



RHYTHM OF
YOUR HEART

Introduction

Radio Shoma 93.4 is the UAE's one and only Farsi music station playing the latest Farsi hits from around the world. Broadcasting to the Farsi speakers in the UAE, Radio Shoma 93.4 now serves as the number one music and entertainment source for this audience across the country.

The station is truly multi-platform, broadcasting through online streaming, dedicated iPhone and leading smartphone apps, **engaging with listeners through social media** to ensure that the station is part of the daily lives of listeners wherever they are. Radio Shoma 93.4 plays a variety of music appealing to a wide range of listeners of all ages. **Living in newer neighbourhoods, as well as across Dubai and the other Emirates, the Farsi community in the UAE is family-oriented, has an entrepreneurial mindset and is digitally savvy.** Therefore, Radio Shoma 93.4 aims to bring all Farsi speakers closer together to make the most of their lifestyle in the UAE.



Shows



Sobh-E-Shoma Baa Hannan (Your Mornings with Hannan) Weekdays, 7am - 10am

Start your day with positive energy, exciting competitions and awesome prizes. Get your surprise call from Hannan wishing you a fabulous Birthday or when you win a prize. Update your knowledge about the world of movies in Shomawood. Don't miss Saghar Yasami and her updates on most important and relevant events happening.

Cafe Shoma Baa Farhad B Monday - Thursday, 8pm - 10pm

Two hours of the hottest music and top artists for your weekly drive on Radio Shoma. At Café Shoma, you are never alone.



Bezan Berim Baa Mojtaba (Let's Go with Mojtaba) Weekdays, 5pm - 8pm

Recharge your energy with exciting competitions and prizes, challenge of the day, word of the day, poetry battles, sport updates of the day, and energetic music playlist.

Club Shoma Baa Farhad B Saturday, 8pm - 12am

Club Shoma will get you in the right mood and weekend ready with the best mix of club and dance music. Are you ready for the weekend? Radio Shoma 93.4 is.



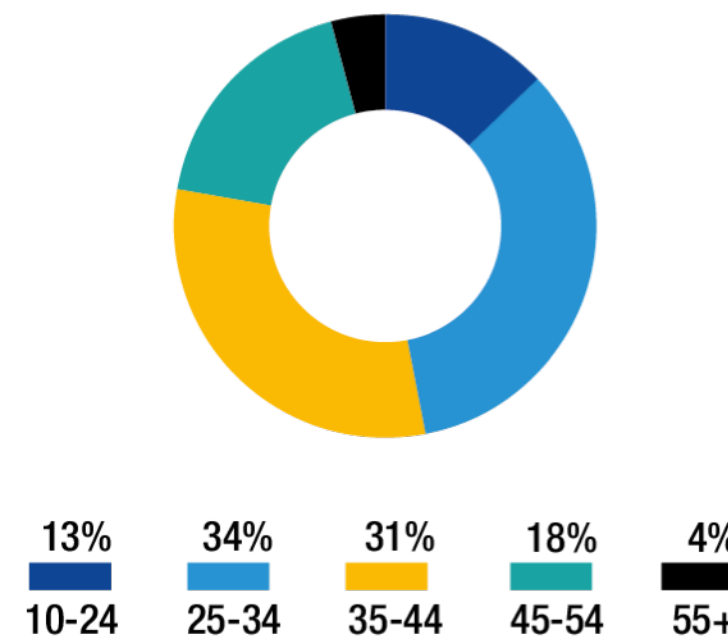
The #1 choice for the Farsi speaking community in the UAE

