



Frequency: 87.6 FM

Insight: PE FM, a station with fresh Christian values who believe that the person who knows best about your product is you, and their approach to advertising ensures that they are as passionate about your product as you are.

Listenership: 18 000 weekly

LSM

Primary: 5 - 6

Core Target Market

38 – 50+

Languages:

Afrikaans 50%

English 40%

isiXhosa 10%

Race:

Black 6%

White 3%

Coloured 91%

Broadcasting: 60% content and 40% music

14 209

15 500

Coverage: Port Elizabeth Metropolitan area, Jeffrey's Bay, Humansdorp, Stormsrivier, Uitenhage and Colchester



CONNECTING YOU WITH SOUTH AFRICA