

*Being heard*

**HITRADIO**  
namibia

**Werben. Wachsen. Wunderbar.  
Advertise your business**



[www.hitradio.com.na](http://www.hitradio.com.na)

## Hitradio Namibia in a nutshell

Our dynamic team is unique and always on the ball. We are pioneers, innovative, creative and on top of the latest trends.



## Vision

We want to be the platform that promotes Namibian services by connecting and informing listeners actively from Namibia, South Africa and Europe.

## Mission

To provide interesting and well-researched information.  
Entertaining with engaging content.  
Enhance the zest for life.



## Statement

We promote transparency and are committed to endorsing Namibia as a country and its people.

# Way forward

Even in challenging times marketing and advertising is key to grow your business.

Namibia's future growth will be driven by the private sector, investment and consumer spending. High income groups are the first to spend money as the economy begins to grow.

Distinguish your products and services and be certain to receive added-value and build your brand by radio advertising.

Work with us to target high-income groups for your products and services. Radio advertising can help to promote, build and maintain your brand.



## Our Listeners are your *Clients*

Hitradio Namibia is the only private German Radio Station in Namibia. 65% of all German-Speaking Namibians listen to Hitradio Namibia, retaining a fully-fledged German culture within Namibia.

The typical German-Speaking Namibian household is categorised in one of the highest income groups in the country with an average 8 LSM\* income group.

Promote your brand via Hitradio Namibia to reach existing and potential clients.

\*LSM = Living Standard Measures



# Audience Reach

## FORMAT

Radio, Live Streaming  
and Podcast

## AUDIENCE

German-Speaking Namibians  
People in love with Namibia

## LANGUAGES

German  
English  
Afrikaans

## GENRE

Adult Contemporary

## AGE

25 - 55

## GENDER

Female 45.2%  
Male 54.6%

## TARGET GROUP

Travel savvy & factual  
High income  
Intellectual & Educated

## LSM

8 - 9.6

\*LSM = Living Standard Measures



## Frequencies

Central 99.5 FM

Coast 97.5 FM

Otjiwarongo 90.0 FM

Tsumeb / Grootfontein 90.4 FM

## Contact

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