***WEEKLY REACH**
184,000

TARGETING
25-45 YEAR OLDS

*Source: Nielsen

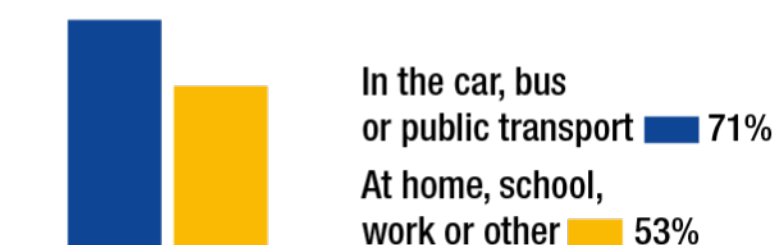
***AGE**



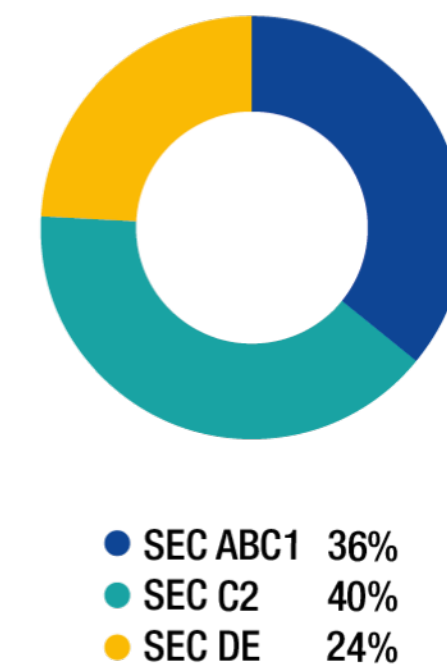
***HOW LISTENED**



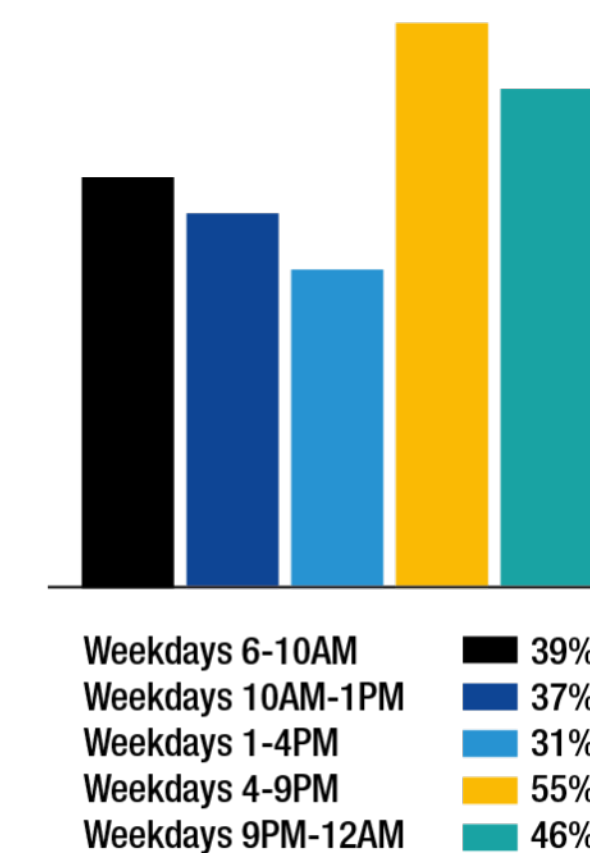
***PLACE OF LISTENING**



***SOCIO ECONOMIC CLASS**

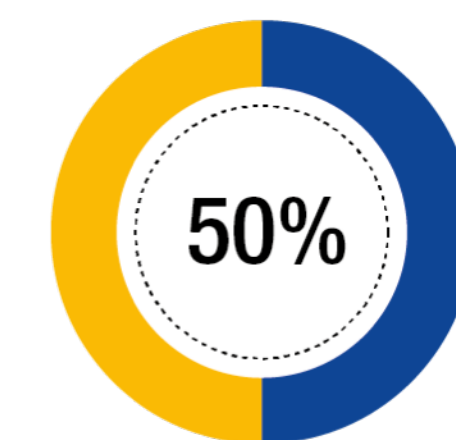


***LISTENERSHIP BREAKDOWN**



Insights - Radio

***LIVING WITH FAMILY**



** SEC ABC1 - 10,000 - 60,000+ | SEC C2 - 4,500 - 10,000 | SEC DE - 4,500 or Below Including Housewives, Students & Refused to say



The UAE's only Farsi radio station

SOCIAL FOLLOWERS
46,400

* MONTHLY STREAMING
385,265

* MONTHLY SOCIAL IMPRESSIONS
452,452

**ENGAGEMENT RATE
4.86% 6X MEDIA INDUSTRY AVERAGE

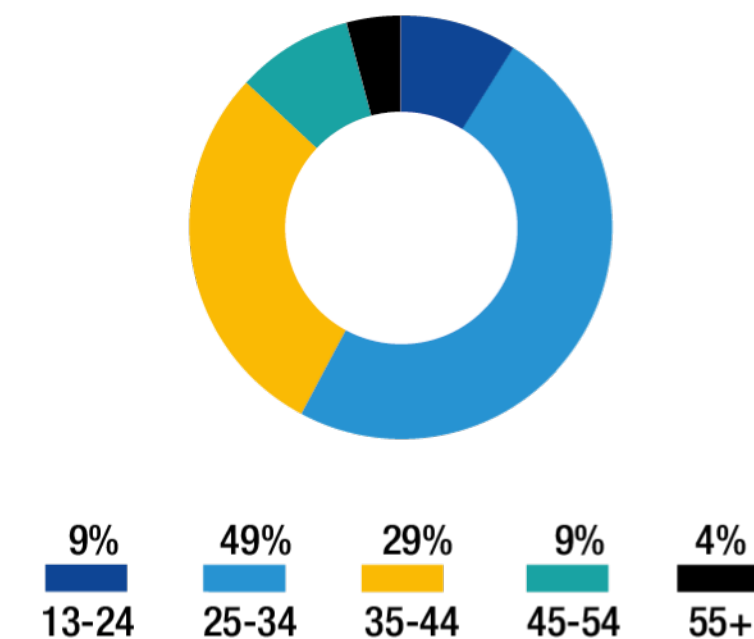
The majority listen to no other radio station in the UAE

