

ARN

الخليجية

Alkhaleejiya 100.9

طبعة التفسير

Al Khaleejiya 100.9 is the UAE's exclusive local radio station broadcasting only Khaleeji music. With unique songs and intelligent content, the station targets an elite audience of Khaleeji nationals. Launched in January 2003, Al Khaleejiya 100.9 is a dynamic and creative station, where content is smartly tailored to reach its audience effectively. The audience is sophisticated and educated, they are discerning consumers who strike a fine balance between traditional and modern lifestyles. They are enthusiastic about media, entertainment, sports, technology and cars. Al Khaleejiya 100.9 audience spends time in malls, going to movies, playing video games, buying the latest designer brands and they are lovers of music and poetry. Al Khaleejiya 100.9 is now bigger than ever with its digital brand, Al Khaleejiya Classic!

- No. 1 Khaleeji\* station in the UAE with a weekly reach of 480,000
- Has an exclusive audience of 379,000 that do not listen to any other Khaleeji\* station in the UAE
- Weekend Reach - 223,000
- Time Spent Listening - 2 hours 14 minutes
- Average Age - 35.5 years

# shows ●

**7:00am - 10:00am | Sun - Thur**

## **Oxygen with Auhood**

A show that revives and motivates listeners every morning! Auhood aims to enhance the level of public culture in the community in a modern way and support the projects of UAE and Gulf by highlighting the achievements of innovators and innovations in the UAE, and shines a spotlight on unrecognized individuals who are working hard in all government entities to fulfill the country's future vision. The entertainment part of the show is not to be missed, where Auhood will share with you the best places of entertainment and relaxation. She ends it with a unique touristic destination that is definitely worth a visit.

**1:00pm - 3:00pm | Sun - Thur**

## **Boulevard with Saed Abdullah**

The show is a platform full of humour yet delivers very serious topics and advice. Boulevard is a daily diversified entertainment show which discusses various topics related to health, family, lifestyle and all the latest in the world of cars! With Saed's great humorous delivery, you will enjoy all the advice and info you get from him! He is also great at motivating his audience all throughout the show.

**6:00pm - 9:00pm | Sun - Thur**

## **360 Degree with Maryam Al Jasmi**

Maryam will defiantly refresh you after a long and hard day at work! 360 Degree is a pure entertainment show that actually boosts motivation and encourages listeners to unleash their creative thinking, through appealing topics and information. The show features various interactive segments with listeners, which keeps it exciting. The show targets listeners which have a great imagination, enjoy going out, watch the latest movies or attend a certain event and finally people who like to help others.

**10:00pm - 12:00am | Thursday**

## **Jalawat Arabic GCC Music Mix**

A musical evening that presents a diverse array of Khaleeji songs played on a selection of traditional instruments. Listeners can get into the Jalawat zone every Thursday night.

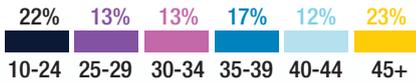
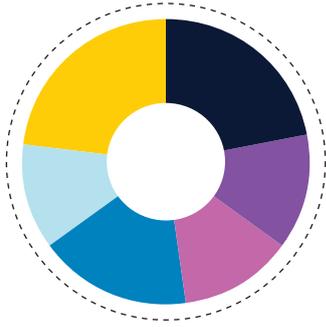
**11:00pm - 12:00am | Fri - Sat**

## **Mixata**

Mixata takes over the airwaves on Friday & Saturday. Playing a remix of Khaleeji songs, this musical segment adds some fizz to the UAE weekend nights.



## AGE



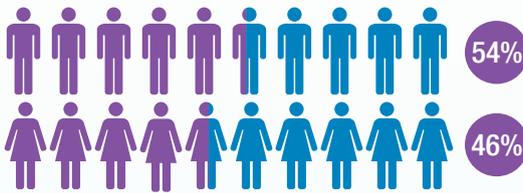
43% of Al Khaleejiya 100.9 listeners are in the age group of 25-39

## EMIRATE



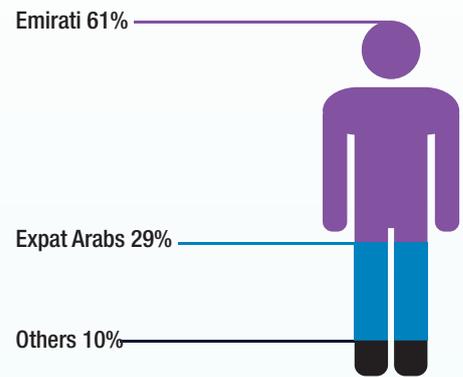
76% of Al Khaleejiya 100.9 listeners are residents of Dubai & Sharjah

## GENDER



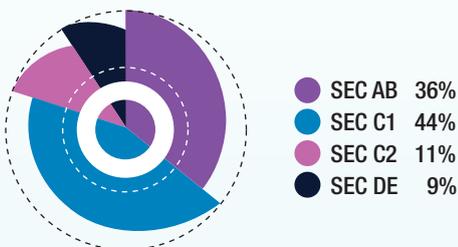
Al Khaleejiya 100.9 is the #1 Khaleeji\* station among

