

FM
Zma زما
89.1 راديو

Profile

Keep calm & listen on

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Introduction

Zma FM is an independent broadcasting station, has its own special audience, and performs all its work independently, The Radio broadcasts on frequency of 89.1 in the Southwest region. The radio station was formally licensed by the Ministry of Information and Culture of Afghanistan in November 2015 and continues its broadcast.



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Mission

Zma FM mission is to create and disseminate programs that promote the integrity of society, which include political understanding, education, business, human rights considerations, and social mobilization.

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Goals and Objectives



Broadcast and Coverage

In order to facilitate and reach the listeners, Zma FM broadcasts are administered in various ways, for example on the local radio level, website, Facebook, twitter and more

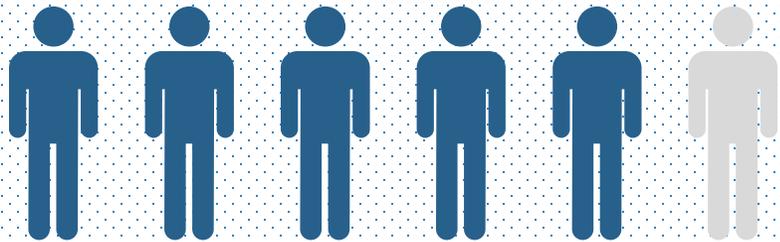
Zma FM is accessible through this address via Facebook (social media) zma.fm.89.1. And the official website of Zma FM is (www.zma.fm) it's also can be accessed at 89.1 FM frequency.

With the help of a 2000 watt signal, Zma FM covers Kandahar City including all districts and border areas of some nearby provinces such as Zabul, Helmand, and Urozgan provinces.



Advertisement and Marketing

Zma Fm handles the marketing section very well, separates commercial and informational advertising and schedules it depending on the content of the broadcast, because the audience and the times are increasing depending on the content of the show, Any time the programs matches with the ad is placed on the schedule.



Golden Time		
No#	Description	Per Minute Price
1	10:00 AM – 12:30PM	10\$
2	06:00 PM – 09:00 PM	10\$

Silver Time		
No#	Description	Per Minute Price
1	08:00 AM – 10:00 AM	6\$
2	03:00 PM – 06:00 PM	6\$

Bronze Time		
No#	Description	Per Minute Price
1	07:00 AM – 08:00 AM	3\$
2	12:30 PM – 03:00 PM	3\$
3	09:00 PM – 10:00 PM	3\$

Programs & Broadcasting Content

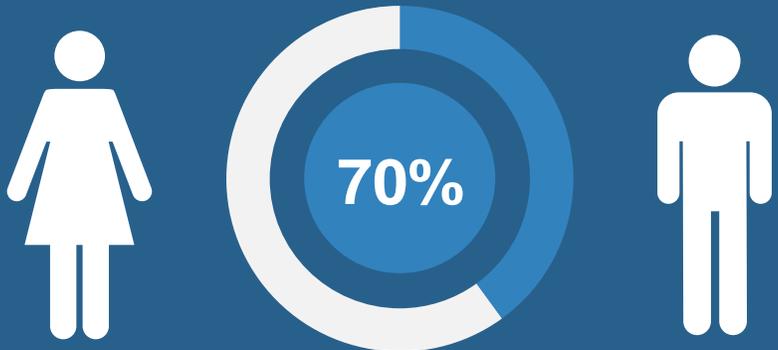
Zma FM broadcasting programs are very diverse, The FM broadcasts 24 hours a day in different categories. Such as (politics, economics, education, culture, health, sports and entertainment). By various journalistic journals (such as news, reports, features, newsletters, roundtables, interview conferences and satire).

 News	 Islamic	 Educational	 Cultural	 Political
 Entertainment	 Music	 Comedic	 Health	 Social



Zma FM's Listeners in South Region

Zma FM has traveled a long way over the past four years, now it has more listeners in many districts besides Kandahar city. The difference of this FM with others is in their broadcasting frame. Zma FM has separated often time for news, political discussions, and culture and training programs.



