

**DUBAI**



**ARN**

Dubai 92 is the longest running English language station in the UAE. Proud of our Heritage and in tune with a Western facing audience, Dubai 92 is the station that plays the soundtrack to life in the worlds best city. We embrace the change, growth and lifestyle of Dubai and the UAE and play the most loved music from the 90's, 00's and only the best new music. Dubai 92 is live, local and we engage with our listeners on air, on line and across the UAE. Our Presenters are more like friends and our listeners are the true stars!

- Weekly reach of 330,000
- Has an exclusive audience of 129,000, that do not listen to any other English station in the UAE
- Weekend Reach - 199,000
- Time Spent Listening - 3 hours 8 minutes
- Average Age - 36 years

# shows ●

**5am - 9am | Sun - Thur**

## **Dubai 92 Breakfast with Harry & Pricey**

Fun and real...that's Dubai 92's Harry and Pricey! A show of positive stories, personal observations and tips, thoughts and advice on getting the most out of your morning, your day and your life. Listening and joining in with Harry and Pricey is just like having breakfast with your best friends or family. Showbiz loving Pricey compliments Harry's wit, bringing the perfect balance to 92 Breakfast! They are best friends, hanging out with each other outside of work all day every day and know each other almost too well! Get to know Dubai 92's Harry and Pricey!

**9am - 12pm | Sun - Thur**

## **Dubai 92 Mornings with Catboy**

Catboy is a devoted Husband, Father and music lover. He has a quirky sense of humour/ outlook on life and how to get the most out of it. You'll find him out hosting trivia and events around the UAE most nights and he brings the same fun, games and info to the UAE at a time when they need a workday boost! Catboy brings to the airwaves a knowledge and passion for music and is a true music fan, rather than just simply playing the hits. Music evokes memories and emotions in Catboy, all of which he shares on air and in turn the listeners love to share their stories with him.

**12pm - 3pm | Sun - Thur**

## **Dubai 92 Afternoons with Rich**

Rich brings his off air role as Dubai 92's Music Manager on air, sharing new music, the latest information on the bands you love and grew up with and brings the energy back to the half way mark of the workday. If you listen to Rich, you'll get information on what's happening in the world's best city, including traffic (when you need it most!) and giveaways that appeal to anyone wanting to get the most out of their free time!

**3pm - 7pm | Sun - Thur**

## **Dubai 92 Homerun with Jono and Nats**

Jono & Nats are pair of pals with a quirky edge and a knowledge of the city which is second to none. This duo brings a mix of heritage humor to your drive home from work, and know what's going on across the city every week. Jono & Nats make it their mission to answer the questions no one has ever asked, because no one needed the answer, making that traffic jam seem a little less tedious.

**7PM - 11PM | Sat - Wed**

## **Dubai 92 Evenings with Aylissa**

Dubai doesn't stop at night, so no neither do we! Aylissa gives the UAE plenty of music, fun and chat for that big night out...Or a big night in. We let the music loose at night, with songs you'll only hear with Aylissa, while visiting the places you need to see in Dubai. Dubai has a huge night time leisure scene which is big business, with family trips out to malls and movies coupled with an ever competitive restaurant and event scene. Evenings with Aylissa is your guide to Dubai at night!

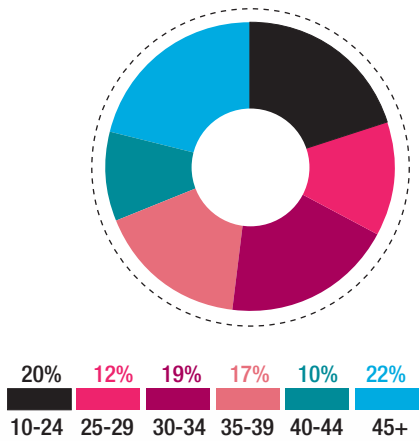
**7pm - Midnight | Thur - Fri**

## **Dubai 92's Remix with Rich**

Every Thursday and Friday night, Remix 92 with Rich takes over Dubai 92, mashing up some of the biggest floor fillers...from now and then! The tunes on Throwback Thursday's are the songs you'll remember from a time you may want to forget! And Friday night is pure Party night, playing huge hits and floor fillers.



