

ARN



DUBAI'S  
OWN

# INTRODUCTION

Hit 96.7 is the UAE's most popular Malayalam radio station. Hit 96.7 caters to the expat Keralites who make up the largest expat community in the UAE.

The station is the only 24 hour Malayalam FM station in Dubai playing non-stop Malayalam hits and hourly Tamil songs. Hit 96.7 listeners are an ambitious and highly educated group of people. They stay in touch with their roots back home but are eager to progress in their career in the UAE.



# SHOWS

## The Big Breakfast Club Weekdays, 6am - 11am

The award-winning show has been successfully running for 13yrs with the most popular jocks. Nyla, Jean and Arfaz each have distinct personalities for which they are loved by their listeners.

The UAE wakes up with a brainteaser from their Coffee and Crosswords segment, followed by a laugh with their prank calls every morning, along with some informative banter with the news readers of HIT 96.7.

The Big Breakfast Show gives you just about everything you need to lift your mood and keep you up to date on your morning drive.



## Life with Hit Weekdays 11am - 3pm

As the name suggests Life with HIT is a lifestyle show where Maya brings you the best music, beauty tips, recipes and gossip from around the world. The show gets you great prizes with fun games around movie and music trivia, making this engaging even for passive listeners.

The show also has light fun games mostly revolving around Movies or Music which engages even the passive listeners.

The show also consists of a largely followed segment called Spotlight with FAZLU where Maya discusses current affairs and breaking news every day at 1pm.



## Radioactive Weekdays, 5pm - 9pm

The all new radioactive is now twice the fun with the nightingale of Hit FM, Nimmy and the quirky, funny, inspiring man of positivity Mithun on Radioactive.

Nimmy has always been the sweet singer girl next door with an innocent sense of humor who is now paired with Mithun brings out a great tongue-in-cheek battle of the sexes which any Malayalee would relate to on their drive back home.

From food reviews, life discussions, celebrity drop ins and music, this show has it all!



## Hit on Request Weekdays, 7pm - 11pm

Hit on Request is UAE's biggest request show hosted by a Dubai Kid herself, Dona Sebastian.

The high energetic, quirky, rebellious 90's kid keeps the vibe of her show and the people listening to just that. On her show she covers social media, lifestyle, current trends, fun interviews with local and international celebrities, news and of course the best of the music from 7pm - 11pm.



