00	R 200 100,00	R 30 015,00	R 230 115,00
YFM	R 120 000,00	R 15 600,00	R 104 400,00	R 15 660,00	R 120 060,00
You FM	R 120 000,00	R 15 600,00	R 104 400,00	R 15 660,00	R 120 060,00
Community Radio	R 626 086,96	R -	R 626 086,96	R 93 913,04	R 720 000,00
Capricorn FM Activations	R 185 204,00	R 46 874,00	R 138 330,00	R 20 749,50	R 159 079,50
Gagasi FM Activations	R 266 947,00	R 11 147,00	R 255 800,00	R 38 370,00	R 294 170,00
You FM Activations	R 169 500,00	R 19 500,00	R 150 000,00	R 22 500,00	R 172 500,00
TOTAL Radio	R 5 577 316,96	R 383 653,90	R 5 193 663,06	R 773 678,56	R 5 967 341,62
ETV/ENCA Squeezebacks	R 500 000,00	R -	R 500 000,00	R 75 000,00	R 575 000,00
SABC 1,2,3 Squeezebacks	R 750 000,00	R 141 304,35	R 608 695,65	R 91 304,35	R 700 000,00
DBI	R 173 913,04	R -	R 173 913,04	R 26 086,96	R 200 000,00
NewzroomAfrica	R 250 000,00	R 42 282,61	R 207 717,39	R 31 157,61	R 238 875,00
Community TV	R 260 869,57	R -	R 260 869,57	R 39 130,43	R 300 000,00
TOTAL TV	R 1 934 782,61	R 183 586,96	R 1 751 195,65	R 259 675,65	R 2 010 871,30
Commercial Print	R 850 000,00	R -	R 850 000,00	R 127 500,00	R 500 000,00
Vuk'zenzele	R 121 739,13	R -	R 121 739,13	R 18 260,87	R 140 000,00
Magazines	R 1 228 192,00	R 793 293,74	R 434 898,26	R 65 234,74	R 500 133,00
TOTAL Print	R 2 200 931,13	R 793 293,74	R 1 407 637,39	R 211 026,41	R 1 618 663,80
Social/Digital	R 250 862,61	R -	R 250 862,61	R 37 629,39	R 288 492,00
TOTAL Social/Digital	R 250 862,61	R -	R 250 862,61	R 37 629,39	R 288 492,00
Digital Screens	R 1 130 434,78	R -	R 1 130 434,78	R 169 565,22	R 1 300 000,00
TOTAL Digital	R 1 130 434,78	R -	R 1 130 434,78	R 169 565,22	R 1 300 000,00
CAMPAIGN TOTAL	R 9 093 328,09	R 567 246,86	R 7 732 787,49	R 1 159 918,12	R 8 415 205,62

Please note the following

1. A commitment letter, Receipt of Funds, and signed schedule are necessary
2. The production brief must be completed and signed by Client
3. Client to ensure the material and dimensions are supplied on time
4. Media buying will adhere to SCM Procurement Policy
5. Only GCIS media buying to sign and approved spot plans, acceptance of rates and discount
6. Media buying to coordinate all proof of flight and ensures clients received as agreed
7. Post Campaign analysis to be completed 30 days after the last flighting date
8. After invoice verification is completed finance Reconciliation will be available to client

Contact Person

Cluster: Justice, Crime Prevention & Security Cluster

Media planning and Buying Team

Ms. Refilwe Letsoalo

Mr. Fortune Bologo

Senior Planner

Junior Planner

Email: refilwem@gcis.gov.za

Email: fortune@gcis.gov.za

Cell: 0730780094

Cell: 0735049621

Creative and production enquiries

Estee Koorts

Email: este@gcis.gov.za

Cell: 0825700231

THANK YOU

Refilwe Letsoalo

From: Neli Shuping
Sent: Monday, 03 April 2023 12:20
To: Nkadameng Mosenohi; Refilwe Letsoalo; Sinombulelo Mlisa
Cc: Rachel Sekhu; Motlatso Mabitsi; Este Koorts
Subject: RE: brainstorming session : UIF_IPID_SAPS Mass campaigns

Hi Nkadameng,

Please attach the brief from clients.

My comments are as follows; use panel of media production and advertising agencies – check with SCM on how far the process is and explain the urgency

Regards,

Neli Shuping

Chief Director:Communications Service Agency
Government Communication and Information System
Tshedimosetso House
1035 Frances Baard & Festival Street
Hatfield, Pretoria
Cell: 082 413 1678
Tel: +27 12 473 0042
Email: neli@gcis.gov.za Website: www.gcis.gov.za



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

From: Nkadameng Mosenohi <nkadameng@gcis.gov.za>
Sent: Friday, 31 March 2023 18:54
To: Refilwe Letsoalo <refilwem@gcis.gov.za>; Sinombulelo Mlisa <ace@gcis.gov.za>
Cc: Neli Shuping <Neli@gcis.gov.za>; Rachel Sekhu <rachel@gcis.gov.za>; Motlatso Mabitsi <Motlatso@gcis.gov.za>; Este Koorts <Este@gcis.gov.za>
Subject: brainstorming session : UIF_IPID_SAPS Mass campaigns

Dear colleagues,

Please find the attached minutes as per the campaign meeting that was held on the 30th of March 2023.