## AGE



67% of the Dubai 92 listeners are in the age group of 30-44

## EMIRATE

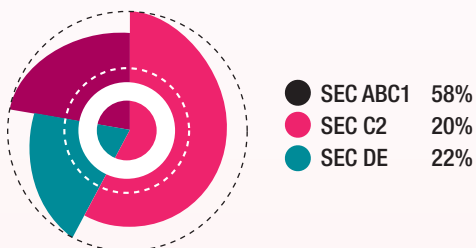


62% of Dubai 92 listeners are residents of Dubai & Sharjah

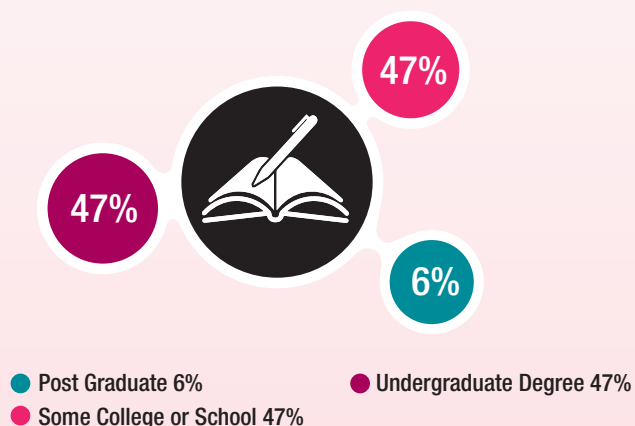
## GENDER



## SOCIO ECONOMIC CLASS

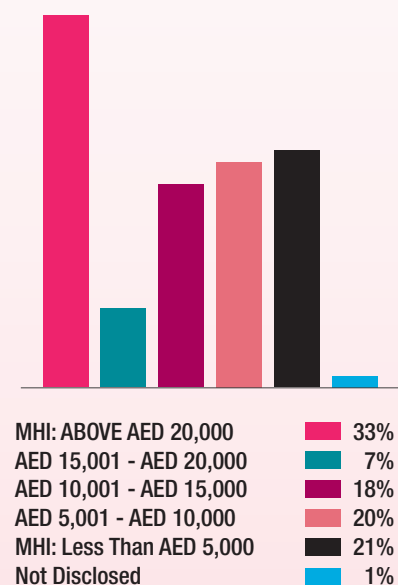


## EDUCATION



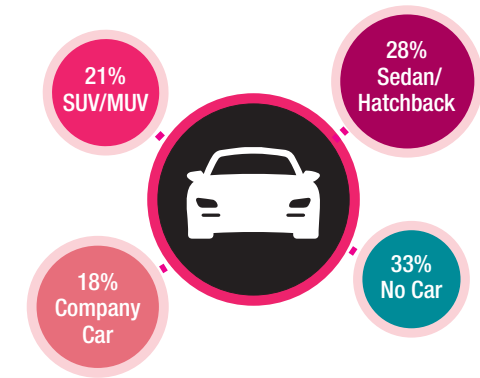
53% of Dubai 92 listeners have at least a college degree

## MONTHLY HOUSEHOLD INCOME



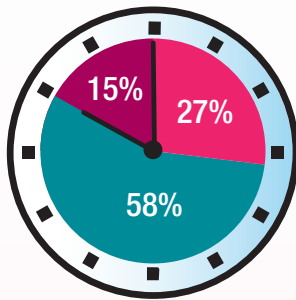
40% of Dubai 92 listeners belong to households with monthly income of more than AED 15,000

## CAR OWNERSHIP



67% of Dubai 92 listeners have a car

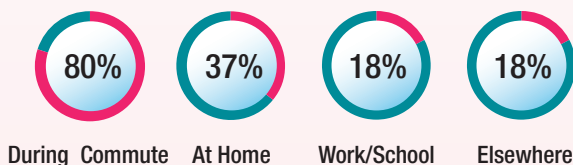
## LISTENER TYPE



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

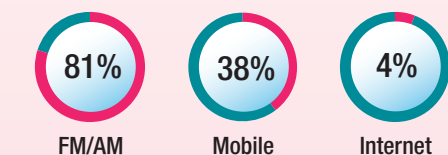
85% of Dubai 92 listeners listen to the radio for at least 5 hours every week