Contact

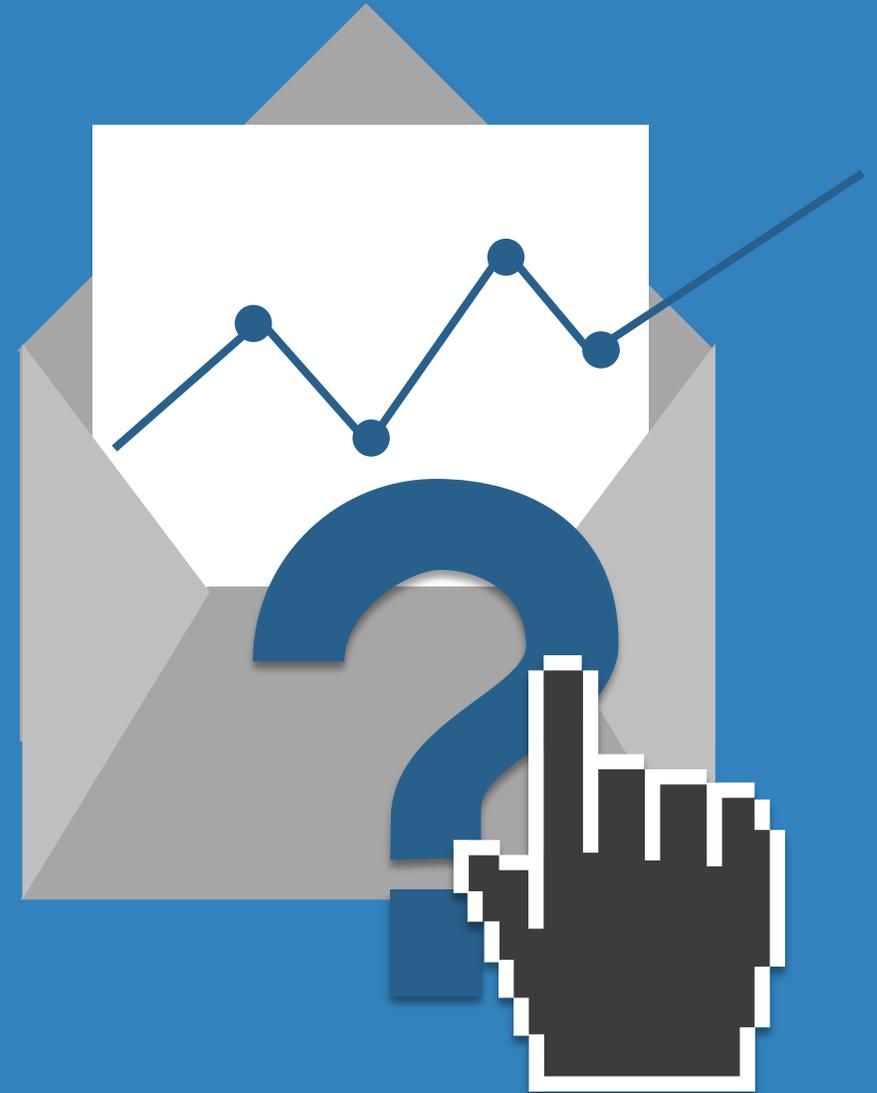
Get in touch with us

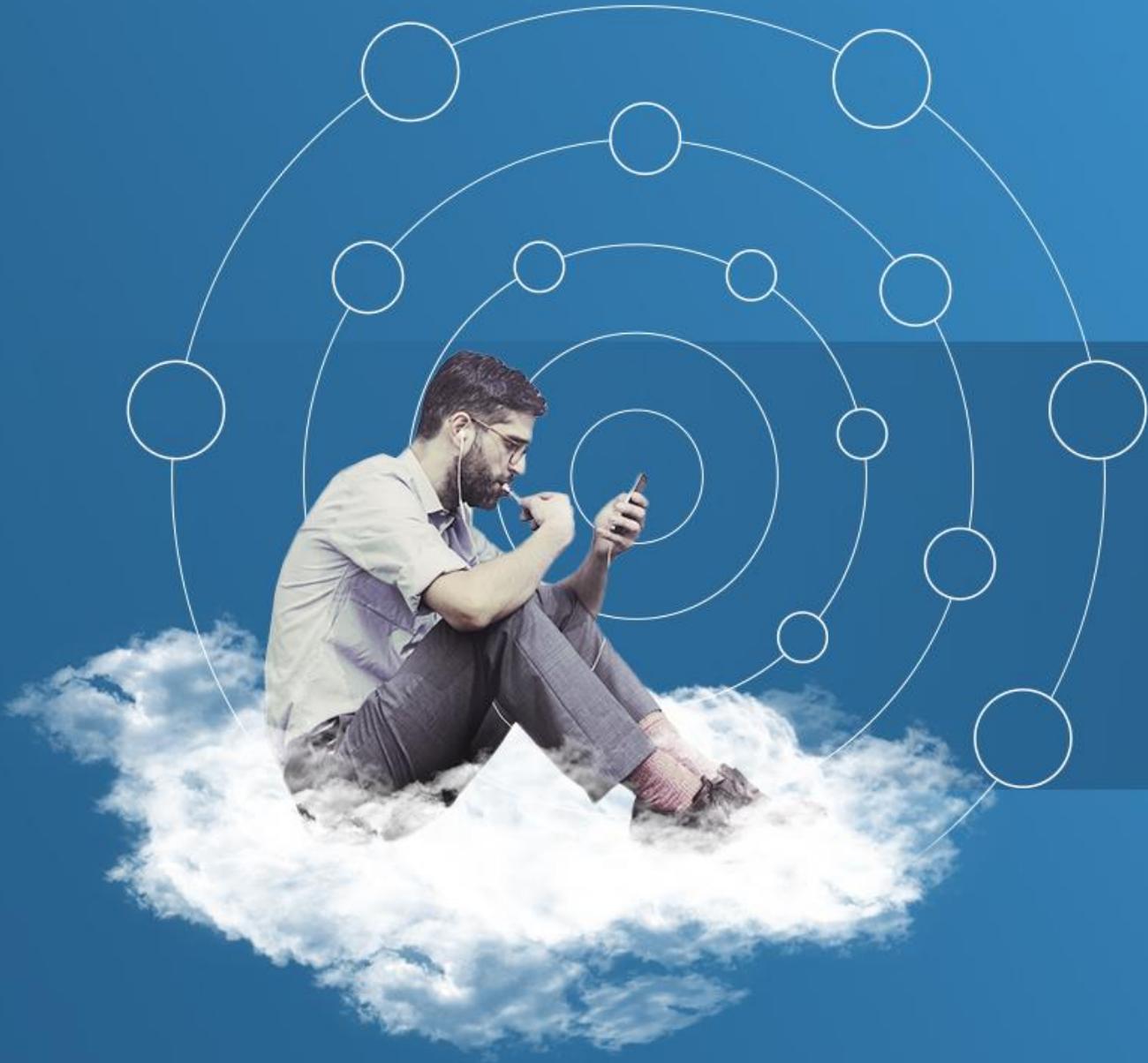
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Thank You