Regards,

Nkadameng Mosenohi
Production Manager:Media Production
Government Communication & Information System
1035 Frances Baard & Festival Street
Hatfield, Pretoria
Tel: +27 12 473 0206
Mobile: 079 516 1264
e-mail: nkadameng@gcis.gov.za



**government
communications**

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

From: Refilwe Letsoalo <refilwem@gcis.gov.za>
Date: Friday, 31 March 2023 at 12:20
To: Nkadimeng Mosenohi <nkadimeng@gcis.gov.za>
Cc: Sinombulelo Mlisa <ace@gcis.gov.za>
Subject: brainstorming session

Hi Nkadimeng,

Please send the minutes from yesterday's brainstorming session.

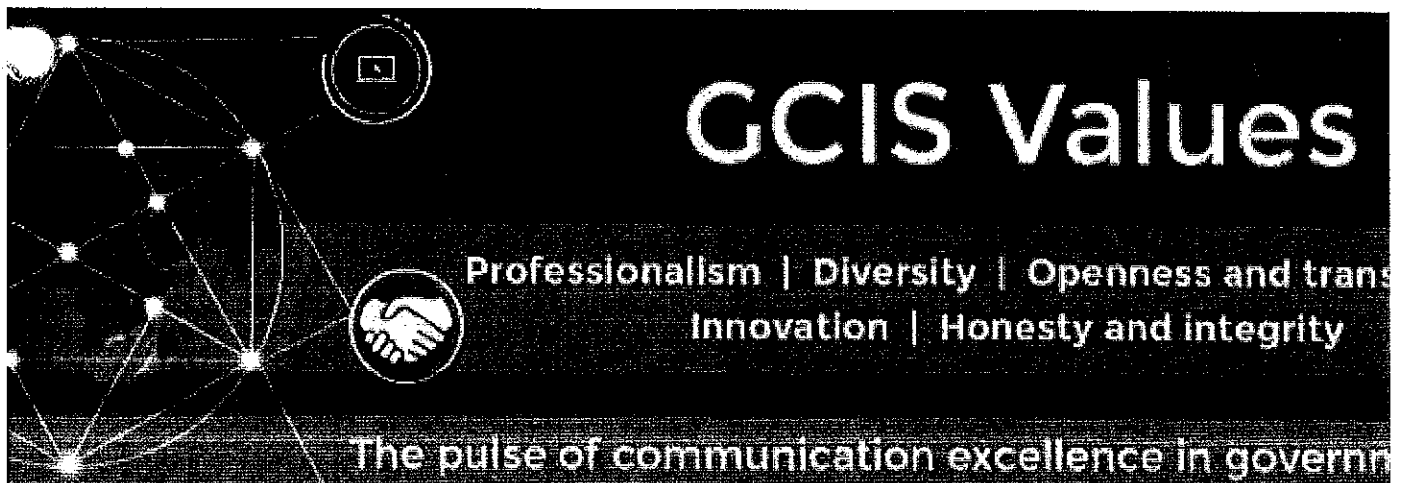
Regards,

Refilwe Letsoalo
Deputy Director: Advertising & Media Buying
Government Communication and Information System
Tshedimosetso House
1035 Frances Baard & Festival Street
Hatfield, Pretoria
Cell:
Tel: +27 12 473 0256
Email: refilwem@gcis.gov.za Website: www.gcis.gov.za



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



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Apply for your **UIF** Benefits



The Unemployment Insurance Fund (UIF) is an entity of the Department of Employment & Labour, responsible for the processing and pay out of short-term financial relief benefits to registered and qualifying workers or their beneficiaries.

Financial relief benefits that may be applied for includes unemployment, reduced work time, illness, maternity, adoption, parental and death benefits.



To submit a benefit claim please visit your nearest Labour Centre or visit the uFiling portal at <https://ufiling.labour.gov.za>

For more information about UIF benefits, contact the UIF Call Center on 0800 030 007 or follow our Twitter handle @UIFBenefits. You may also visit our Facebook page @UIFZA for uFiling instructional videos and information.

UIF | Working for you

Follow us on: UIFZA @UIFBenefits

UIF_Benefits @UIF Benefits 0800 030 007



employment & labour
Department:
Employment and Labour
REPUBLIC OF SOUTH AFRICA



GOVERNMENT SEGMENTATION MODEL | GSM 2ND EDITION



Rooted Realists

27.8 Million People
(48% of SA adult population)

They are mostly unemployed, with low education levels. Some try to remain positive and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances and most rely on government grants. They long for financial independence, permanent employment and improved living conditions.

Live:	Non-metro traditional settlements (63%), 30% non-metro urban informal settlements, Eastern Cape 24%, Limpopo 20%, KZN 18%, Mpumalanga 11%.
Age:	30% are 18-34 yrs, 45% are 35-49 yrs and 14% are older than 50.
Gender:	Females 52%, males 48%.
Race:	94% Black, 5% Coloured.
Home Language:	93% speak African language – Isizulu 28%, isiXhosa 17%, Sepedi 15%.
Education:	One in ten have not completed high school, 4 in 10 have some high school education, 29% completed matric.
Employment:	High unemployment – about one in ten have full time employment.
Annual household income:	Low income – 45% (R0 – R39 504), 31% (R39 505 – R65 320) and 25% (R65 321 – R138 821).



