



Frequency: 91.0 FM

Insight: Jou Radio offers a great locally focused radio experience to their listeners and have created the perfect platform for local and national advertisers who would like to reach the local Polokwane community in Afrikaans and English.

Listenership: 1 000 weekly

LSM

Primary: 7 - 10

Core Target Market

28 - 40

Languages:

Afrikaans 80%

English 20%

Race:

Black 2%

White 97%

Coloured 1%

 6 816

 115

Broadcasting: 20% content and 80% music

Coverage: City of Polokwane, Tholongwe, Moria, Monyoane, Kuschke, Makgofo, Koloti, Kalkspruit, Makokelele, Doornbuit



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