



**THE
BEAT
OF THE
MOMENT**

**SHUT
UP &
DANCE**

  
/NRGRADIOKE

**OUR
MISSION**

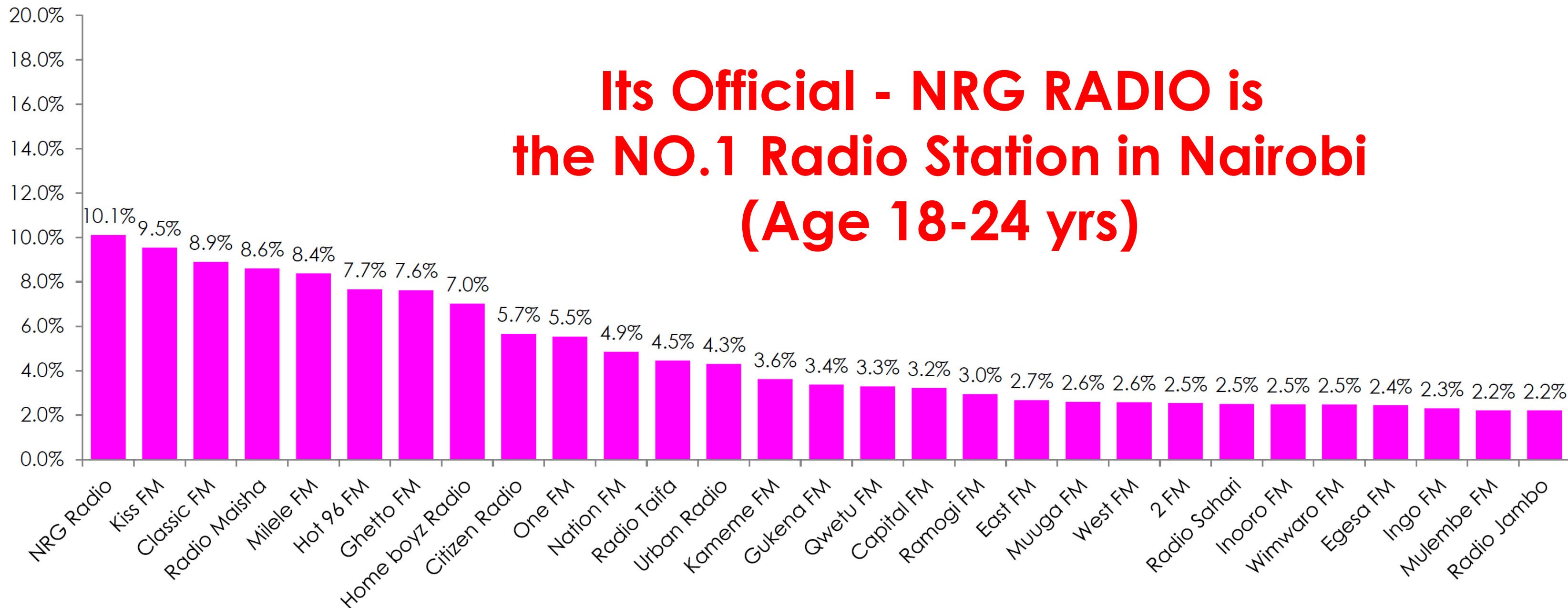


**WE
ENTERTAIN
INFORM
ENGAGE
INSPIRE.**



Radio Reach - June 2019

**Its Official - NRG RADIO is
the NO.1 Radio Station in Nairobi
(Age 18-24 yrs)**



Base: 2.09M (Past 7 days media consumers)

A top-down view of summer items on a solid yellow background. On the left are two yellow flip-flops. In the center is a folded yellow towel. On the right is a yellow and white striped beach hat with a pair of gold-rimmed sunglasses resting on its brim.

“YOUTH Is The Market To WIN”

Youth Marketing Is Everything. They Are **Defining**,
Shaping And **Influencing** Every Other Segment.

WE OWN THE YOUTH!