City Seekers

14.4 Million People
(25% of SA adult population)

People in this segment are city dwellers who are familiar with the demands of a competitive urban life. They are generally hopeful, ambitious, career-oriented and constantly looking for opportunities to improve their lives and that of their families. Despite the day-to-day challenges they continue looking for job opportunities because they see this as the answer to a better future.

Live:	Metro (91%) and mainly in informal (52%) and formal (48%) settlements, Gauteng (47%), KZN (27%), Western Cape (15%) and Eastern Cape (15%).
Age:	54% are 18-34 yrs, one fifth are 35-49 yrs old and 15% are 50+ years.
Gender:	Females 49%, males 51%.
Race:	Preferentially Black (98%), coloured 1%, Majority speak African languages (97%) – Isizulu 24%, isiXhosa 19%, Sesotho 11%.
Education:	40% high school, completed and 37% did not complete high school.
Employment:	High unemployment – 45% are unemployed.
Annual household income:	Low income – 20% (R0 – R39 504), 38% (R39 505 – R65 320) and 42% (R65 321 – R138 821).



Safely Suburban

5.9 Million People
(10% of SA adult population)

Safely Suburbans are of the view that their quality of life has declined. They identify their lack of appropriate education as an obstacle to accessing employment or getting better jobs. For this segment, the high cost of living, labour cost and investment are critical areas of concern. They are safety conscious and highly protective of their physical, social and economic environment.

Live:	The majority (81%) live in non-metro urban and mainly in formal dwellings, Western Cape 18%, KZN 15%, Mpumalanga 2%, North West 11%.
Age:	18-34 year olds make up 30%, one fifth are 35-49 yrs and a fifth are 50+ yrs.
Gender:	Equal male and female split.
Race:	Black 52%, White 29%, Coloured 15%.
Home Language:	Largest proportion speak Afrikaans (30%) followed by English 20%.
Education:	High Education levels: 36% completed high school, 21% completed higher education.
Employment:	29% full time employment, 12% self-employed, 25% unemployed.
Annual household income:	Majority (85%) in middle income bracket – R47 250 – R138 821.



Metro Mobiles

6.1 Million People
(11% of SA adult population)

Metro Mobiles are interested in keeping a particular lifestyle. They are the lookout for ways to improve their lives, be it financial aid to start a business or upskilling themselves. These people see themselves as inspirational, role models and influencers. They are concerned about drugs, unemployment, corruption, crime, the economy and basic service delivery.

Live:	They live in metro areas and mainly in formal dwellings, Gauteng (44%), Western Cape (22%) and KZN (19%).
Age:	18-34 year olds 31%, 22% are between 35-49 yrs old and 21% are 50 yrs+.
Gender:	Females 51%, males 49%.
Race:	Black 54%, 21% Coloured, White 13%.
Home Language:	English 34%, Afrikaans 22%, Isizulu 20%.
Education:	43% completed high school, 22% did not complete high school and 14% completed higher education.
Employment:	27% employed full time, 13% self-employed and 26% unemployed.
Annual household income:	Middle income – 35% (R138 821 – R237 593), 55% (R237 594 – R472 501).



Cosmopolitan Capital

3.6 Million People
(6% of SA adult population)

These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education, employment. They are influential, business-focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth.

Live:	100% Metro, Gauteng 62%, Western Cape 22%, KZN 9%.
Age:	26% are 18-34 yrs old, 25% 35-49 yrs old and 26% are 50 yrs+.
Gender:	Female (52%), male (48%).
Race:	White 51%, Black 34%, and Indian 9%.
Home Language:	Mainly English (47%), Afrikaans (47%) and Isizulu (11%).
Education:	High education levels: 33% have matric and 38% have higher education.
Employment:	43% employed full time, 18% self-employed and 10% unemployed.
Annual household income:	Upper income – 41% (R472 502 – R616 852), 32% (R616 853 – R798 172), 19% (R798 173 – R1 053 843) and 8% above.



Government
Communications
Department
Communication Information System
Report as of 31 March 2023

