



Frequency: 104.5 FM

Insight: UCT aims to uplift their listeners through insightful and entertaining programming. They have 50% local music in their programming and are dedicated to the promotion of racial and gender equality.

Listenership: 35 000 weekly

LSM

Primary: 6 – 10

Core Target Market

16 – 28

Languages:

English 90%
isiXhosa 5%
seSotho 5%

Race:

Black 67%
White 22%
Coloured & Other 11%

Broadcasting: 40% content and 60% music

Coverage: Milnerton, Edgemead and Bellville., Cape Flats, Athlone, Mitchell's Plain, Langa, Khayelitsha and Gugulethu, Rondebosch, Newlands, Claremont and Kenilworth

 12 400

 12 600

 1 655



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