



MEDIA KIT 2025/26

MUTHA FM

WELCOME TO THE TRIBE

Launched in 2002, Mutha FM became South Africa's first online radio station.

Rooted in electronic music and digital innovation, we've spent 23 years building a global community of music lovers.

Hosted world-class talent: Black Coffee, Röyksopp, Booka Shade, Axwell & more.

Streaming to audiences in South Africa, Europe, the USA, and Australia.

Driven by a diverse team of DJs & presenters who set the tone for underground culture.

Our mission: To connect, elevate, and celebrate music, culture, and creativity.

THE FIRST PULSE OF SA'S ONLINE MUSIC CULTURE



[CLICK HERE TO EXPLORE THE JOURNEY](#)

REACH

The Numbers That Matter

3.3 million listeners reached over 23 years.

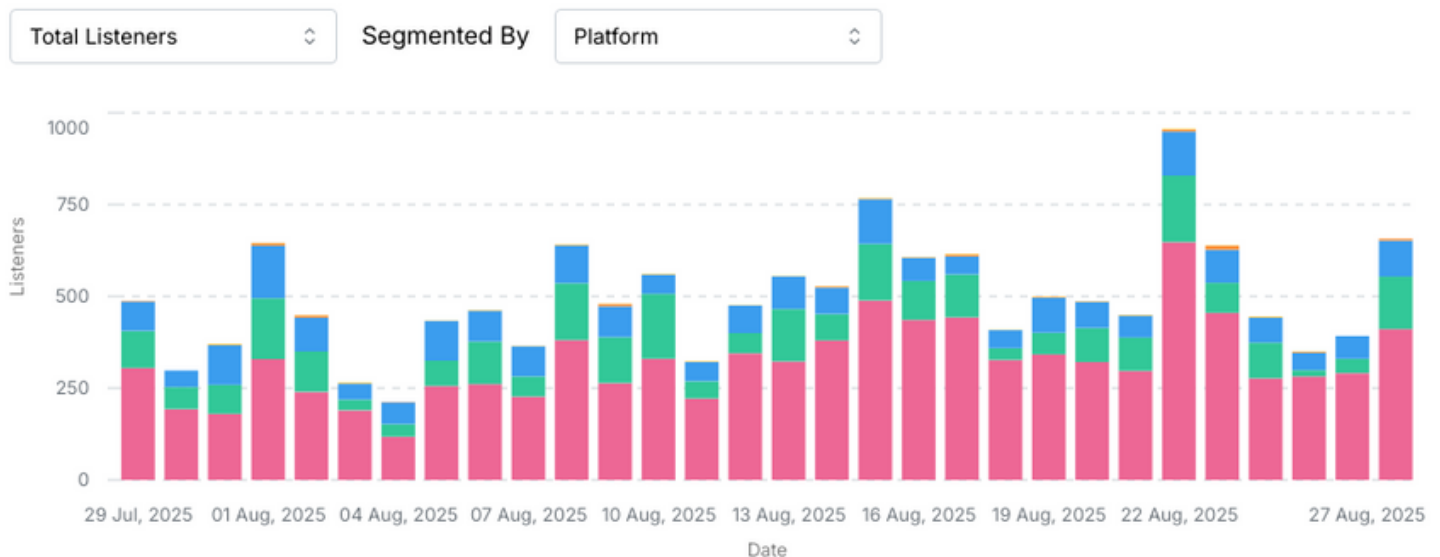
25,000 - 30,000 monthly active connections

Approx listeners. 50k - 60k

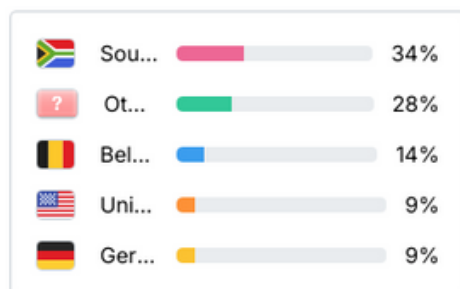
210,000+ broadcast hours and 1.45 billion beats played.

