



Frequency: 86.7 FM

Insight: Eldos FM prides itself in providing information, news, education and music that caters to young and old with easy to enter competitions and prize giveaways every single week with the support and partnerships of local businesses.

Listenership: 18 000 weekly

LSM

Primary: 7 - 10

Core Target Market

35+

Languages:

Afrikaans 60%

English 30%

isiZulu & seSotho 10%



40 000



2 662

Race:

Black 19%

White 29%

Coloured & Other 52%

Broadcasting: 60% content and 40% music

Coverage: Eldorado Park, Klipspruit, Kliptown, Pimville, Jabulani, Chiawelo, Slovo Park, Devland, Freedom Park, Lenasia, Zakariya Park, Ennerdale, Walkerville, Kibler Park, Eikenhof, Lehae, Naturena



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