



Frequency: 104.2FM

Insight: Pretoria FM is a community-based radio station based in Pretoria, South Africa. Our programs are aimed at Afrikaners who are passionate about music.

Listenership: 84 000 weekly

LSM

Primary: 8 - 10

Core Target Market

40 - 50

Languages:

Afrikaans 100%



120 000



11 200

Race:

Black 5%

White 65%

Coloured & Other 30%

Broadcasting: 70% content and 30% music

Coverage: Gauteng, Limpopo, Free State, Mpumalanga, Northwest and countrywide via satellite.



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