(Recon) Unemployment Insurance Fund
31 March 2023

Item Approved Date	ACCT/IN	JOB NUMBER	MEMO NUMBER	MEMO NUMBER	DEPARTMENT	CAMPAIGN NAME	OFFICER	BUSINESS SIZE	MEDIA TYPE	COMMITMENT YR/NO	DATE OF ADVANCE	ADVANCE AMOUNT	VAT NUMBER	ORDER NUMBER	CHEQUE NUMBER	PAYD	ORDER BALANCE
15 December 2022	Dec-22	15.2.59.20	25/12/22/2023	Refine	Unemployment Insurance Fund (UIF)	UIF Benefits 2022	Maria Zc	Large	Commercial Print			R 10 000 000.00	10021550	R 242 750.00	CR-100456	R 242 750.00	R -
15 December 2022	Dec-22	15.2.59.20	25/12/22/2023	Refine	Unemployment Insurance Fund (UIF)	UIF Benefits 2022	Arena Holdings	Large	Commercial Print				10021552	R 805 816.28	CR-100500/CR-100502	R 805 816.28	R -
15 December 2022	Dec-22	15.2.59.20	25/12/22/2023	Refine	Unemployment Insurance Fund (UIF)	UIF Benefits 2022	Independent Newspaper	Large	Commercial Print			Not Recommended					R -
20 January 2023	Jan-23	15.2.59.20	20/01/23/2023	Future	Unemployment Insurance Fund (UIF)	UIF Benefits Beneficiaries Campaign	Arena Holdings	Large	Commercial Print				10021608	R 146 140.00	CR-100594	R 146 140.00	R -
20 January 2023	Jan-23	15.2.59.20	20/01/23/2023	Future	Unemployment Insurance Fund (UIF)	UIF Benefits Beneficiaries Campaign	Arena Holdings	Large	Commercial Print				10021627	R 112 820.40	CR-100777	R 112 820.40	R -
09 March 2023	Mar-23	15.2.59.20	20/02/22/2023	Lento	Unemployment Insurance Fund (UIF)	UIF Teacher Assistant Campaign	Arena Holdings	Large	Commercial Print				10021650	R 143 018.84		R 143 018.84	R -
09 March 2023	Mar-23	15.2.59.20	20/02/22/2023	Lento	Unemployment Insurance Fund (UIF)	UIF Teacher Assistant Campaign	Maria Zc	Large	Commercial Print				10021651	R 70 000.00		R 70 000.00	R -

Advances amount R 20 000 000.00
Expenditure R 598 454.28
Order orders R 413 873.68
Surplus R 8 587 659.28

SUMMARY

CAMPAIGN	SURPLUS
Recruitment	15.2.59.20 R -
UIF Service Improvement ans	15.2.59.19 R -0.00
UIF Recruitment Week 24 Dec	15.2.59.25 R -
Call for Proposals Job Card	15.2.59.27 R -
UIF Recruitment Week 23 Dec	15.2.59.28 R -
UIF Recruitment Week 23 Dec	15.2.59.29 R 8 587 659.28
UIF Recruitment Week 23 Dec	15.2.59.29 R -
TOTAL	R 8 587 659.28

17/04/2023

Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.ES19AB.pry

Table : All Respondents

Version : 7.22.83.66

Totals	Audience(000)	Totals
	Resps	40,716
	%Col	25,256
	%Row	100.0
	Index	100.0
On The Go-OOH ~ Monthly Reach	Audience(000)	40,631
	Resps	25,203
	%Col	99.8
	%Row	100.0
	Index	100
Viewing ~ Monthly Reach	Audience(000)	39,156
	Resps	24,329
	%Col	96.2
	%Row	100.0
	Index	100
Listening ~ Monthly Reach	Audience(000)	36,741
	Resps	22,800
	%Col	90.2
	%Row	100.0
	Index	100
Digital ~ Monthly Reach	Audience(000)	27,382
	Resps	17,538
	%Col	67.3
	%Row	100.0
	Index	100
Reading - Newspapers ~ Monthly Reach	Audience(000)	18,205
	Resps	11,124
	%Col	44.7
	%Row	100.0
	Index	100
Reading - Magazines ~ Monthly Reach	Audience(000)	10,832
	Resps	6,787
	%Col	26.6
	%Row	100.0
	Index	100
Cinema ~ Monthly Reach	Audience(000)	1,784
	Resps	1,083
	%Col	4.4
	%Row	100.0
	Index	100

✓

TV

✓

Radio

✓

Print

Units : 1000

Source : Establishment Survey 2019 AB (Jan-Dec 2019)

Weight : Individual Weight

Data Sources:

ES19AB; Establishment Survey 2019 AB (Jan-Dec 2019) :

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Page 1 of 1

TU

Calculation method Advanced calculation

Analysis Title UIF Benefits Campaign
 Analysis last changed Analysis not yet saved
 Source Period 01/04/2023 to 11/04/2023
 Projected Period Not Projected
 Period options Apply day for day
 Panel in use Default
 Audiences 1 Audience selected
 Adults 15+ years U:38694 S:8514
 Stations 10 stations currently selected

		Adults 15+ years(U:38694 S:8514)						
Description	Cost	TVR	Viewers	CPP	%	CPT	Index	
SABC1	23150	1,57	607796	✓14737	39,1	38,09	100	
e.tv	20540	1,49	576640	✓13784	37,1	35,62	100	
SABC2	9380	0,5	194306	✓18685	12,5	48,27	100	
SABC3	8130	0,22	86119	✓36520	5,5	94,4	100	
SABCNewsChannel	4190	0,1	37791	✓42883	2,4	110,87	100	
NCA	6860	0,06	24354	✓108937	1,6	281,68	100	
NewzroomAfrika	7400	0,04	16717	✓171207	1,1	442,66	100	
M-Net	4100	0,01	4532	350344	0,3	904,68	100	
CNN	5440	0,01	2774	757120	0,2	1961,07	100	
BBCNews	1500	0	1555	374858	0,1	964,63	100	
Total	9070	0,4	155475	22576		58,34	100	

