



Frequency: 88.1 FM

Insight: The Voice of Wits has a rich deep history of broadcasting; they recruited one of the most talented student radio station managers to rebuild their brand. The station focuses on the urban market

Listenership: 20 000 weekly

LSM

Primary: 7 - 10

Core Target Market

20 - 30

Languages:

English 100%

Race:

Black 60%

White 20%

Coloured & Other 20%



18 528



25 400



2 621

Broadcasting: 50% content and 50% music

Coverage: Johannesburg, Braamfontein, Rosebank, Soweto, Parktown, Auckland Park, Westcliff, Newtown, Pageview, Fordsburg, Melville and the central CBD



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