



Frequency: 92.6 FM

Insight: Based in the heart of the Cape wine lands, MFM is an independent community radio station offering an alternative option to the monotony of conservative mainstream radio. MFM is more in-touch with and sensitive to the needs, wants and desires of their listeners.

Listenership: 44 000 weekly

LSM

Primary: 6 - 10

Core Target Market

18 – 29

Languages:

English 60%

Afrikaans 30%

isiXhosa 10%

 40 000

 11 700

 2 773

Race:

Black 21%

White 58%

Coloured & Other 21%

Broadcasting: 40% content and 20% music

Coverage: Stellenbosch and surrounding Boland area



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