



DURBAN YOUTH RADIO

RATES

WEEKDAYS	Mon - Fri	
05h00 - 06h00	446.00	
06h00 - 09h00	884.00	
09h00 - 12h00	707.00	
12h00 - 14h00	707.00	
14h00 - 16h00	884.00	
16h00 - 18h00	884.00	
18h00 - 20h00	618.00	
20h00 - 22h00	618.00	
22h00 - 24h00	535.00	
24h00 - 05h00	446.00	
WEEKENDS	Sat	Sun
05h00 - 06h00	446.00	446.00
06h00 - 09h00	884.00	535.00
09h00 - 12h00	884.00	707.00
12h00 - 14h00	884.00	707.00
14h00 - 16h00	884.00	707.00
16h00 - 18h00	884.00	535.00
18h00 - 20h00	618.00	535.00
20h00 - 22h00	618.00	446.00
22h00 - 24h00	446.00	446.00
24h00 - 05h00	446.00	446.00
Material Req.	CD or MP3	
Special Instructions	None	
Restrictions	None	

FREQUENCY	105.1 MHz FM
COVERAGE AREAS	Greater Durban Metropolitan area over a 35km radius from the studios in Berea
LSM GROUP	6 - 10
AGE GROUP	50% 16 – 24; 25% 25 – 34; 20% 35 - 49
MALE/FEMALE LISTENERS	Male 60%, Female 40%
BROADCAST HOURS / DAYS	24/7
BROADCAST LANGUAGES	English 60%, Zulu 40%
TARGET MARKET	From high school learners to young professionals. Listeners comprise of 80% Black, 15% Coloured, 4% Asian, 1% White
PROGRAMME FORMAT / GENERAL INFO	Equal ratio Talk/Music
LISTENERSHIP FIGURES	75 000 RAMS FEB 2010

