



Frequency: 98.3 FM

Insight: Lekker FM offers a line-up made of entertainment and music content exclusively in Afrikaans, aiming at promoting the language worldwide.

Listenership: 10 000 weekly

LSM

Primary: 6 - 10

Core Target Market

28 - 42

Languages:

Afrikaans 90%

English 10%



50 067



2 335

Race:

Black 20%

White 75%

Coloured & Other 5%

Broadcasting: 60% content and 40% music

Coverage: Tshwane Metropolitan and surrounding areas