



# MEDIA KIT 2021

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# 95000 LISTENERS



LISTEN TO IN OVER

## 80 CITIES

ON 5 CONTINENTS



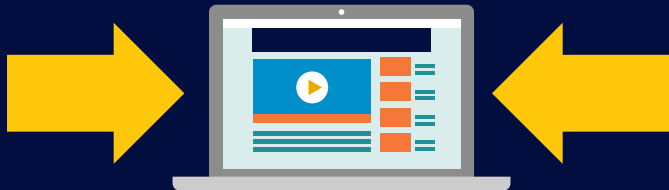
## 15000 INTERNET LISTENERS



### 9900



### 4018



## 52%

WEBSITE RETURN

## 42%

NEW WEBSITE VISITS

### WHERE THEY LISTEN



ALGERIA	INDONESIA	QATAR
ANGOLA	IRELAND	ROMANIA
ARMENIA	ISRAEL	RWANDA
AUSTRALIA	ITALY	RUSSIA
AUSTRIA	JAMAICA	SAUDI ARABIA
BANGLADESH	JAPAN	SPAIN
BELGIUM	KOSOVO	SOUTH AFRICA
BRAZIL	KENYA	SOUTH KOREA
BELARUS	MAURITIUS	SOUTH SUDAN
CANADA	MOROCCO	SWITZERLAND
CHILE	MACEDONIA	THAILAND
CROATIA	MEXICO	TURKEY
COLOMBIA	NAMIBIA	TRINIDAD
DENMARK	NETHERLANDS	TOBAGO
EGYPT	NEW ZEALAND	UKRAINE
FRANCE	NIGERIA	UNITED KINGDOM
GERMANY	PORTUGAL	UNITED STATES
GHANA	PAKISTAN	VENEZUELA
GREECE	POLAND	ZIMBABWE
HUNGARY	PERU	
INDIA	PHILLIPINES	

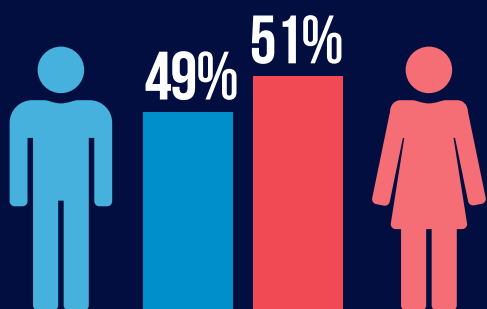


## R28 000 000

RAISED FOR COMMUNITY CHARITIES



# MULTI AWARD WINNING STATION



35% PROFESSIONALS



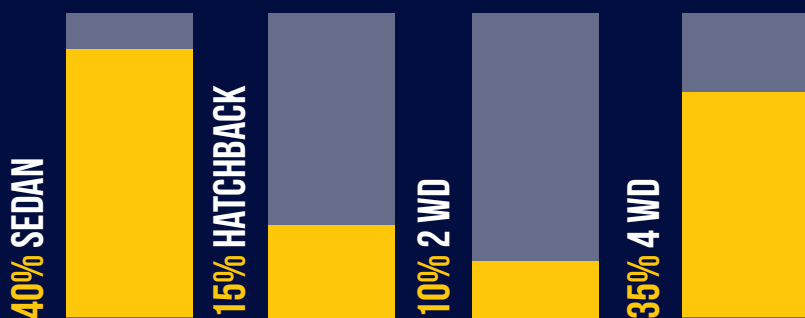
15% MANAGERIAL



15% SALES



20% ENTREPRENEURS



98%



LIVE IN HOUSES, CLUSTERS  
OR TOWNHOUSES

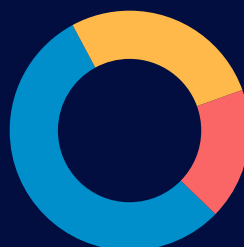


18% 6 - 24 YEARS

21% 25 - 34 YEARS

39% 35 - 49 YEARS

22% 50+ YEARS



## WORK STATUS

55% FULL TIME

8% PART TIME

35% DON'T WORK

30%  
MATRIC

19%  
DIPLOMA



22%  
DEGREE

29%  
DEGREE+





**EVENTS** **COMPETITIONS**  
**PROMOTIONS**

**EVENTS ON THE MOVE**

**RADIOTHON**

**STUNTS**

**INTERVIEWS**

**CREATIVE PARTNERSHIPS**

**COMMERICAL  
RECORDINGS**

**PODCASTS**

**PRESNTERS ON THE MOVE**

**SPONSORSHIPS**

**BRAND BUILDING**

**PRODUCT** **BESPOKE CAMPAIGNS**

**REVIEWS** **PRODUCT LAUNCHES**

**OUTSIDE BROADCASTS** **BRAND ACTIVATIONS**