



Frequency: 89.5 FM

**Insight:** Producing ethical, creative and responsible radio that encourages people to communicate with each other, to take part in decisions that affect their lives, and to celebrate their own cultures.

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Listenership: 45 000 weekly

**LSM**

Primary: 6 - 8

**Core Target Market**

18 - 30

**Languages:**

English 40%  
 Afrikaans 30%  
 isiXhosa 30%



25 000



13 000

**Race:**

Black 45%  
 White 5%  
 Coloured & Other 50%

**Broadcasting:** 60% content and 40% music

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**Coverage:** Greater Cape Town & surrounds, Cape Flats, Khayelitsha, Mitchells Plain, Manenberg, Gugulethu, Nyanga, Grabouw, Malmesbury, Stellenbosch, West Coast past Atlantis to Gordons Bay, Mfuleni/Strand area and Philippi.



CONNECTING YOU WITH SOUTH AFRICA