Global footprint: South Africa, UK, Europe, USA, Australia.

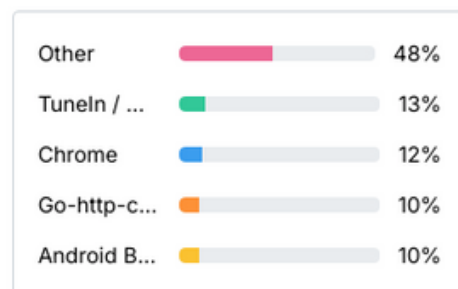
Engaged, loyal, and growing — **your brand message travels with us.**



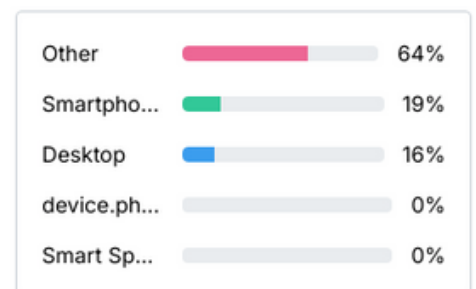
Top Countries



Top Clients



Top Platforms



ONE FREQUENCY MANY VOICES

**1.45 BILLION
BEATS**
BPM OVER 23 YEARS

**210,384
HOURS**
TOTAL ON AIR RADIO
BROADCASTING HOURS

3.31 MILLION LISTNERS
COMBINED
LISTNERS OVER 23
YEARS

AUDIENCE

Meet the Mutha FM Listener

Core age: 25–55 (digitally savvy, lifestyle-driven).

Secondary groups: 18–25, 55–65.

Balanced gender split.

Profile: Urban professionals, entrepreneurs, and creatives who value individuality, innovation, and authenticity.

Why they matter:

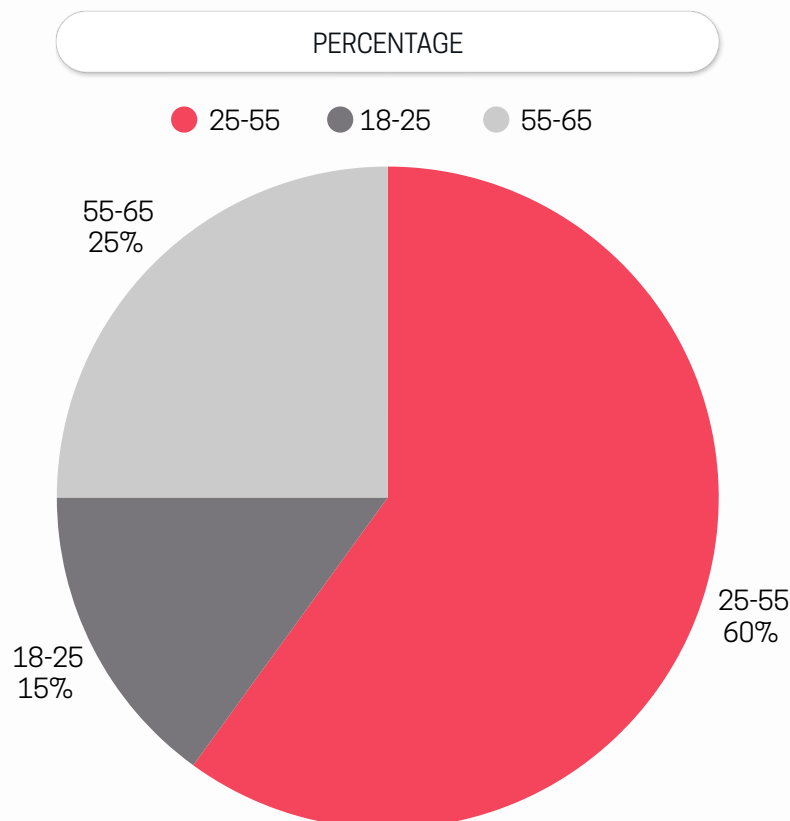
Always online: streaming, shopping, and engaging daily.