Report

Radio

Report Date : 4/6/2023

File Name : UIF Benefits campaign.D23Q1.pry

Table : All Respondents

Version : 7.22.83.66

Totals	Totals	Totals
	Audience(000)	42,571
	Resps	37,364
	%Col	100.0
	%Row	100.0
	Index	100
	%Col - Filtered	100
	%Row - Filtered	100
Ukhozi FM ~ Radio Stations Listened to P7D Total	Audience(000)	7,686
	Resps	7,121
	%Col	18.1
	%Row	100.0
	Index	100
	%Col - Filtered	24
	%Row - Filtered	100
Metro FM ~ Radio Stations Listened to P7D Total	Audience(000)	4,612
	Resps	4,247
	%Col	10.8
	%Row	100.0
	Index	100
	%Col - Filtered	14
	%Row - Filtered	100
Umhlobo Wenene FM ~ Radio Stations Listened to P7D Total	Audience(000)	4,219
	Resps	3,816
	%Col	9.9
	%Row	100.0
	Index	100
	%Col - Filtered	13
	%Row - Filtered	100
Lesedi FM ~ Radio Stations Listened to P7D Total	Audience(000)	3,611
	Resps	3,326
	%Col	8.5
	%Row	100.0
	Index	100
	%Col - Filtered	11
	%Row - Filtered	100
Motsweding FM ~ Radio Stations Listened to P7D Total	Audience(000)	3,114
	Resps	2,830
	%Col	7.3
	%Row	100.0
	Index	100
	%Col - Filtered	10
	%Row - Filtered	100
Thobela FM ~ Radio Stations Listened to P7D Total	Audience(000)	2,628
	Resps	2,440
	%Col	6.2
	%Row	100.0
	Index	100
	%Col - Filtered	8

Units : 1000

Source : D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.D23Q1.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
	%Row - Filtered	100
Radio 2000 ~ Radio Stations Listened to P7D Total	Audience(000)	1,829
	Resps	1,750
	%Col	4.3
	%Row	100.0
	Index	100
	%Col - Filtered	6
	%Row - Filtered	100
Munghana Lonene FM ~ Radio Stations Listened to P7D Total	Audience(000)	1,412
	Resps	1,286
	%Col	3.3
	%Row	100.0
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
Gagasi FM ~ Radio Stations Listened to P7D Total	Audience(000)	1,400
	Resps	1,282
	%Col	3.3
	%Row	100.0
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
Ligwalagwala FM ~ Radio Stations Listened to P7D Total	Audience(000)	1,284
	Resps	1,181
	%Col	3.0
	%Row	100.0
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
Phalaphala FM ~ Radio Stations Listened to P7D Total	Audience(000)	1,239
	Resps	1,048
	%Col	2.9
	%Row	100.0
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
Jacaranda FM ~ Radio Stations Listened to P7D Total	Audience(000)	1,222
	Resps	901
	%Col	2.9
	%Row	100.0
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
RSG / Radiosondergrense ~ Radio Stations Listened to P7D Total	Audience(000)	1,210
	Resps	1,143
	%Col	2.8
	%Row	100.0

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:
D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

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UIF Benefits
D23Q1 - BRC

Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.D23Q1.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
East Coast Radio (ECR) ~ Radio Stations Listened to P7D Total	Audience(000)	1,197
	Resps	856
	%Col	2.8
	%Row	100.0
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
Ikwekwezi FM ~ Radio Stations Listened to P7D Total	Audience(000)	1,193
	Resps	1,089
	%Col	2.8
	%Row	100.0
	Index	100
	%Col - Filtered	4
	%Row - Filtered	100
KFM 94.5 ~ Radio Stations Listened to P7D Total	Audience(000)	1,106
	Resps	959
	%Col	2.6
	%Row	100.0
	Index	100
	%Col - Filtered	3
	%Row - Filtered	100
947 (94.7 Highveld Stereo) ~ Radio Stations Listened to P7D Total	Audience(000)	1,095
	Resps	751
	%Col	2.6
	%Row	100.0
	Index	100
	%Col - Filtered	3
	%Row - Filtered	100
5 FM ~ Radio Stations Listened to P7D Total	Audience(000)	963
	Resps	736
	%Col	2.3
	%Row	100.0
	Index	100
	%Col - Filtered	3
	%Row - Filtered	100
99.2 YFM ~ Radio Stations Listened to P7D Total	Audience(000)	857
	Resps	784
	%Col	2.0
	%Row	100.0
	Index	100
	%Col - Filtered	3
	%Row - Filtered	100
Heart 104.9FM ~ Radio Stations Listened to P7D Total	Audience(000)	832
	Resps	732