## NATIONALITY



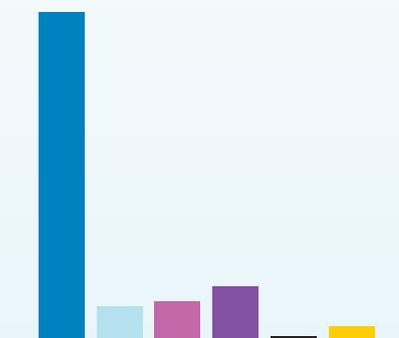
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## SOCIO ECONOMIC CLASS



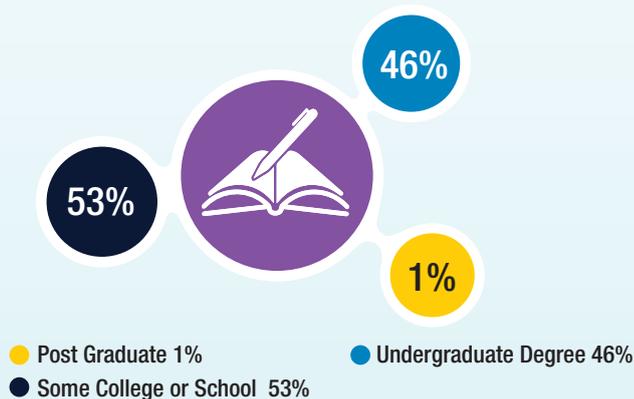
36% of Al Khaleejiya 100.9 listeners belong to SEC AB

## MONTHLY HOUSEHOLD INCOME



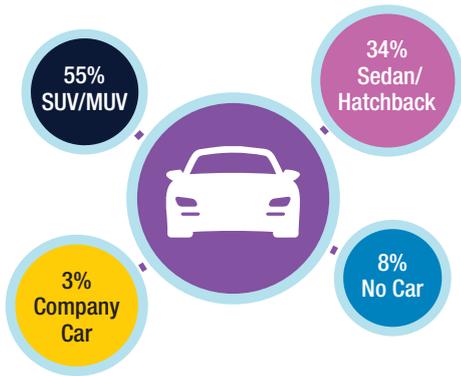
66% of Al Khaleejiya 100.9 listeners belong to households with monthly income of more than AED 20,000

## EDUCATION



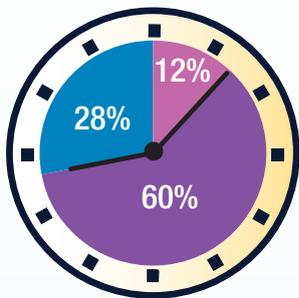
47% of Al Khaleejiya 100.9 listeners have at least a college degree.

## CAR OWNERSHIP



92% of Al Khaleejiya 100.9 listeners have a car

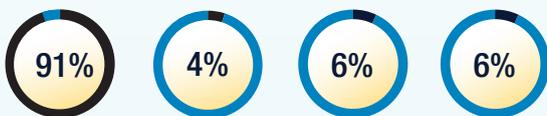
## LISTENER TYPE



● Heavy (>= 12 hr/ week) ● Medium (>=5hrs and <12hrs)  
● Light (>0hrs and <5hrs)

72% of Al Khaleejiya 100.9 listeners listen to the radio for at least 5 hours every week

## PLACE OF LISTENING



91% of Al Khaleejiya 100.9 listeners listen to the station during their commute

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## MODE OF LISTENING



96% of Al Khaleejiya 100.9 listeners listen to the station through an AM/FM device (this includes car radio)

## NUMBER OF CHILDREN



NO. CHILDREN: 1	20%	NO. CHILDREN: 2	36%
NO. CHILDREN: 3	13%	NO. CHILDREN: 4	10%
NO. CHILDREN: 5+	1%		

80% of Al Khaleejiya 100.9 listeners have at least one child in the household

## LIVING ARRANGEMENTS



91% of Al Khaleejiya 100.9 listeners live with their family



54% of Al Khaleejiya 100.9 listeners live in a villa

## DECISION MAKERS

72% of Al Khaleejiya 100.9 listeners take household decisions relating to vehicle purchase

65% of Al Khaleejiya 100.9 listeners take household travel & holiday decisions

61% of Al Khaleejiya 100.9 listeners take household F&B & shopping decisions

59% of Al Khaleejiya 100.9 listeners take household banking & investment decisions



## AL KHALEEJIYA CLASSIC ALWAYS IN OUR MEMORIES



Al Khaleejiya Classic is the first and only digital radio station dedicated to Khaleeji songs from the golden era.

Do you miss listening to the songs you grew up with? Al Khaleejiya Classic is your choice! Playing the top hits of the 80's & 90's from the best artists within the Gulf.

You can enjoy listening to Al Khaleejiya Classic while driving, at home or even at work. Al Khaleejiya Classic songs will always keep you entertained.

### TARGET AUDIENCE

Males & females between 25 to 45 year old, who grew up listening to Khaleeji artists like: Rashid Al Majed, Abdul Majeed Abdullah, Abdullah Ruwashed and many others.

Purely dedicated to all Khaleeji nationals and some Arab expats who grew up in the Gulf region.

Al Khaleejiya Classic has a playlist of around 700 + songs.

 Total App Downloads 70,546

 Unique Stream Listeners (weekly) 34,000

 Stream Connections (monthly) 37,828

 Website Page Views (monthly) 36,009