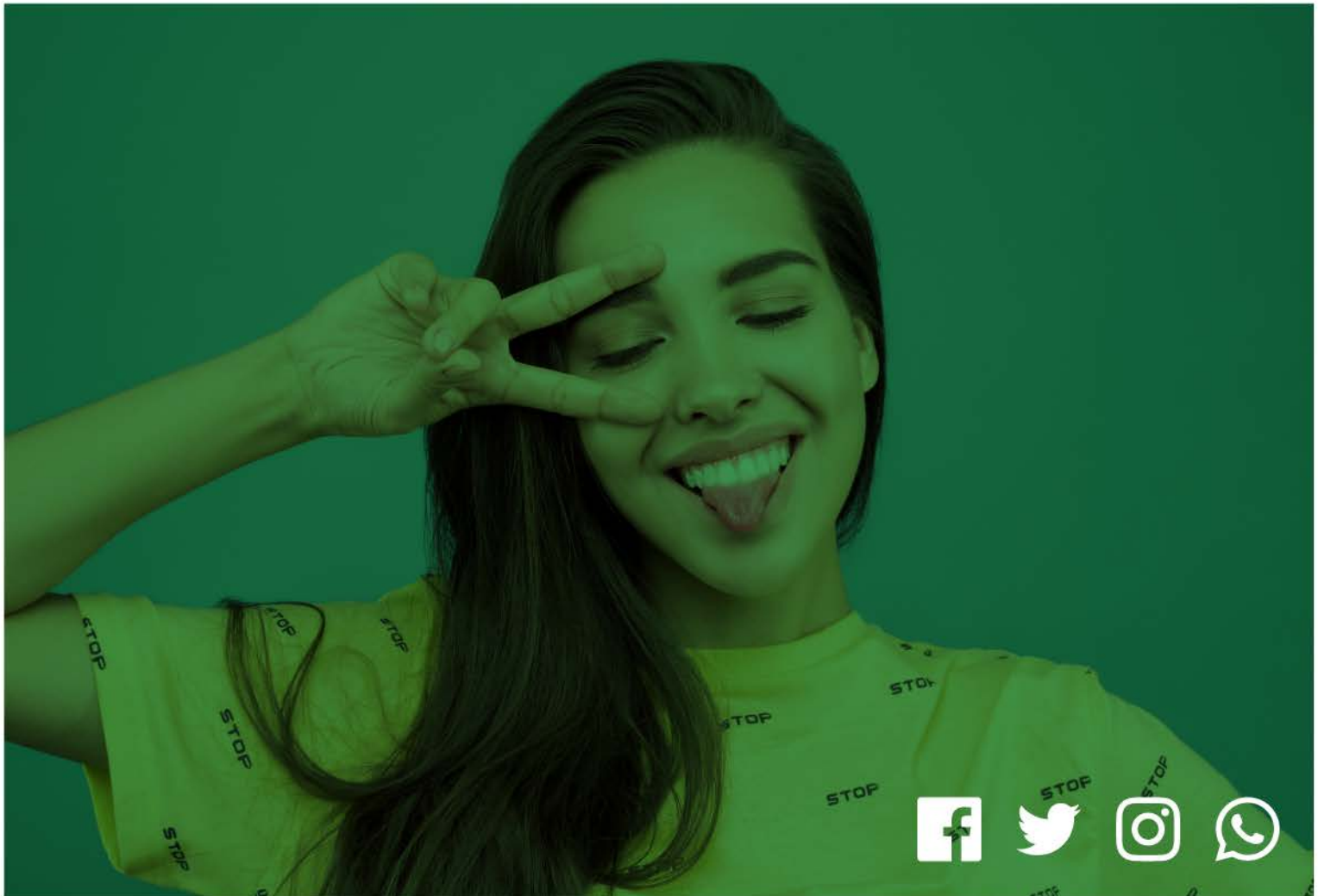




# STATION PROFILE



# WHO WE ARE?



Radiowave is a personality-driven commercial radio station in Namibia, that prides itself in delivering entertainment, music and information to its audience.

Add a splash of fun, humour, energy and relevance and you have Radiowave in a nutshell.

With our innovative ideas as well as out of the box campaigns, concepts and events, Radiowave is recognized as a market leader in the local entertainment industry.

Radiowave 96.7 FM – Namibia's Number One Hit Music Station.



## THE BREAKFAST LAB

From 06h00 - 09h00 | Monday - Friday  
with Jacques

The drive to work has just become a little less stressful. Nothing but upbeat music and as many reasons to laugh as we can squeeze into 3 hours!



## BRUNCH WITH LAIMI

From 09h00 - 12h00 | Monday - Friday  
with Laimi

Intriguing lifestyle conversations, and a great music mix for your workday.



## CHOPS FOR LUNCH

From 12h00 - 15h00 | Monday - Friday  
with Chops

More of the hits and easy conversation through the lunchtime rush.

# WHO WE ARE?



## THE VIBE DRIVE

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From 15h00 - 18h00 | Monday - Friday  
with Sunet

Your workday is almost over and Sunet is here to drive home with you, along with more of the best music mix.



## THE PLUG

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From 09h00 - 13h00 | Saturdays  
with MAVIS BRAGA

The plug is designed to plug you with the latest trends and happenings in the world of entertainment.