**NRG RADIO has 4,500,000 Listeners per week.
660% AFFINITY SCORE IN 1 YEAR!**



Update

Radio Media Ratings - Kenya

Save

Export

Measures

Measure [-]

- ☒ Affinity
- ☒ Audience - Average
- ☐ Audience - Cumulative
- ☐ Audience - Total Sum
- ☐ Rating - Average
- ☐ Rating - Cumulative
- ☐ Rating - Total Sum
- ☐ Share

Geography

Media Topography [+]

Location [+]

Urban/Rural [-] ^

- ☐ All
- ☐ Rural area
- ☒ Urban area

Media

Media Type [+]

Station [+]

TV Viewing Location [+]

Time Period

Date Range [+]

Period: (01/05/2019 - 31/05/2019)

Audience: Crosstab: Station | Geography: Media Topography - Nairobi, Country - Kenya, Urban/Rural - Urban area | Media: Media Type - Radio | Time Period: Time - Total | Demographics: Age - 18 - 24 | Measures: Affinity, Audience



Panel Universe Estimate: 632,588
Radio Universe Estimate: 588,307

Measure	Capital FM	Classic 105	Ghetto Radio, 89.5FM	Homeboyz	Hope FM	Hot 96	Jambo	Kiss FM	NRG RADIO	Radio Citizen	Other	Total	Sample Size
Audience - Average	12,849	28,674	11,139	12,162	9,883	11,242	17,247	23,916	20,559	16,449	47,618	211,738	4,871
Affinity	333%	196%	225%	317%	200%	180%	100%	211%	660%	72%	17.3%	105%	4,871

NRG Radio has the STRONGEST LOYALTY among Nairobi 18-24yrs audience.



We are an Urban Contemporary Hit Radio Station broadcasting in Kenya's Urban cities.



We are a multi-platform entertainment experience that embraces digital technology



NRG Radio broadcasts in – Nairobi 97.1 FM, Mombasa 96.3, Nakuru 93.5, Kisumu 94.8 & Eldoret 98.4



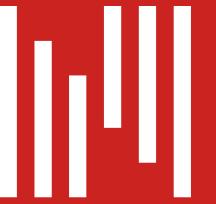
ONLINE: WWW.NRG.RADIO and NRG Play App



We are a movement celebrating youth culture and promoting positivity.

WHO ARE WE?





WHAT'S THE DEAL?

We offer a HIGHOCTANE music package that energizes our youthful target audience.

This is a diverse blend of African and International hits that keep our audience on the move in their active lives.

Our revolutionary audio-visual radio broadcast ensures that we are universally accessible - Via the FM frequency, online and through the mobile app.

Turn up your lifestyle



Turn up the music



Turn up your intelligence



Turn up your experiences



Turn up your outlook



Turn up your career

TURN

IT UP!

Turn up your Life



Turn up your love life

Energetic, Eager and Innovative

Young, urban and edgy Core: Male and Female 16-24 years Secondary: Male and Female 25-30yrs LSM 8- 11 (core), 5- 7 (secondary)