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.D23Q1.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
	%Col	2.0
	%Row	100.0
	Index	100
	%Col - Filtered	3
	%Row - Filtered	100
702 ~ Radio Stations Listened to P7D Total	Audience(000)	700
	Resps	566
	%Col	1.6
	%Row	100.0
	Index	100
	%Col - Filtered	2
	%Row - Filtered	100
Good Hope FM ~ Radio Stations Listened to P7D Total	Audience(000)	698
	Resps	588
	%Col	1.6
	%Row	100.0
	Index	100
	%Col - Filtered	2
	%Row - Filtered	100
Kaya FM 95.9 ~ Radio Stations Listened to P7D Total	Audience(000)	697
	Resps	649
	%Col	1.6
	%Row	100.0
	Index	100
	%Col - Filtered	2
	%Row - Filtered	100
SAfm ~ Radio Stations Listened to P7D Total	Audience(000)	548
	Resps	523
	%Col	1.3
	%Row	100.0
	Index	100
	%Col - Filtered	2
	%Row - Filtered	100
Capricorn FM ~ Radio Stations Listened to P7D Total	Audience(000)	495
	Resps	478
	%Col	1.2
	%Row	100.0
	Index	100
	%Col - Filtered	2
	%Row - Filtered	100
Algoa FM ~ Radio Stations Listened to P7D Total	Audience(000)	436
	Resps	518
	%Col	1.0
	%Row	100.0
	Index	100
	%Col - Filtered	1
	%Row - Filtered	100

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023

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Page : 4

Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.D23Q1.pry

Version : 7.22.83.66

Table : All Respondents

		Totals
tru fm ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	293 231 0.7 100.0 100 1 100
Power FM 98.7 ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	281 274 0.7 100.0 100 1 100
Lotus FM ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	261 123 0.6 100.0 100 1 100
OFM ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	217 150 0.5 100.0 100 1 100
Smile 90.4FM ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	192 185 0.5 100.0 100 1 100
Vuma 103 FM ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	190 180 0.4 100.0 100 1 100
YOU FM ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered	135 127 0.3 100.0 100 0

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

1997-2000

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.D23Q1.prv

Table : All Respondents

Version : 7.22.83.66

		Totals
	%Row - Filtered	100
Rise FM ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	*106 99 0.2 100.0 100 0 100
567 Cape Talk ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	102 130 0.2 100.0 100 0 100
HOT 1027 ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	**81 39 0.2 100.0 100 0 100
Magic 828 ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	**26 30 0.1 100.0 100 0 100
Hot classic ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	**1 2 0.0 100.0 100 0 100
Classic FM 1027 ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row Index %Col - Filtered %Row - Filtered	**0 0 0.0 0.0 0 0 0
HOT 91.9 ~ Radio Stations Listened to P7D Total	Audience(000) Resps %Col %Row	**0 0 0.0 0.0

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

16 052314-2

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.D23Q1.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
	Index	0
	%Col - Filtered	0
	%Row - Filtered	0
X-K Fm 107.9 ~ Radio Stations Listened to P7D Total	Audience(000)	**0
	Resps	0
	%Col	0.0
	%Row	0.0
	Index	0
	%Col - Filtered	0
	%Row - Filtered	0

Units : 1000

Source :D23Q1 - BRC RAMS February 2022- January 2023

Weight : Population Weight

Data Sources:

D23Q1; D23Q1 - BRC RAMS February 2022- January 2023 :

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Report

MAGAZINE

Report Date : 4/17/2023

File Name : UIF Benefits campaign.pry

Table : Female ~ Gender AND (Super Group 4 OR Super Group 5)

Version : 7.22.84.10

		Totals	
Totals	Audience(000)	6,768	
	Resps	3,885	
	%Col	100.0	
	%Row	100.0	
	Index	100	
✓ Drum ~ Paper - read/paged/viewed P12M	Audience(000)	1,397	✓
	Resps	566	
	%Col	20.6	
	%Row	100.0	
	Index	100	
✓ You ~ Paper - read/paged/viewed P12M	Audience(000)	1,395	✓
	Resps	939	
	%Col	20.6	
	%Row	100.0	
	Index	100	
✓ Huisgenoot ~ Paper - read/paged/viewed P12M	Audience(000)	1,157	✓
	Resps	657	
	%Col	17.1	
	%Row	100.0	
	Index	100	
Move! ~ Paper - read/paged/viewed P12M	Audience(000)	977	✗
	Resps	390	
	%Col	14.4	
	%Row	100.0	
	Index	100	
Truelove ~ Paper - read/paged/viewed P12M	Audience(000)	805	✗
	Resps	328	
	%Col	11.9	
	%Row	100.0	
	Index	100	
Bona ~ Paper - read/paged/viewed P12M	Audience(000)	771	✗
	Resps	278	
	%Col	11.4	
	%Row	100.0	
	Index	100	
Food & Home Entertaining ~ Paper - read/paged/viewed P12M	Audience(000)	718	✗
	Resps	392	
	%Col	10.6	
	%Row	100.0	
	Index	100	
People ~ Paper - read/paged/viewed P12M	Audience(000)	544	✗
	Resps	365	
	%Col	8.0	
	%Row	100.0	
	Index	100	

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources :

PAMS191; PAMS191 PAMS 2019 :

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Report

Report Date : 4/17/2023

File Name : UIF Benefits campaign.pry

Table : Female ~ Gender AND (Super Group 4 OR Super Group 5)

Version : 7.22.84.10

		Totals
Kuier ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	544 305 8.0 100.0 100
Fairlady ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	490 310 7.2 100.0 100
Women's Health ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	451 276 6.7 100.0 100
Rooi Rose ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	449 239 6.6 100.0 100
Woman & Home ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	427 261 6.3 100.0 100
Glamour ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	407 214 6.0 100.0 100
Sarie ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	407 217 6.0 100.0 100
Home/Tuis ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	387 210 5.7 100.0 100
SA Garden and Home ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	377 237 5.6 100.0 100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019

