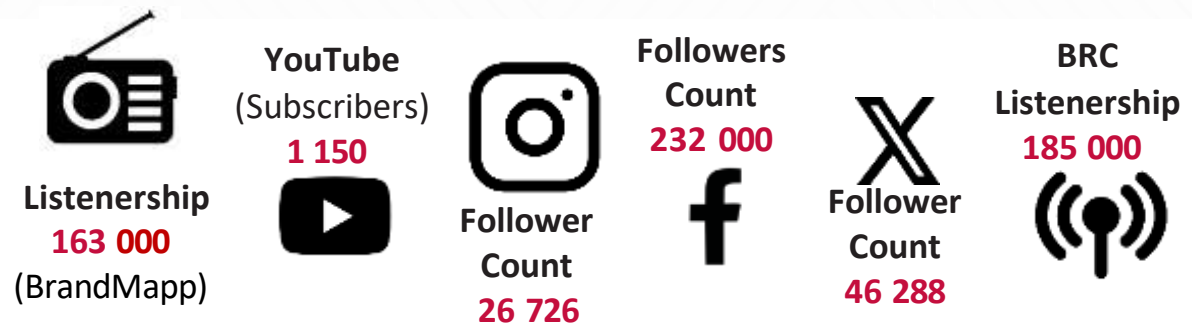


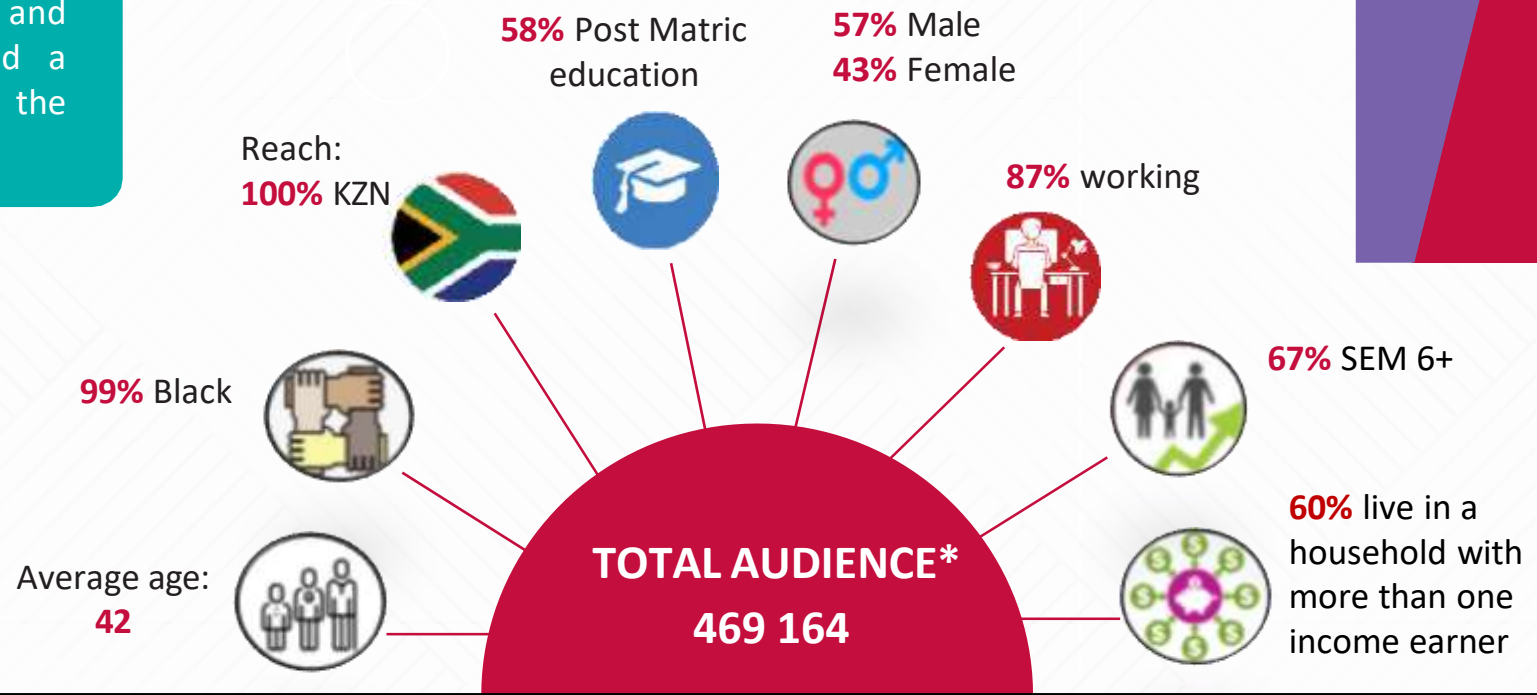


Vuma FM takes pride in its solid Inspirational, Family & Community Values, and its innovative approach to Programming, Events and Activations. The station broadcasts in isiZulu & English, and the format is strong with inspiration led music including R&B, Soul, Afro Pop and Gospel. It is entertaining, informative, and jammed with features, fun and a relevant, modern approach to the needs of the Province.



**PSYCHOGRAPHICS**

The Vuma FM audience believes in being fit and leading a healthy lifestyle. They are interested in several sports with soccer, rugby and athletics being at the top. Staying connected with their friends is important to them. These individuals enjoy attending music events and concerts as well as food markets.



**Average monthly income**

Household	R31 613
Personal	R25 311



\*Total audience = Brandmapp Listenership + Social Media followers.

Sources: BrandMapp 25, BRC RAMS December 2023, Social Media Jan 2026