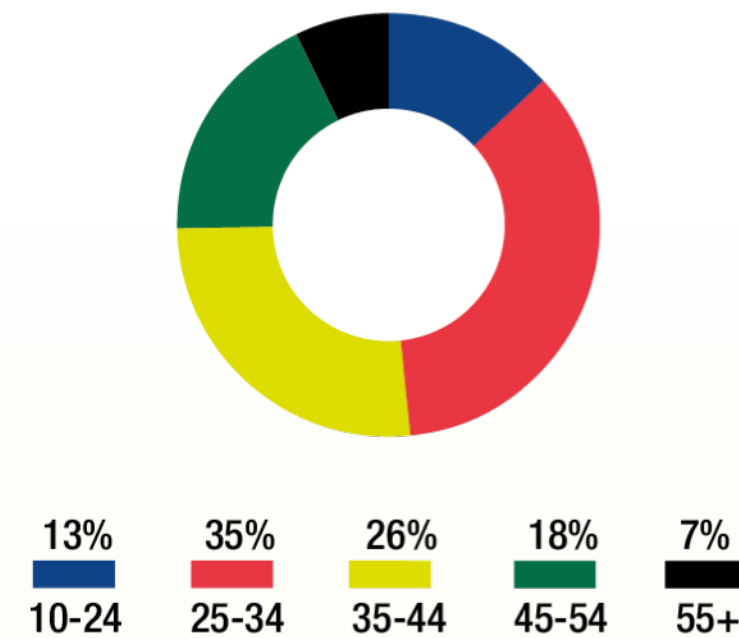
# INSIGHTS - RADIO

The UAE's #1 Malayalam radio station

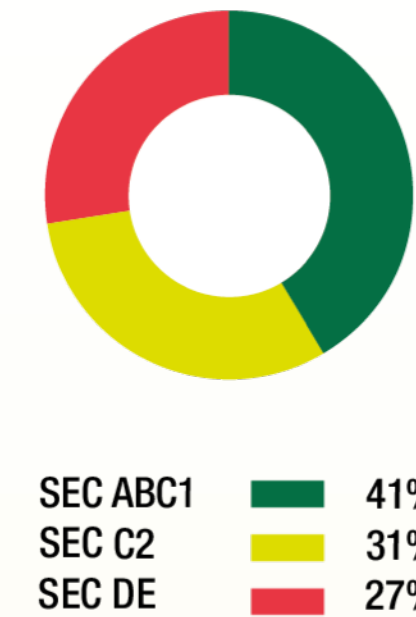
\* Weekly Reach  
409,000

\* Targeting  
20-55 year olds

\*AGE



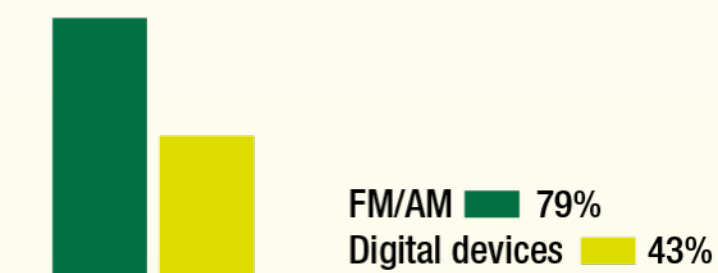
\*SOCIO ECONOMIC CLASS



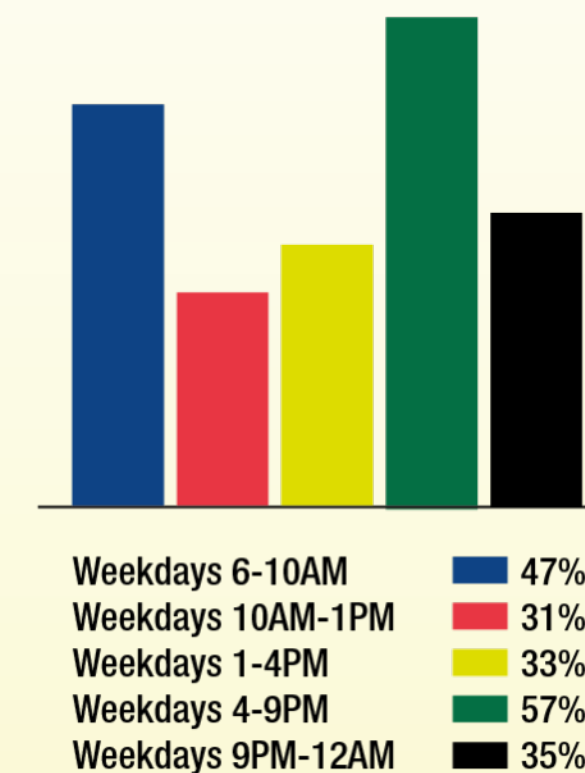
\*LIVING WITH FAMILY



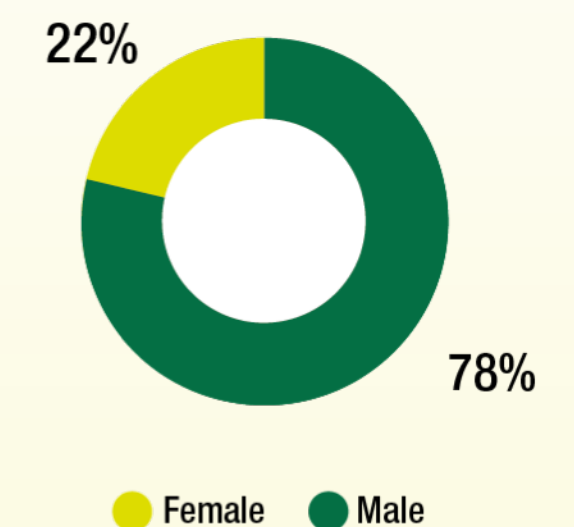
\*HOW LISTENED



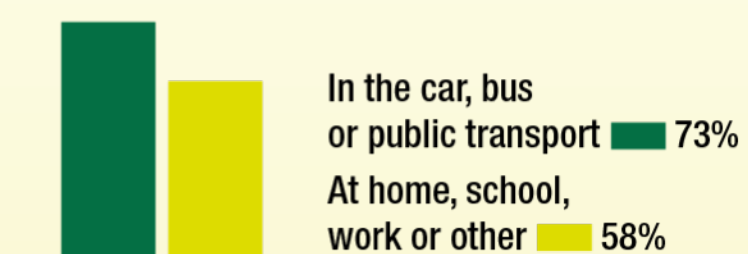
\*LISTENERSHIP BREAKDOWN



\*GENDER



