



Frequency: 88.4 FM

Insight: The station broadcasts programs that deal with the daily challenges facing women, youth, children, people with disabilities and the community at large.

Listenership: 74 000 weekly

LSM

Primary: 5 - 7

Core Target Market

18 - 35

Languages:

isiZulu 65%

English 20%

isiXhosa 15%



76 000



5 040

Race:

Black 89%

White 4%

Coloured & Other 7%

Broadcasting: 60% content and 40% music

Coverage: Greater eThekweni Municipality and the outskirts of Pietermaritzburg, Inchanga, Tongaat North, Stanger, iLembe District, Ugu District, Port Shepstone, Mtubatuba, Hluhluwe, Empangeni, Richards Bay, Nkandla



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