



Frequency: 107.7 FM

Insight: Radio KC is a social enterprise that offers quality community broadcasting services informing, edutaining and empowering the community.

Listenership: 42 000 weekly

LSM

Primary: 7 - 9

Core Target Market

15 - 29

Languages:

Afrikaans 96%

English 3%

isiXhosa 1%



1 924



257

Race:

Black 8%

Coloured & Other 92%

Broadcasting: 40% content and 60% music

Coverage: Paarl, Wellington, Saron, Hermon, Simondium, Drakenstein Municipal



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