\*PLACE OF LISTENING



\*Source: Nielsen

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



# INSIGHTS - SOCIAL MEDIA

Largest Social Media following in the UAE

Social Followers  
**823,902**

\* Daily Reach  
**1,565,340**

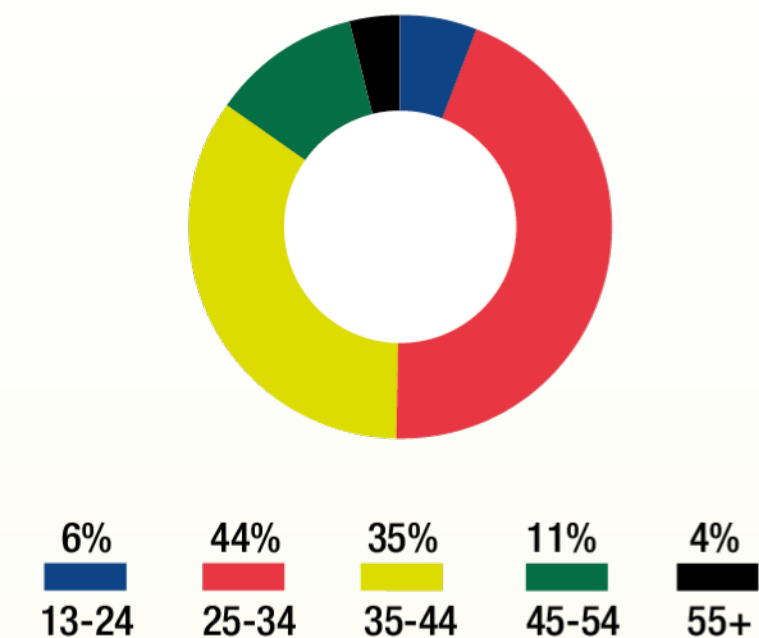
\* Monthly Social Impressions  
**40,254,166**

\* \* Engagement Rate  
**7.54%** 9X MEDIA INDUSTRY AVERAGE

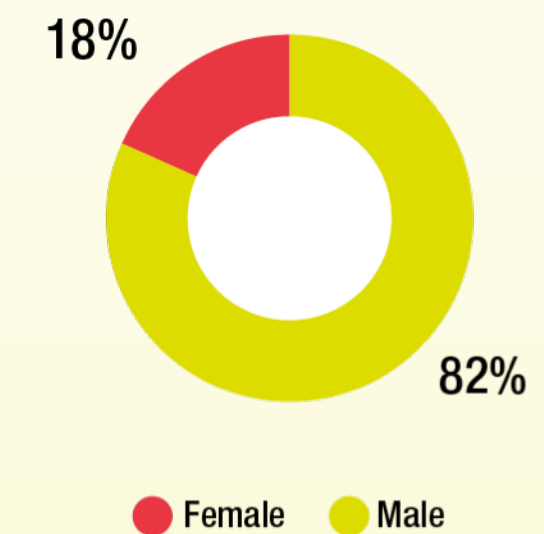
\* Campaign Messaging  
**1,100,000** PER CAMPAIGN

