



Frequency: 102.2 FM

Insight: IFM aims to build and uplift their community within and around the Vaal Triangle to create a loyal and growing audience that is inspired to help others in need. They entertain their listeners by broadcasting the best local and international music.

Listenership: 34 000 weekly

LSM

Primary: 6 - 8

Core Target Market

25 - 55

Languages:

Afrikaans 65%

English 15%

isiZulu 10%

seSotho 10%



21 000



13 000

Race:

Black 42%

White 55%

Coloured & Other 3%

Broadcasting: 30% content and 70% music

Coverage: Vanderbijlpark, Mittal Steel Works, Vereeniging, Sasolburg, Sebokeng, Sharpeville, Meyerton, Evaton, Lenasia



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