



Frequency: 92.3 FM

Insight: The station represent a diverse demographic and exciting mix of cultures. They aim to produce quality program content that adds value to the everyday life of their listeners

Listenership: 16 000 weekly

LSM
Primary: 6 - 8

Core Target Market

Languages:
Afrikaans 60%
English 30%
Xhosa 10%



Race:
Black 10%
White 36%
Coloured & Other 54%

Broadcasting: 80% content and 20% music

Coverage: Bergrivier; Cedarberg; Swartland; Saldanha Bay; Darling; Ysterfontein; Morreesburg; Aurora; Porterville

