



Frequency: 89,2 FM

Insight: Worcester FM is the heart of the Winelands

Listenership: 5 000 weekly

LSM

Primary: 4 - 10

Core Target Market

13 – 60

Languages:

English 20%

Afrikaans 80%



13 242



32

Race:

Black 5%

White 60%

Coloured & Other 35%

Broadcasting: 30% content and 70% music

Coverage: Worcester, Rawsonville, Aan de Doorns, Nuy Valley



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