

(( ( 87.7 FM ) ) )  
MADAMA RADIO

# COMPANY PROFILE

# & RATE CARD

# 2024



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DENGERIN  
DI NOICE



# COMPANY PROFILE



HD

## LEGAL ID

ESTABLISHED 2 NOVEMBER 1988  
RSNN RADIO MADAMA  
FREQUENCY FM & FOA  
CITY/COUNTRY MAKASSAR/INDONESIA

## ADDRESS

JL. KAJAOLALIDO NO. 2L - MAKASSAR 90111  
PHONE +62 411 363 125 6/9  
WEBSITE WWW.MADAMARADIO.COM  
E-MAIL CONTACT@MADAMARADIO.COM  
MADAMARADIO@YAHOO.COM

## SOCIAL MEDIA

INSTAGRAM/TWITTER/FACEBOOK/YOUTUBE  
@MADAMARADIO

## TIME TABLE

### PRIME TIME (PT)

06.00-10.00 16.00-21.00

### REGULAR TIME (RT)

10.00-16.00 21.00-24.00

## LISTENERS DEMOGRAPHIC

SES AB+

### GENDER:

FEMALE 58,70%

MALE 41,30%

AGE 14-35

### SONGS:

WEST 55%

INDONESIAN 45%

## COVERAGE AREA

MAKASSAR, GOWA, MAROS, PANGKEP,  
BARRU, SINJAI, TAKALAR, JENEPONTO,  
& SURROUNDING