



Frequency: 95.4 FM

Insight: The hottest youth radio station in Johannesburg, bringing you the latest in news, fashion, sports, movies and video games at 95.4 beats per minute.

Listenership: 23 000 weekly

LSM  
Primary: 7 - 10

Core Target Market  
16 - 26

Languages:  
English 75%  
isiZulu & Sotho 20%  
Afrikaans 5%

Race:  
Black 69%  
White 20%  
Coloured & Other 11%

Broadcasting: 40% content and 60% music

Coverage: Greater Johannesburg

 15 000

 24 200

 2 945

