



Frequency: 100.6 FM

Insight: Thetha FM saw radio as a tool to educate those around them, motivate people to change their situation and stimulate economic growth and community development.



Listenership: 217 000 weekly

LSM

Primary: 5 - 6

Core Target Market

24 - 34

Languages:

seSotho 60%

isiZulu 20%

English 10%

isiXhosa, seTswana & Other 10%



86 751



2 307

Race:

Black 79%

White 10%

Coloured & Other 11%

Broadcasting: 60% content and 40% music

Coverage: Entire Vaal Triangle, Evaton, Sebokeng, Witpoortjie, West Rand, Randfontein, Tsakane, Ennerdale, Lenasia, Eldorado Park, other parts of Soweto and other parts of Ekurhuleni

