



Frequency: 89.7 FM

Insight: RMR is a Youth Lifestyle Radio Station and provides programming that is fun, experimental, challenges the status quo and is informative.

Listenership: 8 000 weekly

LSM

Primary: 5 - 7

Core Target Market

16 – 28

Languages:

English 60%

isiXhosa 30%

Afrikaans 10%

 4 800

 6 868

 1 005

Race:

Black 80%

White 9%

Coloured & Other 11%

Broadcasting: 50% content and 50% music

Coverage: Grahamstown and 50km radius outside of the city



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