Culturally attuned & globally minded.

Seek alternatives to mainstream media.

25,000 - 30,000 monthly listening connections across web, app, TuneIn, and smart devices.

AUDIENCE BY AGE



FOLLOWERS

Listeners

Streaming connections on all devices: **24910**

Unique listeners: **3096**

New Users: **2700**

Peak Listeners: **205**

Average listening time: **40 minutes**

Website

Monthly Visitors: **9145**

Avg. Session Duration: **57 secs**

Other

Mixcloud: **1258**

Soundcloud: **362**

WhatsApp group **380**

Socials

Facebook page followers: **10 987** - Views **39,043** p/m

Facebook group: **2549**

Instagram: **1863**

TikTok: 725

Twitter/X : **6975**

YouTube: **625**



24910

Total Listeners
^ 105%



3097

Unique Listeners
^ 10%



205

Peak Listeners
^ 156%



00:40:00

Average Listening Time
^ 10%

FROM CAPE TOWN TO THE WORLD

LIVE & RESIDENT DJs THE SOUND EVOLUTION



At Mutha FM, our sound is powered by a global mix of **live show** presenters and **resident** DJs. Broadcasting from South Africa to the world, we fuse talent, genres, and cultures into one dynamic stream.

Live Shows

Our presenters bring fresh perspectives, curating everything from chilled moods to peak-time club energy — connecting with listeners through authentic, engaging radio.

Resident DJs

Non-stop selectors pushing the latest sounds — from soulful grooves to underground beats — our residents keep the energy bold, diverse, and evolving. Always scouting new talent, we keep Mutha FM's sound fresh, relevant, and globally tuned.

Shows | MuthaFM | DJ schedule & Line Up

Shows - Check out all our Dj's shows and line up. With more info on what you can expect, how to get in touch...



[Explore more...](#)

SUBMISSION SHOWS

Mutha FM's monthly submission platform is a launchpad for emerging and established DJs to gain real recognition. By submitting one mix per month to a genre-aligned show, artists have the chance to:

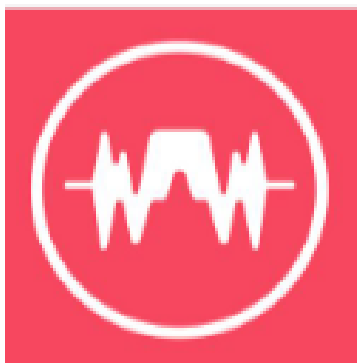
Be featured on a professionally curated, globally streamed platform

Reach new audiences across the electronic music spectrum

Build their profile with on-air exposure and digital promotion

Join a respected network of creatives and industry tastemakers

This initiative celebrates grassroots talent and offers a rare opportunity for DJs to step into the spotlight – with zero cost and maximum creative freedom.



Shows | MuthaFM | DJ schedule & Line Up

Shows - Check out all our Dj's shows and line up. With more info on what you can expect, how to get in touch...

 MuthaFM

[Explore more...](#)

CURATED SHOWS

ALWAYS ENTERTAINING 24/7

In-House Shows – The Daily Soundtrack

We've built our in-house shows to match the energy of every moment in the day. From early mornings to late nights, listeners stay connected to a **curated** soundtrack that enhances their lifestyle.

Wake & Bake – Early ambient and laid-back vibes to start the day.

Midday Mixdown – Easy listening + office / remote work soundtrack.

Main Floor Thursday – Builds energy into the weekend.

Weekend Wind Down – Post-party chill companion.

ALWAYS LISTEN TO **YOUR** MUTHA!