Aspirational

High consumption of digital media

Outgoing

THE NRG SQUAD

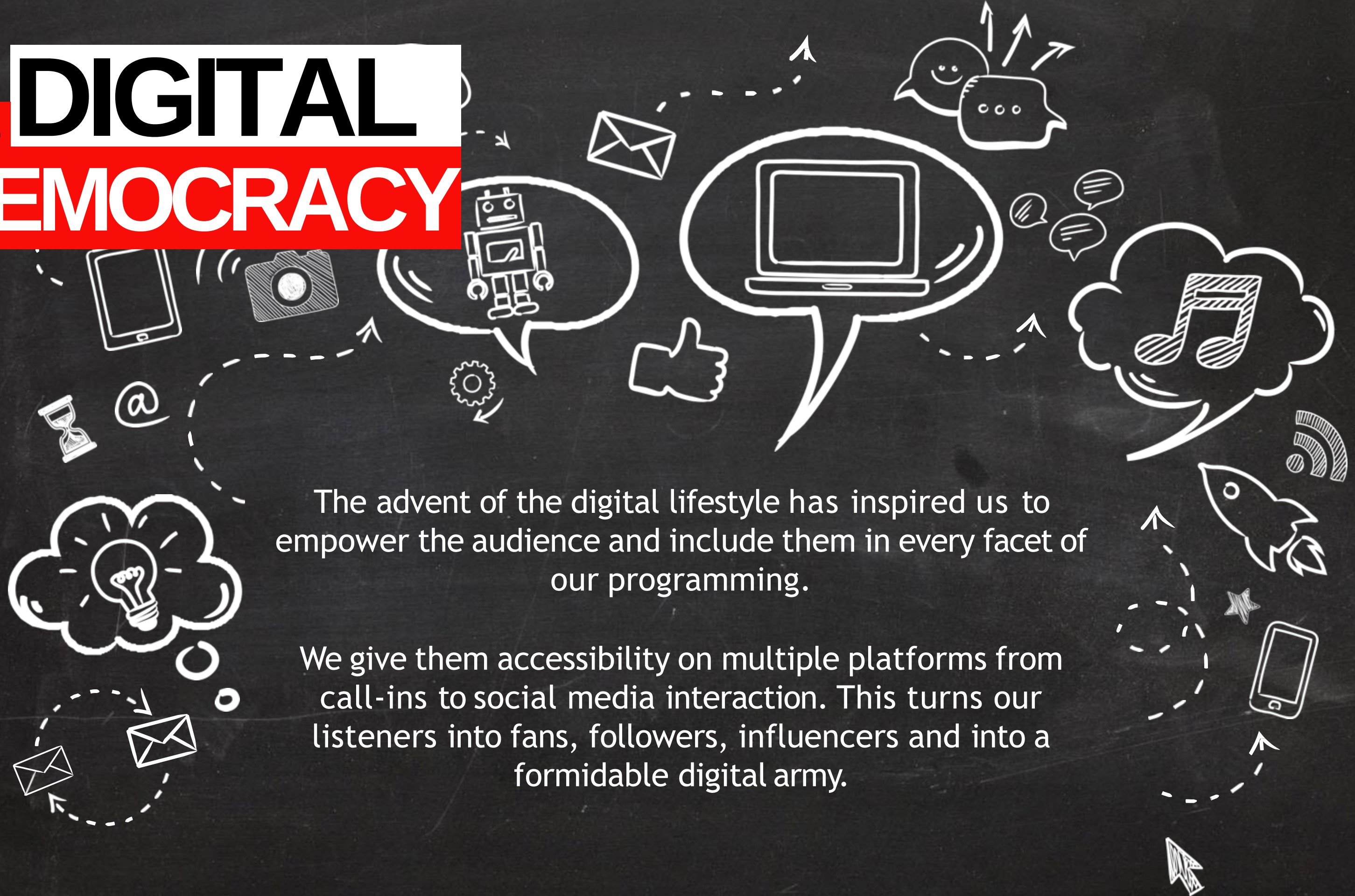


Image-conscious

OUR MUSIC



THE DIGITAL DEMOCRACY

A collection of white line-art doodles on a dark background. The doodles include a central laptop inside a large speech bubble, a thumbs-up icon, a cloud with a musical note, a rocket ship, a smartphone, a lightbulb in a cloud, a camera, a smartphone, an hourglass, an '@' symbol, a gear, a robot, an envelope, and various arrows and speech bubbles. Dashed lines connect some of these elements, suggesting a flow or network.

The advent of the digital lifestyle has inspired us to empower the audience and include them in every facet of our programming.

We give them accessibility on multiple platforms from call-ins to social media interaction. This turns our listeners into fans, followers, influencers and into a formidable digital army.

THE DIGITAL DEMOCRACY



NATIVE ADVERTISING

To cause minimal disruption of the audience's enjoyment, our messaging is designed to be in harmony with the vibrant, upbeat tempo of the station and its digital and physical assets.

This results in reduced resistance to advertising and sustained audience retention.

