



Frequency: 97.0 FM

Insight: Nkqubela FM strives to facilitate effective community development through a communication forum that disseminates information on issues that will help improve the quality of life of Nelson Mandela Bay.

Listenership: 44 000 weekly

LSM

Primary: 1 - 5

Core Target Market

16 - 59

Languages:

Afrikaans 10%
isiXhosa 60%
English 30%

Race:

Black 80%
White 10%
Coloured & Other 10%

Broadcasting: 60% content and 40% music

Coverage: Kirkwood, Jeffery's Bay, Humansdorp and the outskirts of Nelson Mandela Bay.



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