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M319

Report

Report Date : 4/17/2023

File Name : UIF Benefits campaign.pry

Table : Female ~ Gender AND (Super Group 4 OR Super Group 5)

Version : 7.22.84.10

		Totals
Your Pregnancy ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	370 140 5.5 100.0 100
Cosmopolitan ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	368 232 5.4 100.0 100
Vroukeur ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	354 179 5.2 100.0 100
Conde Nast House & Garden ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	337 223 5.0 100.0 100
Living and Loving ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	336 181 5.0 100.0 100
TVplus ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	309 142 4.6 100.0 100
The Gardener Magazine/Die Tuinier Tydskrif ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	298 185 4.4 100.0 100
Getaway ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	285 152 4.2 100.0 100
Car ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	231 110 3.4 100.0 100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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Report

Report Date : 4/17/2023

File Name : UIF Benefits campaign.pry

Table : Female ~ Gender AND (Super Group 4 OR Super Group 5)

Version : 7.22.84.10

		Totals
SA Home Owner ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	229 120 3.4 100.0 100
KickOff ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*221 90 3.3 100.0 100
Your Family ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	220 163 3.3 100.0 100
Your Baby ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*208 81 3.1 100.0 100
Go!Weg! ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	206 131 3.0 100.0 100
Men's Health ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*156 75 2.3 100.0 100
Finesse ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*138 77 2.0 100.0 100
Landbou Weekblad ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*123 64 1.8 100.0 100
House and Leisure ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*122 71 1.8 100.0 100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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Report

Report Date : 4/17/2023

File Name : UIF Benefits campaign.pry

Version : 7.22.84.10

Table : Female ~ Gender AND (Super Group 4 OR Super Group 5)

		Totals
Essentials ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*121 85 1.8 100.0 100
Forbes Africa ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*103 60 1.5 100.0 100
SA Country Life ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	*103 64 1.5 100.0 100
Personal Finance ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**99 41 1.5 100.0 100
Caravan & Outdoor Life ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**90 50 1.3 100.0 100
Lig ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**85 43 1.3 100.0 100
Farmer's Weekly ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**76 47 1.1 100.0 100
Man Magnum ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**66 21 1.0 100.0 100
Go!Drive&Camp/Weg!Ry&Sleep ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**63 25 0.9 100.0 100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources: PAMS191; PAMS191 PAMS 2019 :

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File Name
PAMS191

Report

Report Date : 4/17/2023

File Name : UIF Benefits campaign.pry

Table : Female ~ Gender AND (Super Group 4 OR Super Group 5)

Version : 7.22.84.10

		Totals
Dekat ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**62 34 0.9 100.0 100
Runner's World ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**60 33 0.9 100.0 100
Leisure Wheels ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**59 28 0.9 100.0 100
GQ South Africa ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**57 34 0.8 100.0 100
Bicycling ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**56 20 0.8 100.0 100
Financial Mail ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**54 35 0.8 100.0 100
African Independent ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**50 12 0.7 100.0 100
Popular Mechanics ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**49 24 0.7 100.0 100
Go! Platteland/Weg! Platteland ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**48 25 0.7 100.0 100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019; 2019 - 2020

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4/5/191 PAMS

Report

Report Date : 4/17/2023

File Name : UIF Benefits campaign.pry

Table : Female ~ Gender AND (Super Group 4 OR Super Group 5)

Version : 7.22.84.10

		Totals
Finweek ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**45 16 0.7 100.0 100
Baba & Kleuter ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**36 22 0.5 100.0 100
Stuff ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**27 13 0.4 100.0 100
SA Hunter/SA Jagter ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**23 14 0.3 100.0 100
Lose It! ~ Paper - read/paged/viewed P12M	Audience(000) Resps %Col %Row Index	**16 6 0.2 100.0 100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019:

