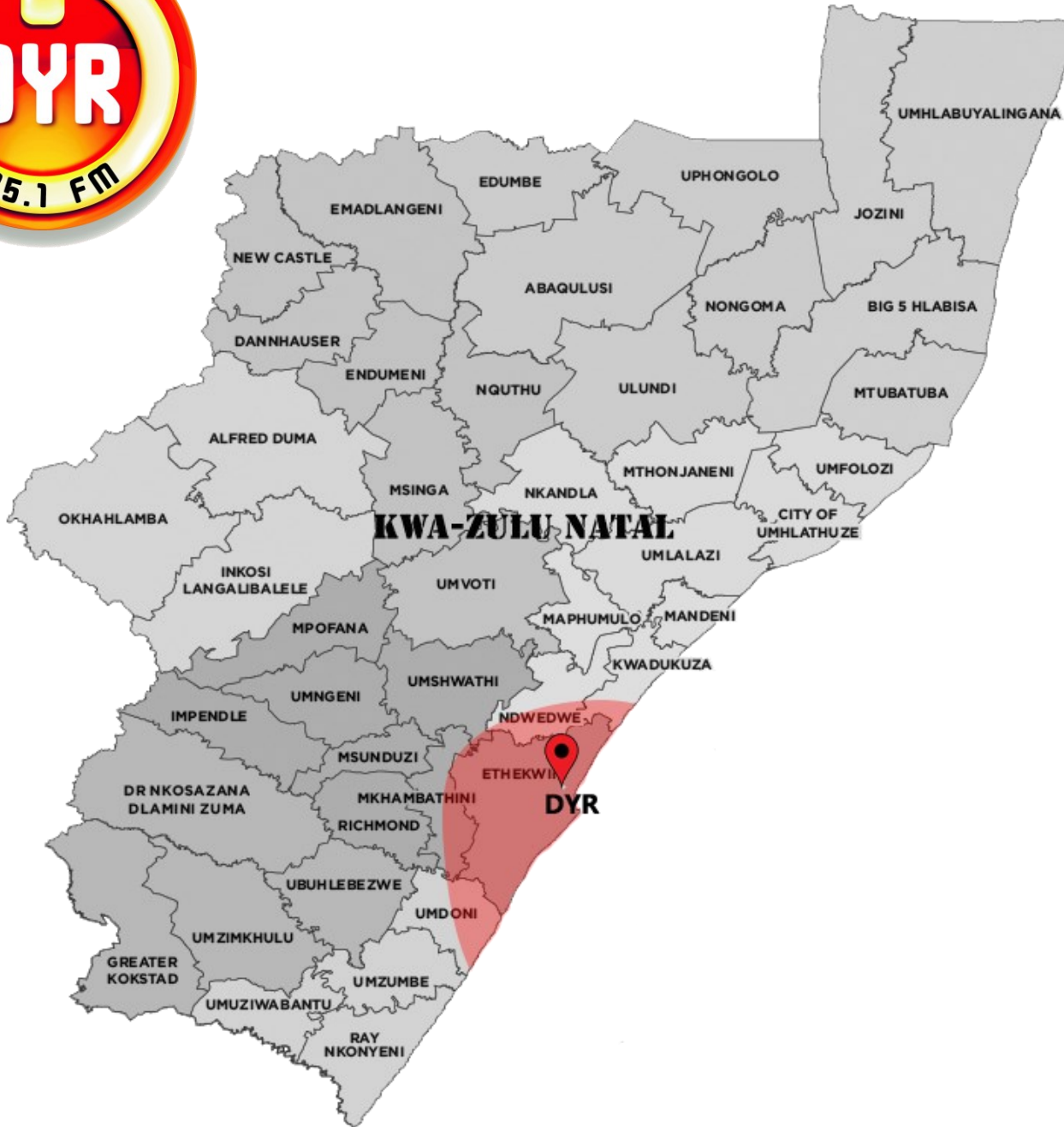




Frequency: 107.9 FM

Insight: Durban Youth Radio (DYR105.1FM) is a community radio station and NGO based in Durban, that broadcasts live from the heart of the city right next to the harbor.



Listenership: 60 000 weekly

LSM

Primary: 6 - 10

Core Target Market

16 - 30

Languages:

English 60%

isiZulu 40%

Race:

Black 48%

White 32%

Coloured 20%

14 201

1 988

2 879

Broadcasting: 40% content and 60% music

Coverage: eThekweni Municipality, Ballito, Scottburgh, Cato Ridge



CONNECTING YOU WITH SOUTH AFRICA