



Frequency: 98.2 FM

**Insight:** Zibonele FM broadcasted essential health information, but it also evolved into a means to share local news, keeping community healthy and up to date on current political news, local music, and talk shows.

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Listenership: 1 74 000 weekly

**LSM**

Primary: 5 - 7

**Core Target Market**

25 - 55

**Languages:**

isiXhosa 80%

English 10%

Afrikaans 10%



1 17 000



1 819

**Race:**

Black 84%

White 7%

Coloured & Other 9%

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

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**Coverage:** Cape Town , Sommerset West, Bluedowns, Umfuleni, Eerste River, Mitchells Plain, Manenburg, Stellenbosch, Strand, Khayelitsha, Gugulethu, Langa, Crossroads, Mfuleni, Delft, Khayamandi, Nomzamo, Hout Bay, Kraaifontein and Philippi.



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