



# STATION PROFILE



# WHO WE ARE?



Fresh FM appeals to the **YOUNG URBAN** audience of Namibia, keeping up with the latest happenings in and around the country and in the world.

Ensuring the content on air is **FRESH** and **HIP**, Fresh FM focuses on trending local, national and international affairs, sports and **AFRICAN MUSIC**.

Fresh FM is not just a radio station but a lifestyle, a culture and an integral part of the lives of young Namibians. For that reason, **FRESH FM** is always changing and evolving to represent and inspire the lives of young people.

Fresh FM – Young Hearts, Fresh Beats.



## THE URBAN FIX

FROM 06H00 – 09H00 | MONDAY - FRIDAY  
WITH THE BIG HOMIE & DUBZ

Hosted by Tha Big Homie and Dubz, The Urban Fix gets you up and out of the house with a **BANG** in the mornings. Featuring the latest urban and local jams, trending news and sport and high-profile interviews to make sure you get **YOUR** Urban Fix in the mornings.



## THE ZONE

FROM 09H00 – 12H00 | MONDAY - FRIDAY  
WITH PAULA

The Zone is a lifestyle show with content focused on self-enrichment, wellness, positivity and current events. It is not just a radio show, it's a vibe, a lifestyle and for some it's a therapy session. The Zone encourages authenticity, individuality and following your own path in life, as well as multiculturalism and diversity.



## 1ST CLASS

FROM 12H00 – 15H00 | MONDAY - FRIDAY  
WITH NSK

1st Class is not your typical midday show. 1st Class serves as a reminder that **YOU** are 1st class. Namibian Top MC The NSK makes a deliberate effort to focus on Namibian content while making sure you are in the loop with all top trending local news.

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## THE C-DRIVE 2.0

FROM 15H00 - 18H00 | MONDAY - FRIDAY  
WITH CHEEZE & CHAZZ

Namibian radio veteran Cheeze, and the new kid on the block Chazz, host the highly energetic and audience focussed C Class 2.0 on Fresh's afternoon drive. The content is pure, raw & unapologetic. If it's honesty that you're looking for, this is where it's at - delivered it with a generous portion of humour.



## THE FRESH INGREDIENT

FROM 18H00 - 21H00 | MONDAY - FRIDAY  
WITH SHAI-QUAN

The Fresh Ingredient is a journey of self-love and discovery. Shai-quan helps you to develop a healthy and positive mindset that gives you peace of mind and confidence to pursue your biggest goals and create self-aware practices and daily routines that help you take care of yourself, to reduce burnout and stress.



## FRESH TOP 20 COUNTDOWN

FROM 18H00 - 19H40 | FRIDAY

After a long hectic week, it is always needed to sit down, unwind and listening to the top trending jams and that's what the countdown is all about. Fresh counts down the hottest jams on the planet, strictly continental and international.



# TARGET AUDIENCE



This generation wants to be heard, is entrepreneurial and all about technology, enjoys other people, is competitive, welcomes change, embraces diversity and prefers independence.

Fresh FM targets the upcoming young professionals, who are loyal to their brands and consider themselves part of the Fresh FM family.