* Based on historical performance

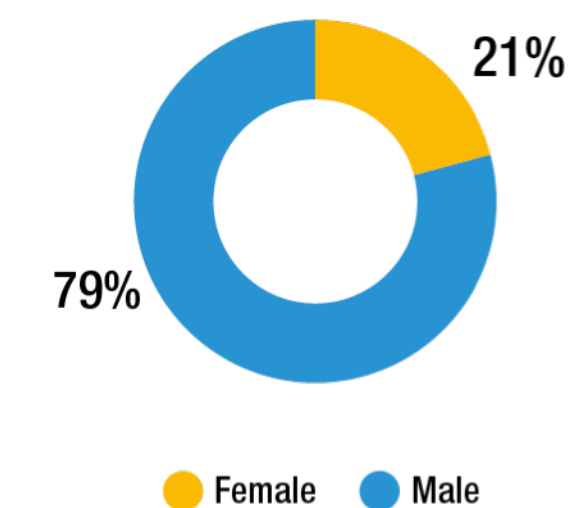
**Media Industry Average 0.87% (RivalQ 16th Feb 2021)

Insights - Social Media

*AGE



*GENDER



On Air Rate Card

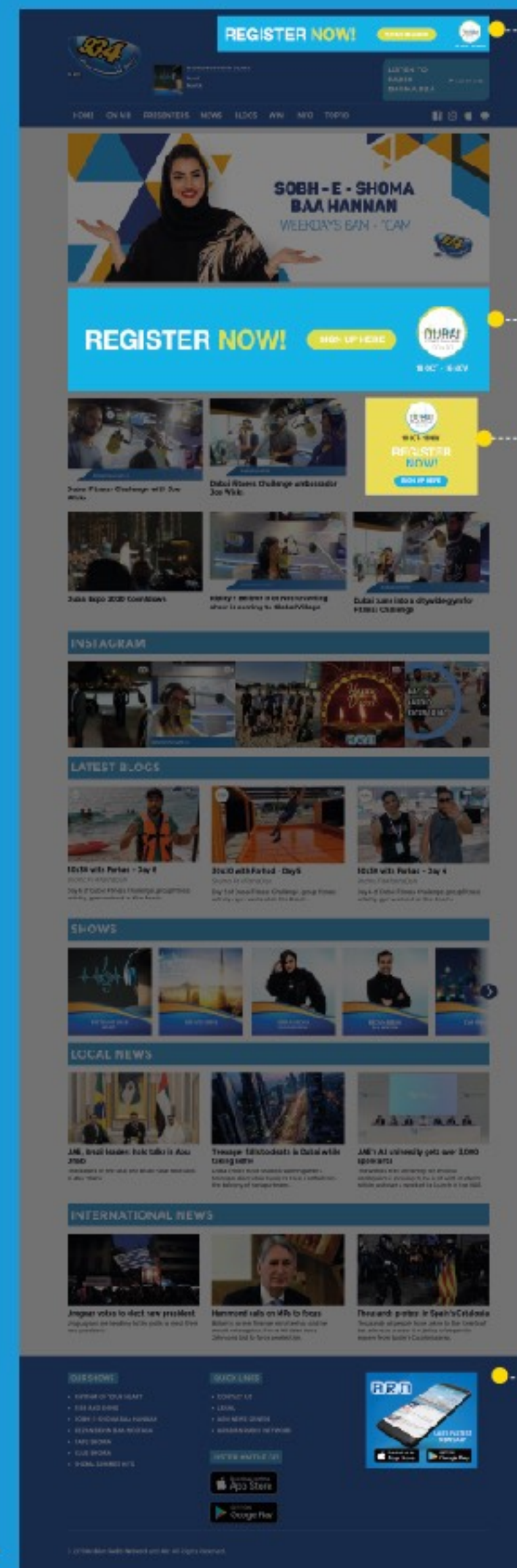
	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	450	300	300	450	200	50	325	275
Weekend	50	250	300	350	175	50	175	150

Loading % on 30s spot rate							
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%

Radio Shoma	Live Reads	15 sec	30 sec	Creative Rates Commercial Production*30 sec 2,500
	ROS Placement	750	1,000	
	Specific Placement	1,000	1,250	

www.radioshoma934.ae

Digital



Leaderboard

Size: 720 X 90 (width X height)
320 X 50 & 640 X 200
320 X 100 & 640 X 200

Format: jpg, png, gif
HTML5 (Google Ads)
and Google Ad script

Featured content

Custom made by ARN
and requires PD approval

MPU

Size: 300 X 250
Format : jpg, png, gif
HTML5 (Google Ads)
Google Ad script

MPU

Size / Format
(same as above)

CPM based components

Banner* (MPU or Leaderboard)

90

Pre-Roll Audio*

5000

Weekly based components

Featured Sections

4000

Pre-Roll Video*

4000

Online Contest

5000

APP SMS POP-UP*

3000

Social Contest

8000

Banner*

1500

Online Contest

Custom made by ARN
and requires PD approval

Social Contest

Custom made by ARN
and requires PD approval

Pre-Roll Audio

Duration: 15 Seconds
Format: MP3

Pre-Roll Video

Duration: 15 Seconds
Format: MP4 or AVI (H.264)

APP SMS Pop-up

size: 320 X 250
640 X 20
Format: jpg, gif, HTML5

