



Frequency: 97.0 FM

**Insight:** Kovsie FM is a dynamic, vibrant, community radio station, aiming to be the independent mouthpiece for all students at the University of the Free State and the Bloemfontein community.

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Listenership: 30 000 weekly

**LSM**

Primary: 7 - 10

**Core Target Market**

18 - 21

**Languages:**

English 80%

Afrikaans 10%

seSotho 10%

 19 000

 10 800

 2 974

**Race:**

Black 85%

White 10%

Coloured & Other 5%

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**Broadcasting:** 20% content and 80% music

**Coverage:** Bloemfontein, Brandfort, Winburg, Parts of Dewetsdorp, Petrusburg, Reddersburg, Edenburg, Jagersfontien



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