



Frequency: 97.1 FM

**Insight:** Link FM is an independent not-for-profit Christian community radio station that strive to provide a professional radio service that sets a high standard of Christian broadcasting characterized by an attitude of excellence.

Listenership: 44 000 weekly

**LSM**

Primary: 6 - 10

**Core Target Market**

28 - 42

**Languages:**

English 50%

isiXhosa 40%

Afrikaans 10%

**Race:**

Black 78%

White 12%

Coloured & Other 10%

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

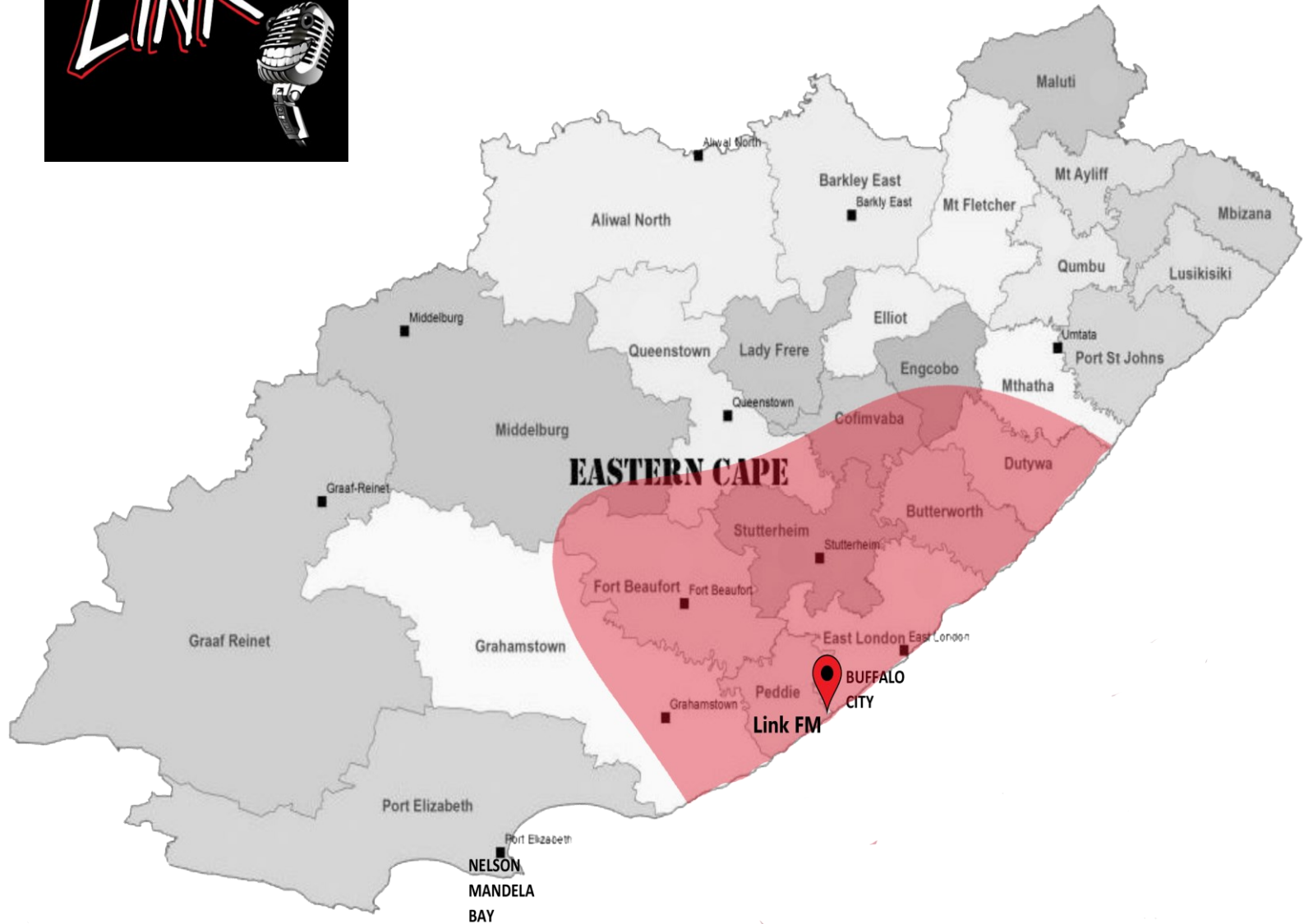
**Coverage:** East London, King Williams Town, Port Alfred



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