## PLACE OF LISTENING



80% of Dubai 92 listeners listen to the station during their commute

## MODE OF LISTENING



81% of Dubai 92 listeners listen to the station through an AM/FM device (this includes car radio)

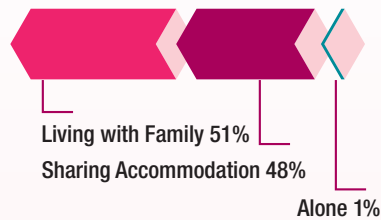
## NUMBER OF CHILDREN



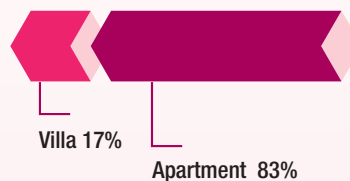
NO. CHILDREN: 1 5% NO. CHILDREN: 2 69%  
NO. CHILDREN: 3 14% NO. CHILDREN: 4 4%  
NO. CHILDREN: 5+ 0%

87% of Dubai 92 listeners have at least 2 children in the household

## LIVING ARRANGEMENTS



51% of Dubai 92 listeners live with their family



17% of Dubai 92 listeners live in a villa

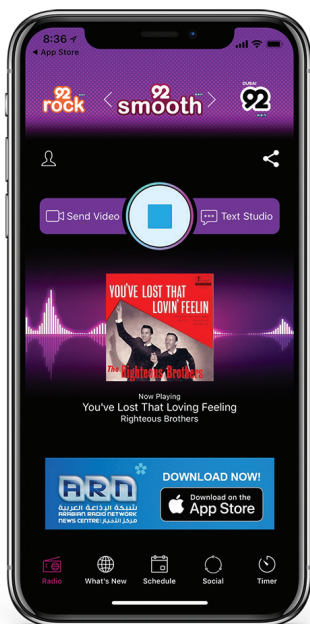
## DECISION MAKERS

76% of Dubai 92 listeners take household decisions relating to vehicle purchase

75% of Dubai 92 listeners take household travel & holiday decisions

70% of Dubai 92 listeners take household F&B & shopping decisions

69% of Dubai 92 listeners take household banking & investment decisions



## 92 smooth <sup>ARN</sup> 92 SMOOTH MORE RELAXING MUSIC

92 Smooth is the ultimate antidote to the UAE's busy bustling lifestyle, an oasis of calm, playing more relaxing music. A mood mix with no boundaries of era, 92 Smooth brings you relaxing classics from the 60s to now.

Aimed at those who appreciate peace and tranquility but still enjoy the finer things in life, 92 Smooth is the definitive uncluttered music mix.

### TARGET AUDIENCE

35-54 year old female-skewed, UAE residents.

With a playlist of 500 tracks, artists include: Michael Buble - Home, Stevie Wonder - Isn't She Lovely, Adele - Hello, Michael Jackson - Human Nature, George Michael - Fast Love, Lighthouse Family - Lifted, Sade - Smooth Operator.

## 92 ROCK <sup>ARN</sup> 92 rock MORE OF THE GOOD STUFF

92 Rock is a non stop rock station for the UAE with classic rock from the late 60s to late 90s at its core, mixed with contemporary melodic rock elements.

Playing pre millennium classic rock, 92 Rock is the ultimate way to let loose. Tear off your shirt and tie, hit the highway, find adventure, get oil under your finger-nails, get back into the fast lane and ROCK with 92 Rock!

### TARGET AUDIENCE

35-54 year old male skewed, UAE residents.

With a playlist of 600 tracks, artists include:

U2 - Vertigo, Pink Floyd - Comfortably Numb, Bon Jovi - Living on a Prayer, Nirvana - Smells Like Teen Spirit, Bowie - Heroes, Rolling Stones - Brown Sugar, Muse - Supermassive Black Hole, Soundgarden - Black Hole Sun.



Total App Downloads 49,589      Unique Stream Listeners (weekly) 126,000

Stream Connections (monthly) 117,226      Website Page Views (monthly) 65,096