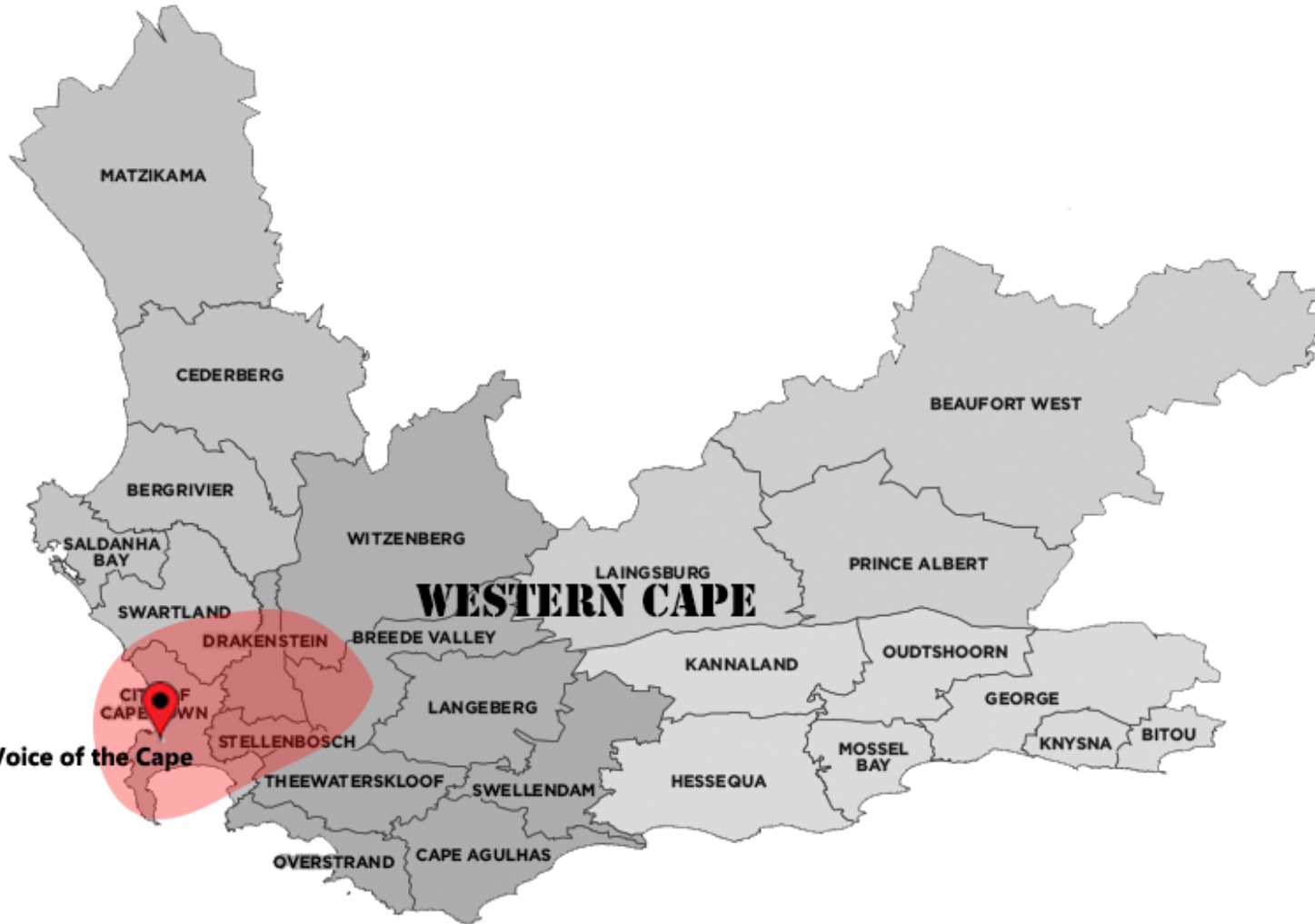




Frequency: 91.3 FM

**Insight:** VOC is an interest-defined community broadcaster licensed to serve the cultural interest of the Muslim community. The station's mandate is to inform and educate the community about Islam, with an inherent focus on religious teachings.



Voice of the Cape

**Listenership:** 201 000 weekly

**LSM**

**Primary:** 6 - 8

**Core Target Market**

30 - 45

**Languages:**

English 51%

Afrikaans 35%

isiXhosa 5%

Arabic & Urdu 9%

**Race:**

Black 10%

White 20%

Coloured & Other 70%

**Broadcasting:** 70% content and 30% music

**Coverage:** Greater Cape Town, including Goodwood, Stellenbosch, Somerset West, Simons Town, Durbanville, Worcester, Malmesbury, Paarl, Wellington and Ceres.



149 289



8 057



CONNECTING YOU WITH SOUTH AFRICA