



Frequency: 89.5 FM

Insight: Mdantsane FM is a leading, development orientated radio station that is accessible and attractive to public and private interests by promoting the needs of the community.

Listenership: 58 000 weekly

LSM

Primary: 2 - 5

Core Target Market

18 – 45

Languages:

isiXhosa 60%

English 40%



22 656



12

Race:

Black 80%

Coloured & Other 20%

Broadcasting: 60% content and 40% music

Coverage: Almost the entire Buffalo City Metro Municipality areas, Peddie; Mooiplaas; Komga; Great Kei Municipality; some parts of Chris Hani Municipality; Nkonkobe Local Municipality; Elliotdale; Ngqamakwe & Butterworth



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