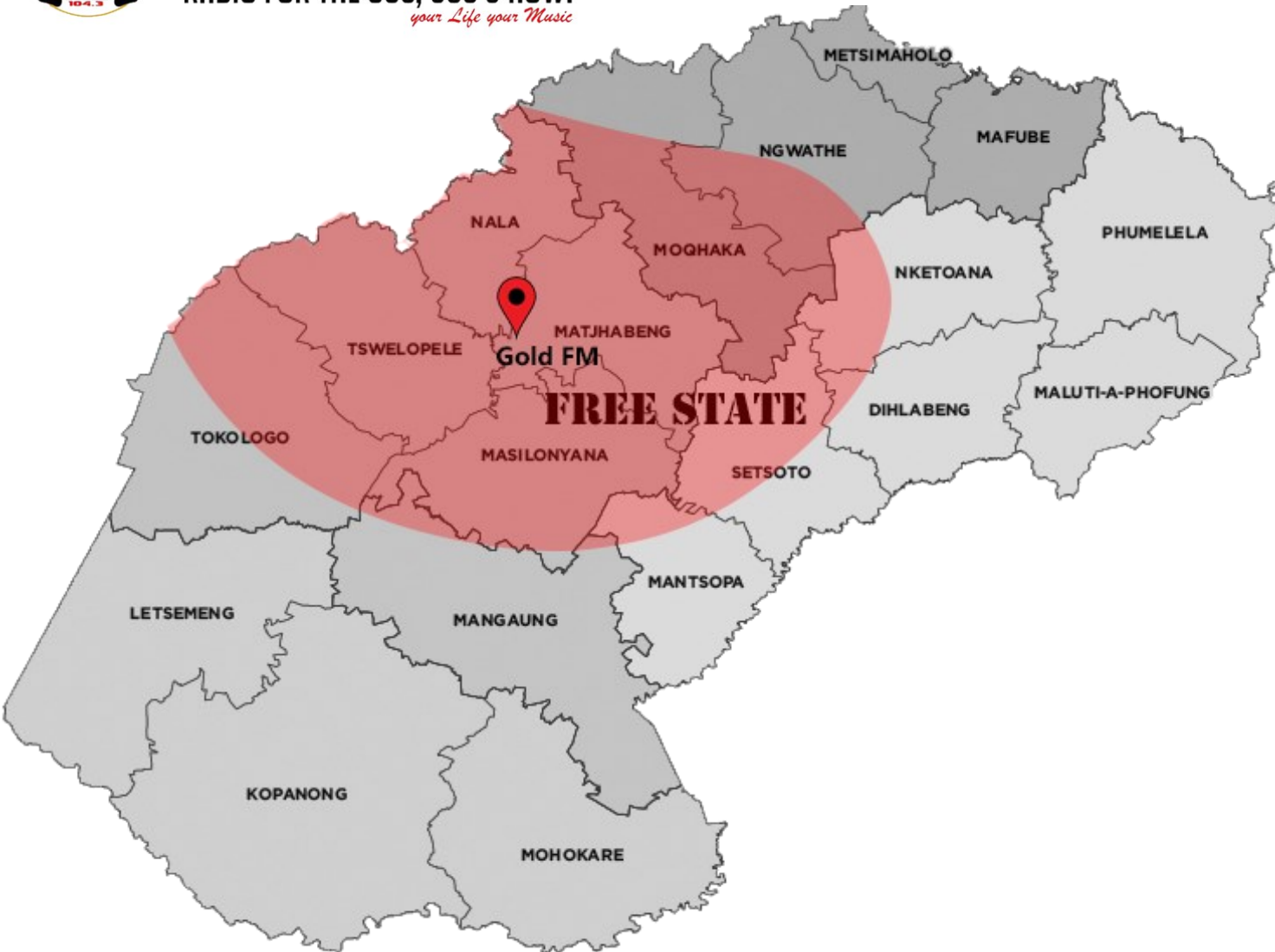




GOLD FM
104.3
RADIO FOR THE 80S, 90S & NOW!
your Life your Music



Frequency: 104.3 FM

Insight: Gold FM offers mostly locally driven content. As a non-profit, the station's earnings are redirected to promoting and developing the community through charitable initiatives and events highlighting the culture and traditions of the Free State.

Listenership: 5 000 weekly

LSM

Primary: 6 - 8

Core Target Market

30 - 45

Languages:

Afrikaans 70%

English 30%

Race:

Black 51%

White 40%

Coloured & Other 9%

Broadcasting: 35% content and 65% music

Coverage: Welkom, Kroonstad, Virginia, Odendaalsrus, Brandfort, Winburg, Ventersburg, Hennenman, Allanridge, Bothaville, Senekal



34 000



N/A



CONNECTING YOU WITH SOUTH AFRICA