



Frequency: 98.2 FM

**Insight:** The Independent Voice of The Rivercity, with programs varying from children's, women, health, sport, HIV – AIDS, legal issues, youth issues, workers issues etc.

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Listenership: 28 000 weekly

**LSM**

Primary: 5 - 8

**Core Target Market**

20 - 40

**Languages:**

Afrikaans 60%

English 20%

isiXhosa 15%

seTswana 5%



29 000



1 156

**Race:**

Black 25%

White 12%

Coloured & Other 63%

**Broadcasting:** 60% content and 40% music

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**Coverage:** Upington, Groblershoop, Kakamas, Siyanda District, Karos, Keimoes, Morning Glory, Currieskamp, Nisikielo



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