Celebrity presenters including movie stars and TV personalities

\*AGE



\*GENDER



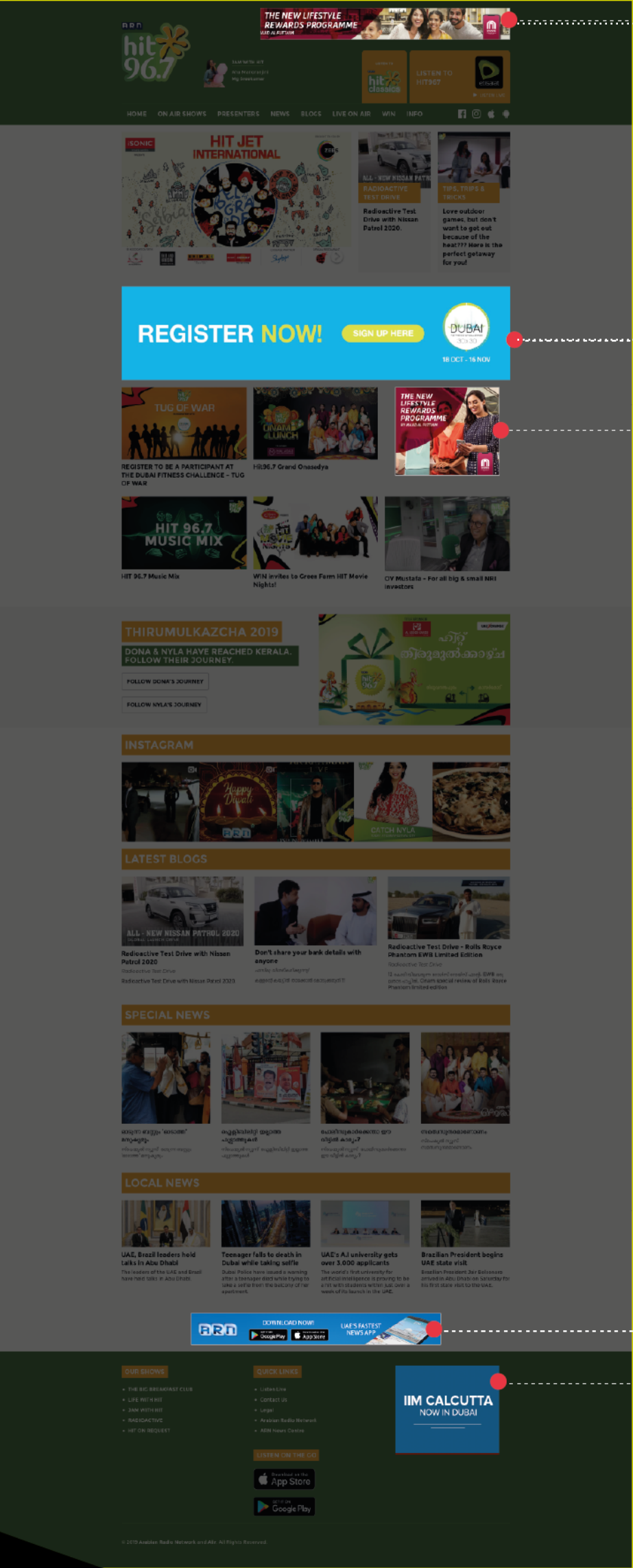
\* Based on historical performance

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

# 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	350	300
Weekend	100	250	350	350	200	50	225	200

		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%
HIT 967	Live Reads	15 sec		30 sec		Creative Rates	
	ROS Placement	750		1,000		Commercial Production 3,000	
	Specific Placement	1,000		1,250			



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

Leaderboard

Size / Format  
(same as above)

MPU

Size / Format  
(same as above)

CPM based components	Weekly based components			
Banner* (MPU or Leaderboard)	Featured Sections	Online Contest	Social Contest	Pre-Roll Audio*
100	4000	5000	8000	5000
		Pre-Roll Video*	APP SMS POP-UP*	Banner*
		4000	3000	2000

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

