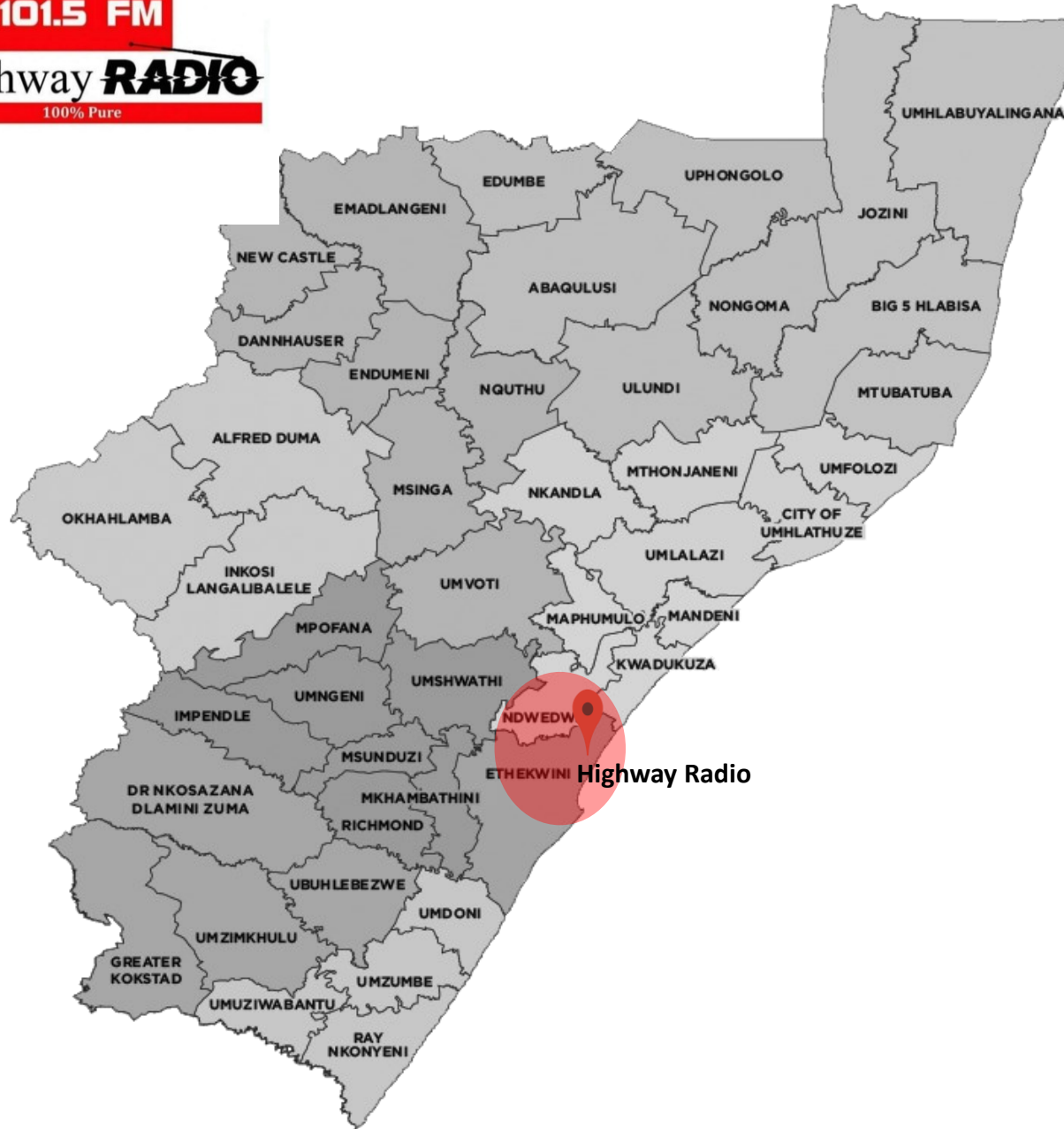




101.5 FM

Highway **RADIO**

100% Pure



Frequency: 101,5FM

Insight: Highway Radio provides daily lifestyle information with easy listening contemporary Gospel music

Listenership: 45 000 weekly

LSM

Primary: 4 - 10

Core Target Market

19 - 60

Languages:

isiZulu 42%

English 55%

isiXhosa 3%



19 000



1 899

Race:

Black 25%

White 30%

Coloured & Other 45%

Broadcasting: 45% content and 55% music

Coverage: Durban Metro



CONNECTING YOU WITH SOUTH AFRICA