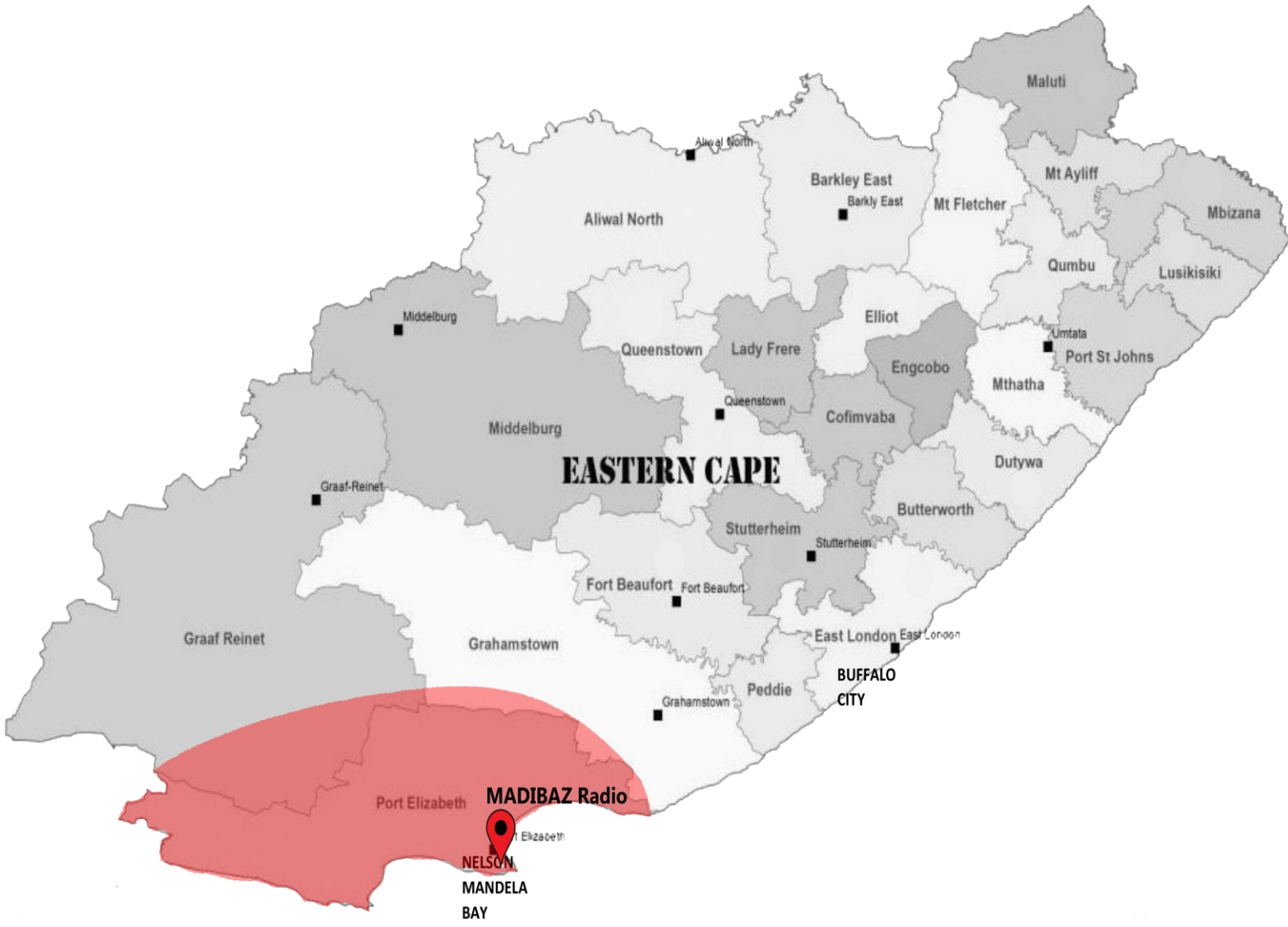


MADIBAZ Radio

Frequency: Online

Insight: An online urban contemporary campus radio station focused on providing edutainment to the youth of Nelson Mandela Bay and Nelson Mandela University's George Campus.



Listenership: 10 000 weekly

LSM

Primary: 6 - 8

Core Target Market

18 - 28

Languages:

- English 80%
- isiXhosa 15%
- Afrikaans 5%

Race:

- Black 65%
- White 19%
- Coloured & Other 16%

Broadcasting: 40% content and 60% music

Coverage: Nelson Mandela Bay, Summerstrand (PE Campus), Glenwood AH (George Campus)

-  12 000
-  6 266
-  2 066