



Frequency: 107.9 FM

Insight: The station provides diverse programming aimed at enriching the lives of the community by effective communication of pertinent issues within their footprint.

Listenership: 25 000 weekly

LSM

Primary: 6 – 10

Core Target Market

18 - 55

Languages:

Afrikaans 72%

isiXhosa 15%

English 13%

21 000

6 254

348

Race:

Black 18%

White 33%

Coloured & Other 49%

Broadcasting: 40% content and 60% music

Coverage: Gqeberha, Despatch/Uitenhage, Jeffreys Bay, Humansdorp, Patensie, Colchester, Paradise Beach, Kirkwood, Addo, Jansenville, Paterson