## THE HYPE HOTLIST

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From 18h00 - 21h00 | Fridays  
From 16h00 - 19h00 | Saturdays  
The Top 30 Countdown with Sunet

A countdown of 30 hot hits, and the week's tracks getting the most hype!

# TARGET AUDIENCE



These listeners are trail blazers and champions when it comes to leading the pack and setting the trends - whether it is fashion, technology or music – as long as it is HOT and current!

Keeping up to date is important to them - by tuning in to Radiowave they are kept up to date with the latest music, news, current affairs and are entertained non-stop.



## FORMAT

Hot Adult Contemporary



## TARGET AUDIENCE

Gen Y & Gen Z



## AGE

17 - 36



## GENDER

57 % Female 43 % Male



## LANGUAGE

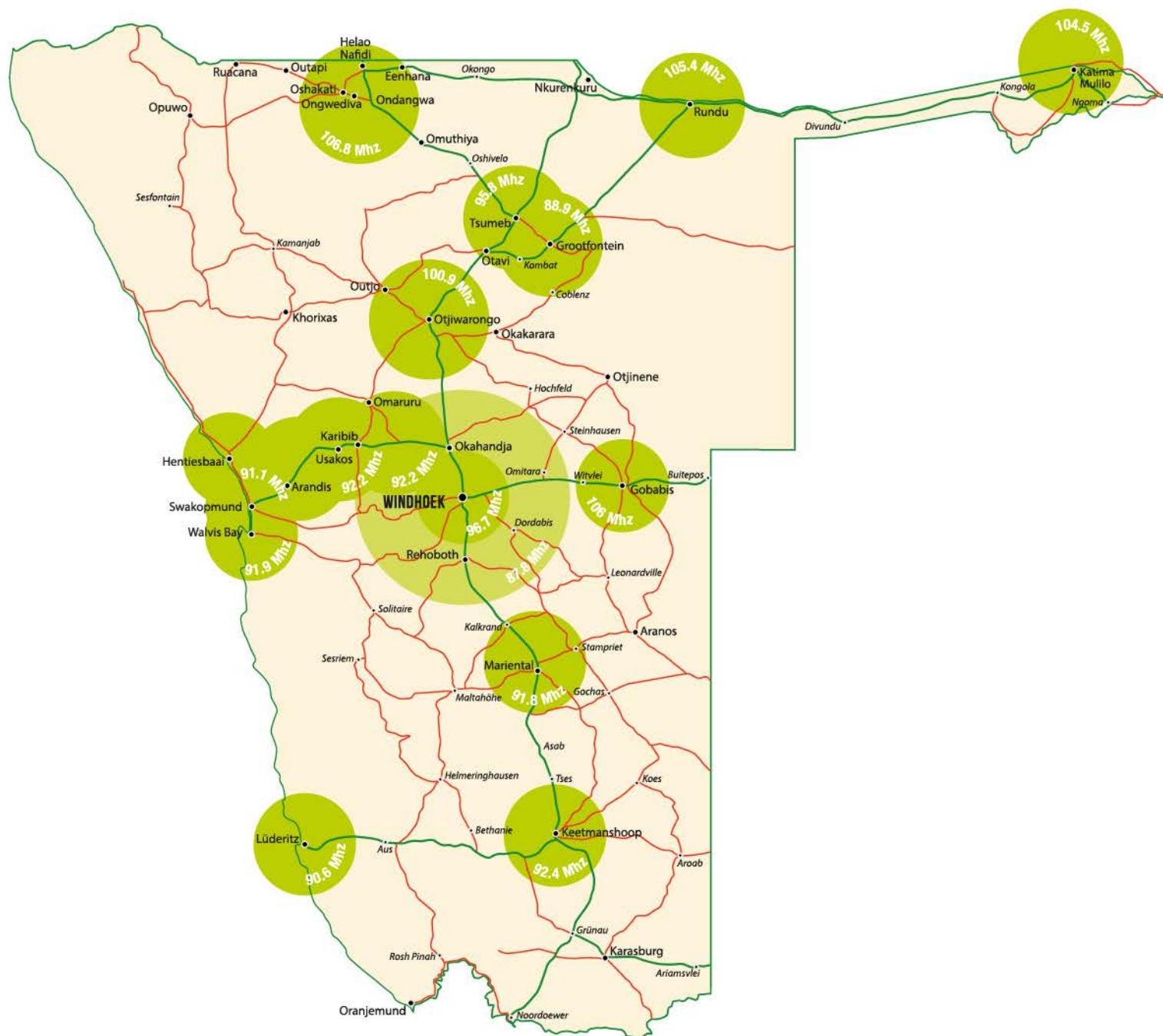
English



## LSM

7-10

# FREQUENCIES



Central Namibia	87.8 MHz	Gobabis	106.0 MHz	Grootfontein	88.9 MHz
Hentiesbaai	91.1 MHz	Katima Mulilo	104.5 MHz	Keetmanshoop	92.4 MHz
Kombat	95.8 MHz	Lüderitz	90.6 MHz	Mariental	91.8 MHz
Namibfontein	92.2 MHz	Oshakati	106.8 MHz	Otjiwarango	100.9 MHz
Otavi	95.8 MHz	Rössing	91.1 MHz	Rundu	105.4 MHz
Swakop	91.1 MHz	Tsumeb	95.8 MHz	Usakos	92.2 MHz
Walvis Bay	91.9 MHz	Windhoek	96.7 MHz		