



Frequency: 98.9 FM

Insight: Westside FM aims to contribute to education, health and social wealth of the diverse communities of the West Rand by providing access to the truly independent community radio station..

LSM Listenership: 5 000 weekly
Primary: 5 - 8

Core Target Market
18 - 45

Languages:
seTswana 40%
seSotho & Sepedi 20%
isiZulu, isiXhosa & siSwati 30%
Ndebele & English 10%

 16 000

 53

Race:
Black 82%
White 14%
Coloured & Other 4%

Broadcasting: 60% content and 40% music

Coverage: Kagiso, West Rand