



WHO IS FRESH FM

FRESH FM is a contemporary urban radio station playing a mix of urban and local music, thereby uplifting the local music community with 60% music and 40% talk.

FRESH FM with a freshly creative, upbeat on air and production team, focuses on local and international affairs, as well as sports news and broadcast in 12 cities / towns across Namibia.

FRESH FM was launched in 2007 and has since been awarded the Best Radio Show at the annual NBC Sanlam Music Awards.

AUDIENCE



FRESH FM is targeted towards upcoming professionals who are image conscious and brand aware, as they are loyal to their brand and even consider themselves part of the FRESH FM brand.

LSM 6+
Target market 17 - 29

SOCIAL MEDIA



Age: 25 - 34
Fans: 50% women | 50% men
Device: Mobile device