**URBAN  
CONTEMPORARY**

 **FORMAT**

**GEN Y  
& GEN Z**

 **TARGET AUDIENCE**

**17 - 29**

 **AGE**

**50 % FEMALE  
50 % MALE**

 **GENDER**

**ENGLISH**

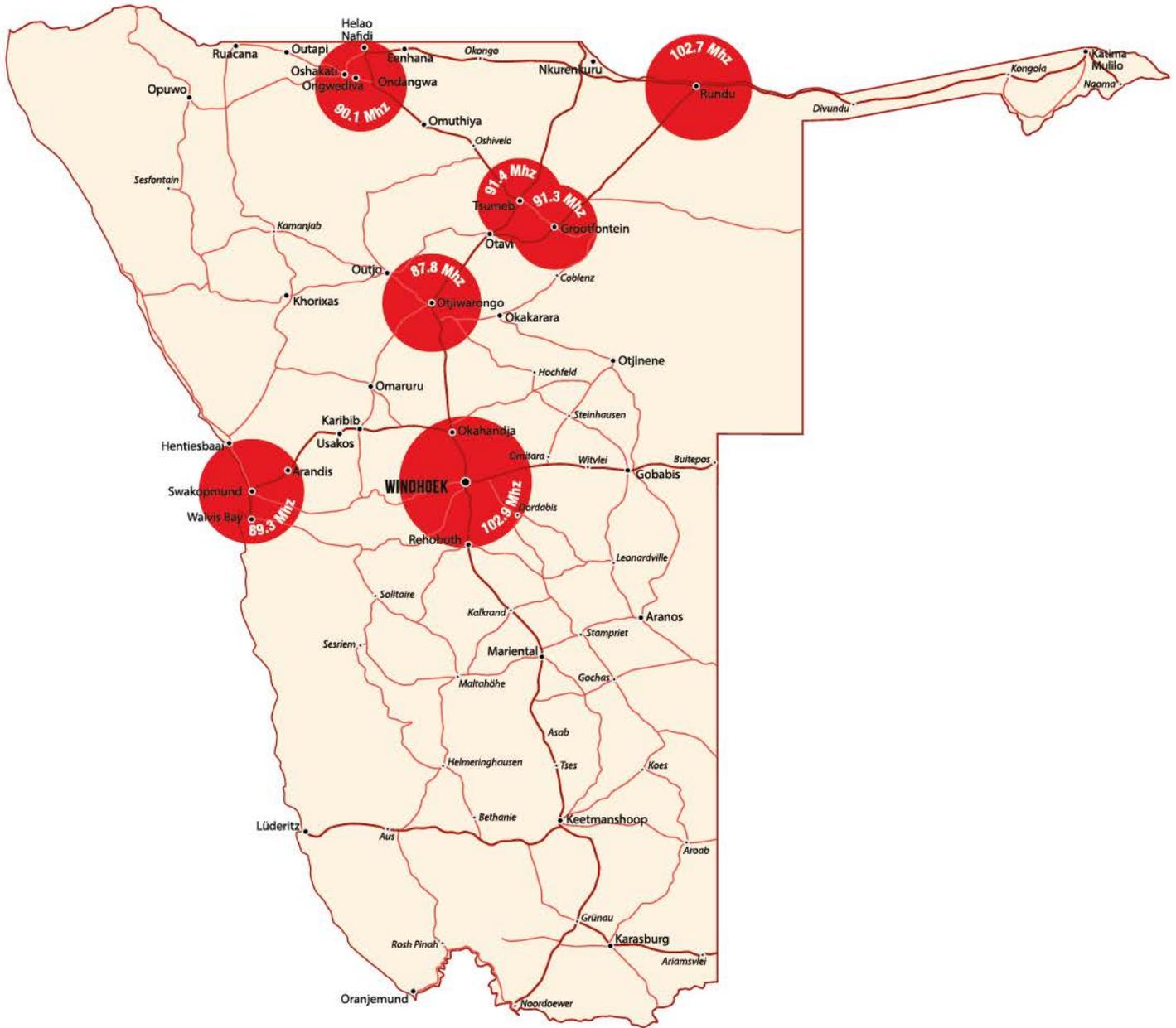
 **LANGUAGE**

**6 +**

 **LSM**



# FREQUENCIES



Windhoek	102.9 MHz	Rehoboth	102.9 MHz	Okahandja	102.9 MHz
Swakopmund	89.3 MHz	Walvis Bay	89.3 MHz	Otjiwarongo	87.8 MHz
Ondangwa	90.1 MHz	Ongwediva	90.1 MHz	Oshakati	90.1 MHz
Grootfontein	91.3 MHz	Tsumeb	91.4 MHz	Rundu	102.7 MHz