



Frequency: 100.4 FM

Insight: Icora FM aims to provide adequate and accurate, apolitical, unbiased information in a transparent manner, which empowers our community and create awareness keeping up with times..

Listenership: 125 000 weekly

LSM

Primary: 5 - 6

Core Target Market

22 - 35

Languages:

isiZulu 80%

English 20%

Race:

Black 82%

White 9%

Coloured & Other 9%

Broadcasting: 55% content and 45% music

Coverage: Ballito, St. Lucia, Stanger, Mandeni, Eshowe, Gingindlovu, Nkandla, Empangeni Melmoth, Richards Bay, Mtubatuba, Newcastle, Vryheid, Ulundi Nongoma, Esikhawini, Mthunzini, Kwa Hlabisa, Mondlo, Nquthu.



41 000



811



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