



The station that listens to the people



Frequency: 103.8 FM

Insight: Seen as more of an Urban radio station, Radio Turf has grown substantially. This is due mainly to the core local focus with them understanding their audience. The station broadcasts relevant local information.

Listenership: 55 000 weekly

LSM

Primary: 5 - 7

Core Target Market

18 - 31

Languages:

Sepedi 60%

English 40%

Race:

Black 100%

 25 000

 7 778

 1 852

Broadcasting: 40% content and 60% music

Coverage: Greater Mankweng, Boyne, Mamabolo, Mothapo, Mothiba, Dikgale and other tribal communities as well as Polokwane and some parts of Seshego



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