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Report

Weeklies

Report Date : 4/6/2023

File Name : UIF Benefits campaign.PAMS191.pry

Table : All Respondents

Version : 7.22.83.66

Totals	Audience(000)	Totals
	Resps	41,874
	%Col	15,250
	%Row	100.0
	Index	100.0
		100
Soccer Laduma (Wed) ~ AIR - Paper Newspaper Weeklies	Audience(000)	3,844
	Resps	1,035
	%Col	9.2
	%Row	100.0
	Index	100
Sunday Times ~ AIR - Paper Newspaper Weeklies	Audience(000)	2,742
	Resps	1,078
	%Col	6.5
	%Row	100.0
	Index	100
Sunday Sun ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,999
	Resps	552
	%Col	4.8
	%Row	100.0
	Index	100
City Press (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,552
	Resps	496
	%Col	3.7
	%Row	100.0
	Index	100
Isolezwe ngeSonto (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,072
	Resps	247
	%Col	2.6
	%Row	100.0
	Index	100
Ilanga LangeSonto (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	1,050
	Resps	256
	%Col	2.5
	%Row	100.0
	Index	100
Sunday World ~ AIR - Paper Newspaper Weeklies	Audience(000)	984
	Resps	259
	%Col	2.3
	%Row	100.0
	Index	100
Rapport (Sun) ~ AIR - Paper Newspaper Weeklies	Audience(000)	740
	Resps	397
	%Col	1.8
	%Row	100.0
	Index	100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.PAMS191.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
Isolezwe ngoMgqibelo (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	713 167 1.7 100.0 100
Mail & Guardian (Fri) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	465 201 1.1 100.0 100
Isolezwe lesiXhosa ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	418 185 1.0 100.0 100
Son op Sondag ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	375 144 0.9 100.0 100
Post (Wed) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	343 292 0.8 100.0 100
Saturday Citizen ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*320 86 0.8 100.0 100
Beeld (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	254 122 0.6 100.0 100
Sunday Tribune ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	235 198 0.6 100.0 100
Die Burger (Wes Kaap) (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*213 68 0.5 100.0 100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.PAMS191.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
African Independent ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	**203 49 0.5 100.0 100
Pretoria News Weekend (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*166 54 0.4 100.0 100
The Sunday Independent ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*151 53 0.4 100.0 100
Saturday Star ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*139 64 0.3 100.0 100
Weekend Argus: Saturday Edition ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*117 63 0.3 100.0 100
The Independent on Saturday ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*102 80 0.2 100.0 100
Weekend Witness (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*93 64 0.2 100.0 100
Weekend Post (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	*91 77 0.2 100.0 100
Weekend Argus: Sunday Edition ~ AIR - Paper Newspaper Weeklies	Audience(000) Resps %Col %Row Index	**90 42 0.2 100.0 100

Units : 1000

Source :PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.PAMS191.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
Die Burger (Oos Kaap) (Fri) ~ AIR - Paper Newspaper Weeklies	Audience(000)	*89
	Resps	69
	%Col	0.2
	%Row	100.0
	Index	100
Daily Dispatch Weekend Edition (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000)	*84
	Resps	74
	%Col	0.2
	%Row	100.0
	Index	100
Volksblad (Sat) ~ AIR - Paper Newspaper Weeklies	Audience(000)	**66
	Resps	35
	%Col	0.2
	%Row	100.0
	Index	100

Units : 1000
Source : PAMS191 PAMS 2019
Weight : Personal Weights

Data Sources:
PAMS191; PAMS191 PAMS 2019 :

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Report

Dailies

Report Date : 4/6/2023

File Name : UIF Benefits campaign.pry

Table : All Respondents

Version : 7.22.83.66

Totals	Audience(000)	Resps	%Col	%Row	Index
	41,874	15,250	100.0	100.0	100
Daily Sun ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	2,974	7.1	100.0	100
	Resps	926			
	%Col				
	%Row				
	Index				
Isolezwe ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	1,122	2.7	100.0	100
	Resps	294			
	%Col				
	%Row				
	Index				
Sowetan ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	629	1.5	100.0	100
	Resps	173			
	%Col				
	%Row				
	Index				
Son ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	624	1.5	100.0	100
	Resps	233			
	%Col				
	%Row				
	Index				
Daily Voice ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	344	0.8	100.0	100
	Resps	118			
	%Col				
	%Row				
	Index				
The Citizen ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	276	0.7	100.0	100
	Resps	129			
	%Col				
	%Row				
	Index				
The Star ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	249	0.6	100.0	100
	Resps	105			
	%Col				
	%Row				
	Index				
Beeld ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	213	0.5	100.0	100
	Resps	113			
	%Col				
	%Row				
	Index				

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.pry

Table : All Respondents

Version : 7.22.83.66

		Totals	
Daily Dispatch ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	172	X
	Resps	130	X
	%Col	0.4	
	%Row	100.0	
	Index	100	
Die Burger (Wes Kaap) ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**152	X
	Resps	50	X
	%Col	0.4	
	%Row	100.0	
	Index	100	
The Mercury ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	133	X
	Resps	114	X
	%Col	0.3	
	%Row	100.0	
	Index	100	
Business Day ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	*120	✓
	Resps	54	
	%Col	0.3	
	%Row	100.0	
	Index	100	
The Herald ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	117	
	Resps	127	
	%Col	0.3	
	%Row	100.0	
	Index	100	
Daily News ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	*107	
	Resps	92	
	%Col	0.3	
	%Row	100.0	
	Index	100	
Pretoria News ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**92	
	Resps	38	
	%Col	0.2	
	%Row	100.0	
	Index	100	
DFA ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**82	
	Resps	50	
	%Col	0.2	
	%Row	100.0	
	Index	100	
Cape Times ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000)	**81	
	Resps	50	
	%Col	0.2	
	%Row	100.0	
	Index	100	

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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Report

Report Date : 4/6/2023

File Name : UIF Benefits campaign.pry

Table : All Respondents

Version : 7.22.83.66

		Totals
The Witness ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000) Resps %Col %Row Index	*77 54 0.2 100.0 100
Volksblad ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000) Resps %Col %Row Index	**75 47 0.2 100.0 100
Cape Argus ~ AIR - Paper Newspaper Dailies (Mon-Fri)	Audience(000) Resps %Col %Row Index	**61 44 0.1 100.0 100

Units : 1000

Source : PAMS191 PAMS 2019

Weight : Personal Weights

Data Sources:

PAMS191; PAMS191 PAMS 2019 :

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