AUDIO ADS & SITE RATES

PLATFORM	PLACEMENT	RATE	VALUE HIGHLIGHT
Audio Ads	5-Day Package (25 ads)	R4,000	High weekday frequency
Audio Ads	7-Day Package (35 ads)	R4,900	Full week exposure
Audio Ads	20-Day Package (100 ads)	R14,000	Strong reach
Audio Ads	30-Day Package (150 ads)	R21,000	Maximum coverage
Website/App	Top Banner	R2,000–R2,250	Premium visibility
Website/App	Sidebar/App Banner	R1,500	Always-on awareness
Website/App	Blog Feature + Backlink	R1,500	SEO + storytelling



DESKTOP, MOBI & APP ADVERTISING

GLOBAL ELECTRONIC MUSIC LIFESTYLE PLATFORM

MUTHAFM

DIGITAL

HOMESHOWS▼EVENTS▼NEWSABOUT▼CONTACTJOIN DA MUTHA TRIBE

LISTEN NOW!

TOP BANNER R2000 -R2200

SIDE BANNER R1500

Mutha FM

10K followers

Follow Page

Mutha FM

SUBMIT AN EVENT

LIVE STUDIO

CHAT

Join the WhatsApp Group

MuthaFM Radio Broadcast

WhatsApp group

+27(0) 76 035 8780

ON AIR

THE MIDDAY MIXDOWN

GLITTERBALL GROOVES

DJ Tracey T-Sexy Mix i...

DJ Tracey T

DJ RESIDENCY

HAVE YOUR OWN MIX SHOW

Starting at only R299/Month!

DJX - POSURE

DJ Tracey T-Sexy M...

DJ TRACEY T

Radio

Schedule

Settings

LISTEN LIVE!

Broadcast Schedule

Mon	Tue	Wed	Thu	Fri	Sat	Sun
18	19	20	21	22	23	24
06:00 AM - 09:00 AM WAKE & BAKE - Mutha FM 09:00 AM - 12:00 PM MUTHA MORNINGS - Mutha FM 12:00 PM - 03:00 PM DEEPER SOUNDS - MIDDAY MIXDOWN - Mutha FM 03:00 PM - 06:00 PM MID-WEEK RECHARGE - MAX MAGIC 06:00 PM - 09:00 PM THE PSY DROP SHOW - Refrakt 09:00 PM - 12:00 AM PSYCHEDELIC HORIZONS - DJ SUBMISSIONS ALWAYS LISTEN TO YOUR MUTHA The best global underground electronic music station. LATEST NEWS Bringing you news that is relevant. Big AI Drops Fresh Album: Shoot Room Beats (Vol. 1) by Taryn Conway August 15, 2025 DJ SHOW - NOT NEWS 0 Comments Ladies, gentlemen, and all fabulous relevant others — we've got exciting news from the Mutha FM family! Our beloved Sunday Radio Love resident, DJ Big AI, has been hard at work, and the wait is finally over. After a year of locking himself away in the studio, Big AI... Read More MUTHA GIG GUIDE What to look forward to. FESTIVAL ELECTRONIC MUSIC FESTIVAL CALENDAR JOIN DA MUTHA TRIBE MUTHA TRIBE PIONEER PRO DJ Latest News Big AI Drops Fresh Album: Shoot Room Beats (Vol. 1) Meet the New Mutha FM Resident DJs + Your Chance to Join the Movement! The New Mutha FM 2025 App is Now LIVE! Mutha FM Expands with New Shows and Opportunities for DJs! VISIONS OF CAPE TOWN: A Documentary on the Evolution of the Club Scene Welcome to Mutha FM WhatsApp Chat! SIDE BANNER R1500						

SOCIAL MEDIA AND EVENT RATES

PLATFORM	PLACEMENT	RATE	VALUE HIGHLIGHT
Social Media	3 Posts (all platforms)	R750	Cross-platform reach
Social Media	1 Video (aired 3x)	R1,000	Repeated exposure
Social Media	Content Creation	From R750	Entry-level option
Production	Video Production	R4500	High-quality content
Production	Audio Production	From R4000	Studio-grade ads
Event Activation	OB Live Broadcast (3 hrs)	Starting at R4495	Live + digital synergy

EYES ON YOUR BUSINESS, EVERY SCROLL, EVERY STREAM

Social media includes Meta / Whatsapp/Ticktok - content creation starting at R750

Professional video production (incl. scripting, mixing and mastering 15 to 20 secs R4500.00

Professional audio production - 15 to 20 secs starting from R4000.00

OUTSIDE BROADCASTS (OB) COFFEE SHOPS - BARS - CLUBS -LAUNCHES, FESTIVALS & YOUR MUTHA'S HOUSE

Bring the **Mutha FM** experience live to your venue or event.