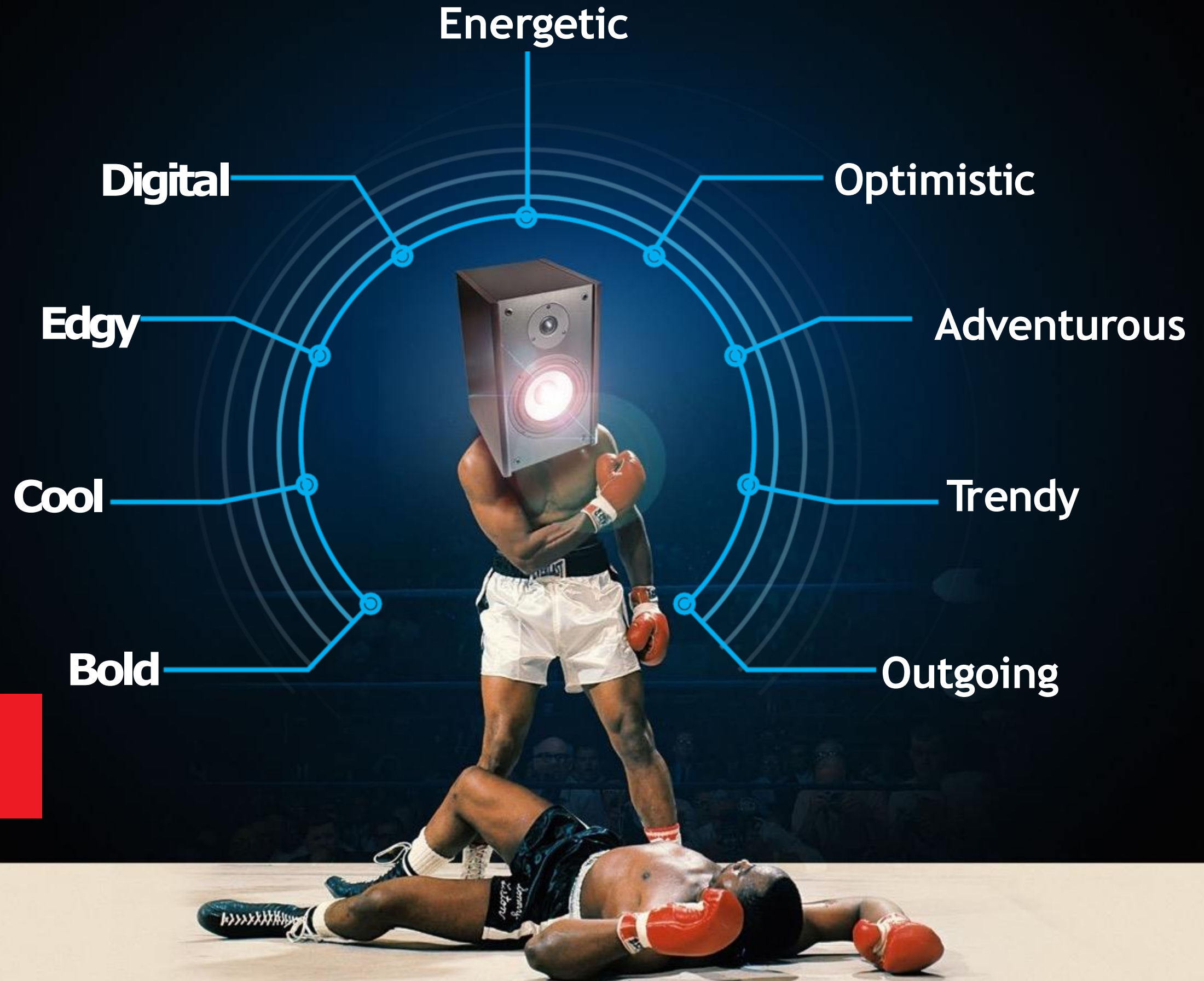


THE ON-GROUND EXPERIENCE

We go everywhere our audience does. What's more, we create physical experiences and bring them to life with music, entertainment, connectivity and creativity.

We have a permanent presence in the colleges, malls, estates and clubs across the country. We spark spontaneous moments of NRG with high powered impactful on-ground experiences.

OUR
BRAND





OUR

SHOWS



I ❤️ NRG.RADIO



MWALIMU RACHEL

African Queen Boss Lady.
She's got street cred and corporate
swag. She'll start the conversations
you'll want to jump in to.

DJ KACE

The 'African Mzungu' mixmaster
who gets the party jumping. He
kicks in with his blend of hot mixes
and top tracks

**THE NRG
BREAKFAST
CLUB**

**WITH DJ KACE,
MWALIMU &
DJ XCLUSIVE**

MON - FRI

LISTEN WATCH

6AM - 10AM

WWW.NRG.RADIO LIVE

FOLLOW US

   / NRGRADIOKE

I ❤️ NRG.RADIO



CHARLIE KARUMI

Everybody loves Charlie!
He's got the vibe and the Juice
to get your day going!

RONO

Kenya's freshest influencer.
Zero Chills, Maximum Thrills.
Her content is faya!

THE NRG AM SHOW

LIVE IN STUDIO

CHARLIE & RONO

MON-FRI

LISTEN WATCH

10AM - 2PM

WWW.NRG.RADIO LIVE

FOLLOW US

   / NRGRADIOKE

I ♥ NRG.RADIO



DJ NICHE

The newest Top DJ! He's got swag, and knows how to turn up a party

REEDAH YVONNE

The hottest, funniest yummy mommy in town! She gets you!

IBU IKANENE

East meets West with our hybrid KenyaNigerian hypeman from Kiambu!

NRG TRANSIT

LIVE IN STUDIO

**REEDAH, IBU
& DJ NICHE**

FOLLOW US

/ NRGRADIOKE

MON - FRI

LISTEN WATCH

3PM - 7PM

WWW.NRG.RADIO LIVE

I ❤️ NRG.RADIO



SHAQ THEYUNGIN

Kenya's Yung'est sponsor! You can't hold a candle to his fire!

SEAN PREEZY

Cute boy next door, the clubber you'll never see him creepin!

