

Frequency: 94.7 FM

Insight: Vibe FM 94.7 is one of the most exciting and rapidly growing township radio stations in Kwa-Zulu Natal. It has an amazing programme format which manages to appeal to a wide and diverse audience.



Listenership: 33 000 weekly

LSM

Primary: 6 - 7

Core Target Market

16 - 38

Languages:

isiZulu 80%

English 20%



5 240



71

Race:

Black 74%

White 7%

Coloured & Other 19%

Broadcasting: 55% content and 45% music

Coverage: KwaMashu within the Ethekweni Metropolitan Municipality