



Frequency: 103 FM

Insight: Impact FM's purpose is to keep our community informed, encouraged and uplifted.

Listenership: 54 000 weekly

LSM

Primary: 7 - 10

Core Target Market

25 - 49

Languages:

English 95%

Afrikaans 5%

Race:

Black 50%

White 40%

Coloured & Other 10%

Broadcasting: 40% content and 60% music

Coverage: Greater Tshwane



128 652



4 889