TANASHA DONNA

East Africa's social queen! Taking on the music industry while keeping it real on the radio and on your social media.

MON-THU
LISTEN WATCH
8PM - 12AM
WWW.NRG.RADIO LIVE

NRG
CIRCLE

LIVE IN STUDIO

TANASHA,
SHAQ & SEAN

FOLLOW US
 / **NRGRADIOKE**

A promotional graphic for a radio show. It features a man with a beard and glasses, wearing a black t-shirt, holding two large gold vinyl records. The background is a vibrant, comic-style illustration with yellow and red tones, featuring a large red tongue sticking out, a hand pointing, and a DJ mixer. Overlaid on the left is a red box with the text 'TOTAL ACCESS' in white, and below it, a black box with 'FRIDAY' in white and '7PM - 10PM' in red. At the bottom left is the website 'WWW.NRG.RADIO' in black, and at the bottom right is a white box with 'DJ XCLUSIVE' in black.

TOTAL ACCESS

FRIDAY

7PM - 10PM

WWW.NRG.RADIO

DJ XCLUSIVE



I ❤️ NRG.RADIO

NRG AFRO-FUNK

LIVE IN STUDIO

SEAN PREEZY & FINAL KUT

FOLLOW US
📺 📺 📺 / NRGRADIOKE

SATURDAY
LISTEN WATCH
12PM - 2PM
WWW.NRG.RADIO LIVE



I ❤️ NRG.RADIO

NRG TOP 40

LIVE IN STUDIO

DARYA KISH & B. JACUZZI

FOLLOW US
📺 📺 📺 / NRGRADIOKE

SATURDAY
LISTEN WATCH
10AM - 12PM
WWW.NRG.RADIO LIVE

LISTENER

JOURNEY



LISTENER JOURNEY

(MON – THUR)



TIME	SHOW	EXPERIENCE
0600hrs - 0700hrs 0700hrs - 1000hrs	NRG Breakfast Club Warm Up Mix NRG Breakfast Club	Get your day going with your mix of hits and socialmedia madness.
1000hrs - 1100hrs 1100hrs-1400hrs	The NRG AM Warm Up Mix The NRG AM Show	Your interactive playlist as you do your hustle
1400hrs - 1500hrs 1500hrs-1900hrs	The NRG Transit Warm Up Mix The NRG Transit	The soundtrack to your ride home. No stress. Enjoy the ride.
1900hrs - 2000hrs 1900hrs - 0000hrs	The NRG Circle Warm Up Mix The NRG Circle	High octane hits, live audience interaction, big prizes
0000hrs - 0500hrs	The NRG After Party Mix	Top ultimate turntable cypher mixes
0050hrs - 0600hrs	Inspirational Mix	A dose of early morning inspiration



LISTENER JOURNEY

FRIDAY



TIME	SHOW	EXPERIENCE
0600hrs - 0700hrs 0700hrs - 1000hrs	NRG Breakfast Club Warm Up Mix NRG Breakfast Club	Get your day going with your mix of hits and socialmedia madness.
1000hrs - 1100hrs 1100hrs-1400hrs	The NRG AM Warm Up Mix The NRG AM Show	Your interactive playlist as you do your hustle
1400hrs - 1500hrs 1500hrs -1900hrs	Warm Up Mix The NRG Transit	The soundtrack to your ride home. No stress. Enjoy the ride.
1900hrs - 2200hrs	The NRG AllAccess	High octane hits, liveaudience interaction, big prizes
2200hrs - 0500hrs	The NRG After Party Mix	Top ultimate turntable cypher mixes
0500hrs - 0600hrs	Inspirational Mix	A dose of early morning inspiration



LISTENER JOURNEY

SATURDAY



TIME	SHOW	EXPERIENCE
0600hrs - 1000hrs	NRG Saturday MorningPlaylist	Uninterrupted music experience
1000hrs-1200hrs	The NRG Top40	The top hits, top trends and celebrity news.
1200hrs - 1400hrs	Afro-Funk	The ultimate Hip Hop destination with hits and clips from Africa and the world.
1400hrs-1700hrs	NRG Musical Journey	Biggest Hits
1700hrs - 1900hrs	NRG Stars	Youtube meets radio in thisground-breaking new cross-platform format
1900hrs - 2100hrs	Silverstar presents	Dancehall & Reggae live from UK
2100hrs - 2200hrs	Back to Africa	Best African MIX
2200hrs - 0000hrs	NRG Weekender	High Octane House Music Mix



