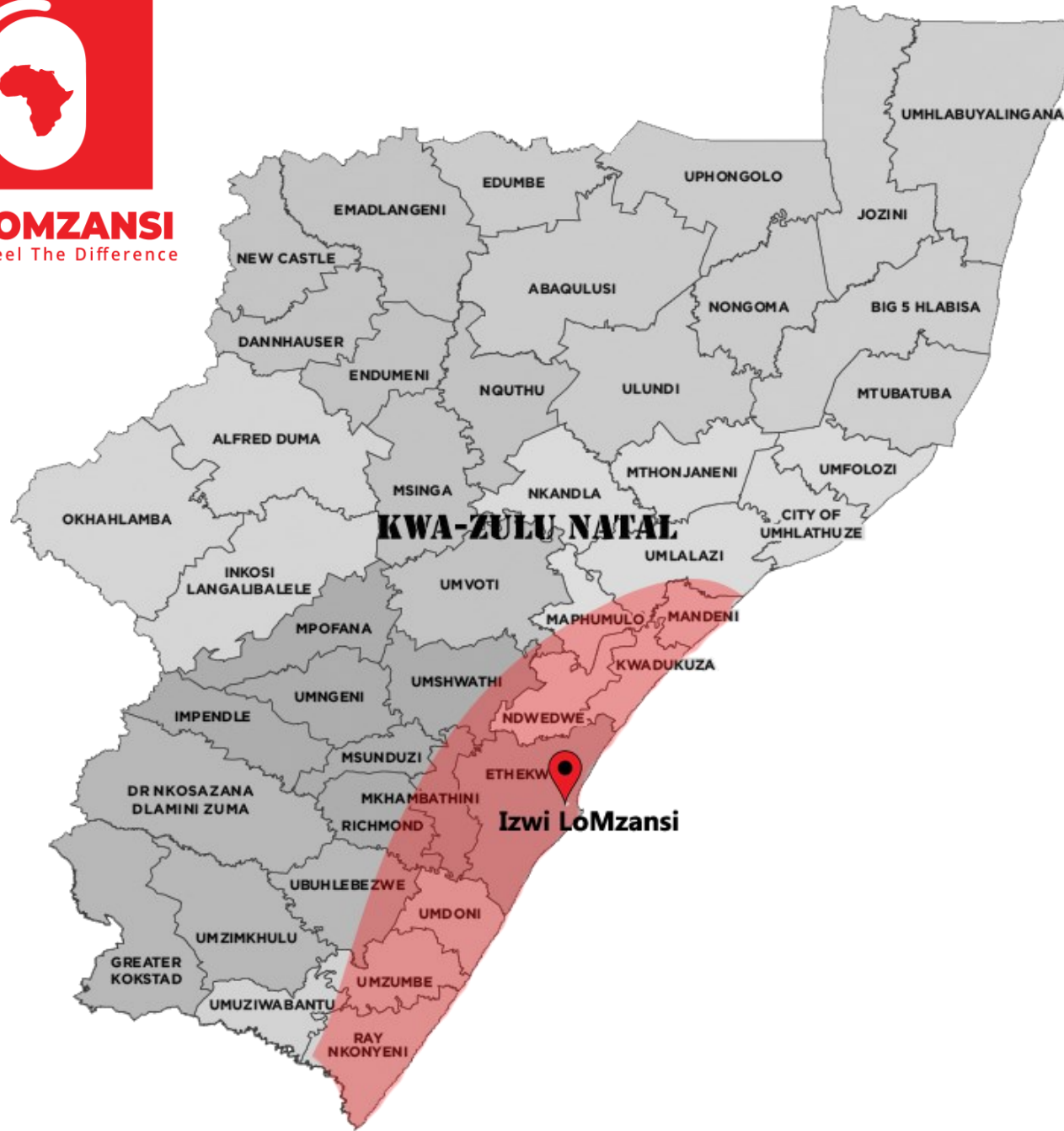




IZWILOMZANSI
98.0 FM | Feel The Difference



Frequency: 96.9 FM

Insight: Izwi LoMzansi identifies with its listeners by way of a target-oriented content mix, and through quality programming. Their primary focus is informing & entertaining.

LSM

Primary: 6 - 8

Core Target Market

25 - 50

Languages:

isiZulu 85%

isiXhosa 5%

English 5%

seSwati 5%

Race:

Black 86%

White 1%

Coloured & Other 13%

Broadcasting: 60% content and 40% music

Coverage: eThekweni Municipality, Pietermaritzburg, Port Edward, Eshowe, Cato Ridge

Listenership: 308 000 weekly



40 000



2 599



CONNECTING YOU WITH SOUTH AFRICA