



Frequency: 98.6 FM

Insight: Mkhondo FM promises to offer an assertive, impartial platform that shall aid the development of communities, project human rights, and be beyond reproach in its integrity, and in upholding human dignity

Listenership: 70 000 weekly

LSM

Primary: 6 - 7

Core Target Market

28 - 50

Languages:

isiZulu 85%

siSwati 5%

English 5%

Afrikaans 5%



42 000



1 135

Race:

Black 85%

White 10%

Coloured & Other 5%

Broadcasting: 50% content and 50% music

Coverage: Piet Retief, Paul Petersburg, Caroline, Ermelo, part of Standerton, Wakkerstroom, Mbabane and Manzini in Swaziland



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