LISTENER JOURNEY

SUNDAY



TIME	SHOW	EXPERIENCE
0700hrs - 1400hrs	The Grovy Sunday	Inspirational Gospel Music
1400hrs - 1900hrs	NRG Back to back	Mashups & Remixes of the top hits in the mix
1900hrs - 2100hrs	Silverstar Presents (Repeat)	Dancehall & Reggae from UK
2100hrs - 0500hrs	Mixology	Back-to-back NRG Playlist



**THIS IS
HOW
WE DO IT**



Website (www.nrg.radio)
Live Streaming, Visual Radio,
Banner AD & Visual Content

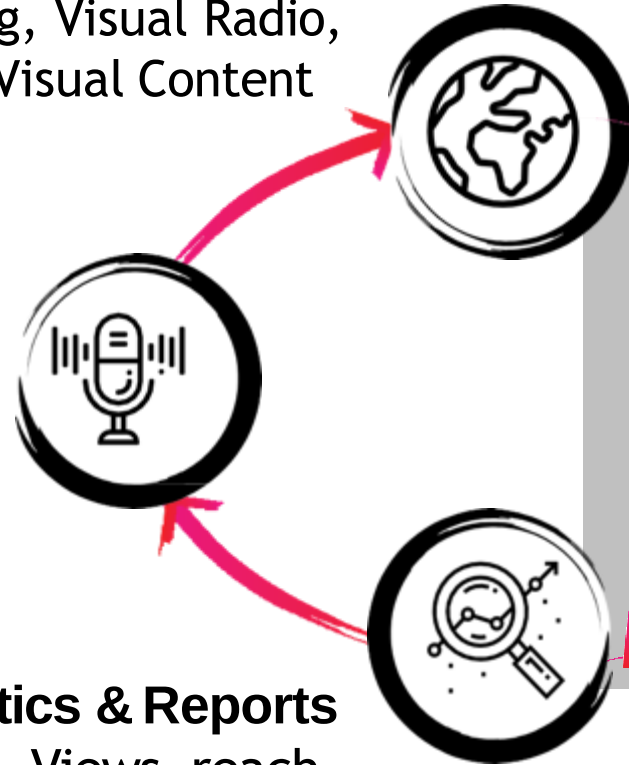
NRG App
Visual & Audio Content

Social Media
Mention, tags and
product placement
by Digital NRGizers
(Instagram + FB+ Twitter)

Shared Feed
Message Optimised on
all web platforms

Radio
Spot Ad or Mention
15-20 Sec Brand Messag-
ing

Analytics & Reports
Views, reach,
Responses



NRGIZED

COMMUNICATION

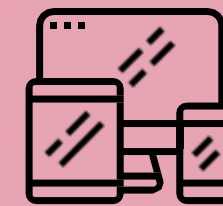




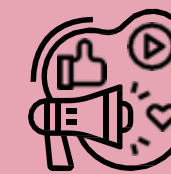
They tune in to NRG Radio on the FM transmission [FM receiver or phone]



They listen on the NRG Radio digital experience - www.nrg.radio [Phone, tablet, computer]



They consume content on www.nrg.radio [Phone, tablet, computer]

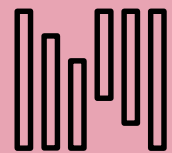


Engagement on NRG social media - @nrgradioke [Phone, tablet, computer]

Consumption of NRG Radio app [Phone or tablet]

*Over 60% of NRG listener's media experiences are digital

HOW DO THEY ENJOY NRG RADIO?





OUR PROMISE

THE BEAT OF THE MOMENT

WWW.NRG.RADIO



2019 RATE CARD



WE ARE A MOVEMENT CELEBRATING YOUTH CULTURE AND PROMOTING POSITIVITY

WE ARE AN URBAN CONTEMPORARY HIT RADIO STATION BROADCASTING IN KENYA'S URBAN CITIES. A MULTI-PLATFORM ENTERTAINMENT EXPERIENCE THAT EMBRACES DIGITAL TECHNOLOGY. WWW.NRG.RADIO



THE BEAT OF THE MOMENT

97.1FM **NAIROBI**
98.4FM **ELDORET**
96.3FM **MOMBASA**
94.8FM **KISUMU**
93.5FM **NAKURU**

MONDAY - THURSDAY

TIME (HRS)	BAND	PROPERTY	COST/WEEK (KSH)
06:00 - 10:00	A	NRG BREAKFAST CLUB	450,000
11:00 - 14:00	B	NRG AM SHOW	350,000
15:00 - 19:00	B	NRG TRANSIT	450,000
19:00 - 00:00	A	THE NRG CIRCLE	350,000
00:00 - 05:00	C	NRG AFTER PARTY	200,000
05:00 - 06:00	C	INSPIRATIONAL MIX	200,000