PACKAGE COSTS FROM: R4495.00

Duration: 3 Hours (Time extensions pro-rata)

Includes:

- Mutha FM DJ Host live at your event
 - Streaming Manager to set up & manage live stream
 - 3-hour global live broadcast from your location
 - Pre-event exposure on the DJ's show and Mutha FM socials
- *within 15 km's Cape Town CBD

ADDITIONAL COSTS:

Custom branded jingles: intro, mid-drop & outro

Hype on social media marketing before the event

Scripted 20-second advert aired in the 4-week lead-up Broadcast

Deliverables:

Branded audio drops during the OB

live announcements from DJ host

Audio ads during the live broadcast

Branded social media posts



MORE THAN RADIO - A DIGITAL CULTURE MOVEMENT

Our team are ready to help you take your brand to the next level:

Mutha FM Radio – global online station & TikTok live streams

Venue & Location Streaming – broadcast your event anywhere

Merchandising – custom branded gear that stands out

Website Design – sleek, functional, and on-brand

Social Media – strategy, content, and community growth

Graphic Design – bold visuals that connect

Audio & Video Production – professional, creative, and impactful



EYES ON YOUR BUSINESS,
EVERY SCROLL, EVERY
STREAM

LET'S CONNECT

By aligning with Mutha FM, you're tapping into a unique and Influential listener base that values originality, creativity, and connection. Let us help you amplify your message and make a lasting impact.

Mutha FM - Studio

email: info@muthafm.com

cell : +27 (0) 76 035 8780

Taryn Conway

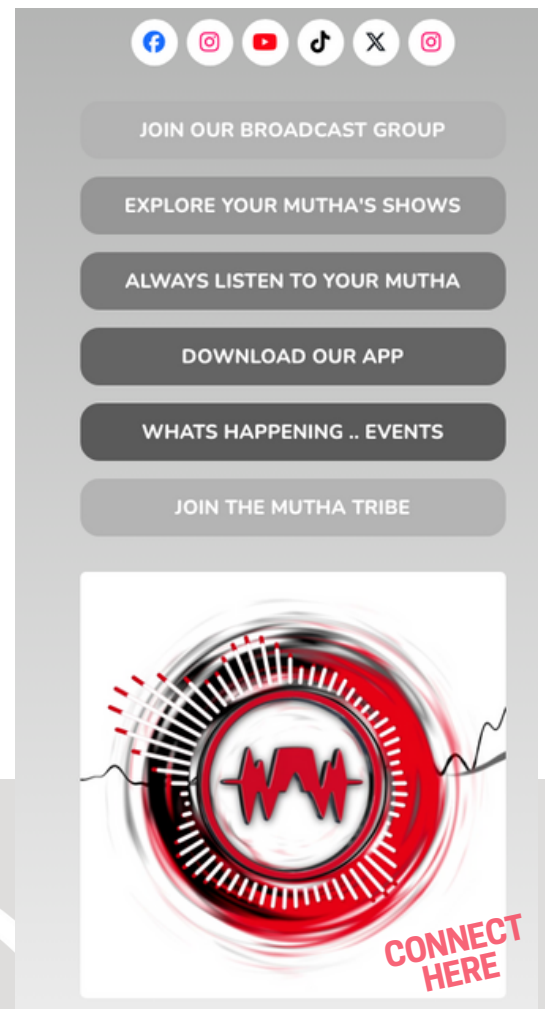
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JOIN US — WHERE MUSIC MEETS
MOVEMENTS
& YOUR BRAND
MEETS ITS MOMENT.

