



Frequency: 93.6 FM

Insight: Helderberg FM is a true reflection of “Cape Town’s integrated society.” The station entertains its listeners with great contemporary music and popular songs, spectacular features, interesting artists and a “feel good” approach

Listenership: 15 000 weekly

LSM

Primary: 6 - 9

Core Target Market

25 - 45

Languages:

English 50%

Afrikaans 40%

isiXhosa 10%



12 838



1 326

Race:

Black 10%

White 40%

Coloured & Other 50%

Broadcasting: 60% content and 40% music

Coverage: Somerset West, Strand, Gordon’s Bay, Nomzamo, Lwandle, Eerste River, Macassar, Kuils River, Grabouw, Villiersdorp, Caledon, Hermanus, Gansbaai, Stellenbosch, as well as selected areas in the West Coast and Cape Town, including the northern and southern suburbs



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Helderberg FM