ALL RATES ARE SUBJECT TO 16% VAT

FRIDAY

TIME (HRS)	BAND	PROPERTY	COST/WEEK (KSH)
06:00 - 10:00	A	NRG BREAKFAST CLUB	450,000
11:00 - 14:00	B	NRG AM SHOW	350,000
15:00 - 19:00	B	NRG TRANSIT	450,000
19:00 - 22:00	A	NRG ALL ACCESS	350,000
22:00 - 00:00	C	NRG SHOWDOWN	200,000
00:00 - 06:00	C	NRG MIXOLOGY	200,000

ALL RATES ARE SUBJECT TO 16% VAT

SATURDAY

TIME (HRS)	BAND	PROPERTY	COST/WEEK (KSH)
06:00 - 10:00	-	NRG BACK 2 BACK	-
10:00 - 12:00	-	NRG TOP 40	250,000
12:00 - 14:00	-	NRG BACK 2 AFRICA	250,000
14:00 - 17:00	-	NRG BACK 2 BACK	-
17:00 - 19:00	-	NRG STARS	250,000
19:00 - 21:00	-	SILVERSTAR PRESENTS	250,000
21:00 - 00:00	-	NRG BACK 2 AFRICA	250,000
00:00 - 06:00	-	NRG MIX	-

COMMERCIAL FREE WEEKEND

SUNDAY

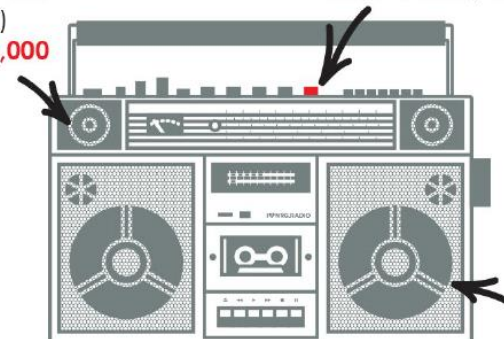
TIME (HRS)	BAND	PROPERTY	COST/WEEK (KSH)
07:00 - 14:00	-	GROOVY SUNDAY	300,000
14:00 - 19:00	-	NRG BACK 2 BACK	-
19:00 - 21:00	-	SILVERSTAR PRESENTS (RPT)	-
21:00 - 06:00	-	NRG MIXOLOGY	-

