

STATION PROFILE



jacc

WHO IS JACC

The logo for JACC, featuring the lowercase letters 'jacc' in a white, rounded, sans-serif font with a slight shadow effect.

JACC is Future Media's premium online station.

JACC is a JOCKLESS station that celebrates PIONEERING music, with a DISTINCT mix of MUSIC, from the past four decades and beyond. JACC plays what he wants, when he wants!

JACC. Playing it our way...

www.jacc.com.na



TARGET AUDIENCE



JACC – is a middle-aged man, already well established in his career, with a good sense of humour and set in his way.

People say he tends to be a little bit stubborn, strong minded and masculine.

JACC appreciates 'living life to the fullest' (in a bit of a 'rebel' way), and can afford to splash out on luxuries, like cars, expensive whiskeys.

He also enjoys discovering newfound hobbies, such as riding a Harley Davidson and indulging in exotic travel adventures.



FORMAT

ROCK, POP, INDIE AND ALTERNATIVE



TARGET AUDIENCE

GENERATION X



AGE

36 – 50



GENDER

60 % FEMALE 40 % MALE



LANGUAGE

ENGLISH



LSM

8-10