COMMERCIAL FREE WEEKEND

FEATURE TIPS
(WEEKLY)
KSH. 200,000

COMMERCIAL PRODUCTION

KSH. 20,000
SCRIPT, 1 VOICE OVER,
SOUND EFFECTS, CD, 30 SEC



PRESENTER
MENTIONS
(PER LINK)
KSH. 50,000

ALL RATES ARE SUBJECT TO 16% VAT

SPOT ADS

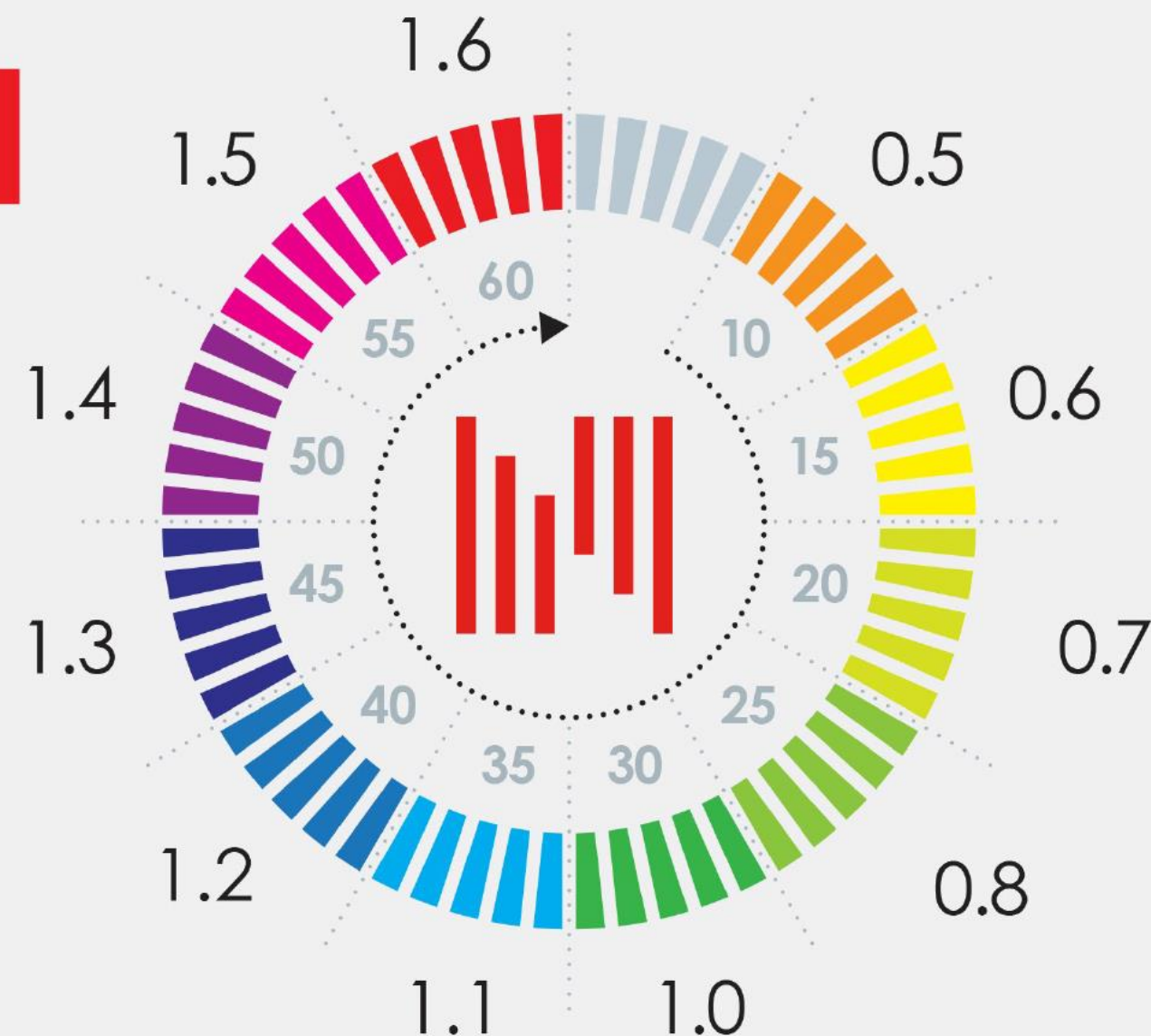
TIME BAND	TIME SLOT (HRS)	30 SEC RATE
A	B. CLUB (06:00 -10:00)	30,000
B	AM SHOW (10:00 -14:00)	20,000
A	NRG TRANSIT (15:00 -19:00)	30,000
B	NRG CIRCLE (20:00 - 00:00)	20,000

PROPERTY	PARTICULARS	COST
LIVE LINKS	PER LINK FROM OB AT OFF-STUDIO LOCATION	KSH. 500,000
CLASSIFIEDS	4 TIMES A DAY 20 SECS TUE -SAT (5 DAYS)	KSH. 80,000
INTERVIEWS	15 MIN (WITH MUSIC BREAKS)	KSH. 100,000
PRESENTER MENTIONS	PER MENTION	KSH. 50,000

PROPERTY	FREQUENCY (FQ)	RATE PER WEEK
TIME CHECKS	7	KSH. 250,000
FQ CHECKS	7	KSH. 250,000
NRG INSPIRES	7	KSH. 250,000
TRAFFIC CHECKS	4	KSH. 250,000
HEALTH CHECKS	3	KSH. 250,000

ALL RATES ARE SUBJECT TO 16% VAT

SPOT ADS CALCULATOR



SYNERGIZED DIGITAL EXPERIENTIAL CAMPAIGNS

WE CREATE CUSTOMIZED DIGITAL AND EXPERIENTIAL SOLUTIONS DESIGNED TO BOOST AUDIENCE CONNECTIONS

NRG RADIO

SPOT ADVERTISING
SPONSORED CONTENT
PROMOTIONS

NRG WEBSITE*

TRAFFIC GENERATION
SPONSORED CONTENT
BANNER ADVERTISEMENT
VIDEO CONTENT

NRG SOCIAL*

INSTAGRAM
SNAPCHAT
FACEBOOK
TWITTER

NRG EXPERIENTIAL**

ACTIVATIONS
EVENTS
SAMPLING

WWW.NRG.RADIO

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+254 710 674 674

sales@nrg.radio

P.O. Box 38532 00623 Nairobi

**TURN IT
UP.  TURN
IT LOUD. **

WWW.NRG.RADIO

TALK TO US +254 710 674 674

sales@nrg.radio

