

DUBAI



ARN

Introduction

Dubai 92 is the longest running English language station in the UAE. Proud of our heritage and in tune with OUR multicultural audience, Dubai 92 is the only family focused radio station in the UAE. We embrace the change, growth and lifestyle of Dubai and the UAE and play the soundtrack to your family's life in the World's Best City. Dubai 92 is live, local and we engage with our listeners on air, online and across the UAE. Our presenters are more like friends and our listeners are the true stars.



Shows



The Big Breakfast with Jono & Nats **Weekdays 6am - 10am**

Jono and Nat's can make the busiest time of your day feel good. Nats grew up in Dubai, Jono is yet to grow up.

Whether it's the school run or just the bustle of getting to work on time, Jono and Nat's give the information you need, the music you love and hot topics to have a say in. Our listeners have the best stories and every day we get a lot of them on air....That's why it's called The Big Breakfast.

Real life best friends with a quirky edge and a knowledge of the city which is second to none. This duo bring a mix of heritage humour to get you to work, and know what's going on across the city every week.



Dubai 92 with Catboy **Weekdays 10am - 2pm**

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. CATBOY brings 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.

Dubai 92 with Rich **Weekdays 2pm - 6pm**

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 halfway 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 while PICKING UP the kids at school) and giveaways that appeal to anyone wanting to get the most out of their free time.



Dubai 92 Evenings **Weekdays 6pm - 10pm**

Beat the traffic and wind down your workday with the biggest anthems you know and love, plus the latest updates on traffic across the Emirates. Turn up the tunes as the sun goes down with our 92 minute music marathon from 7pm, and get your news and sports updates from the day every 30 minutes.

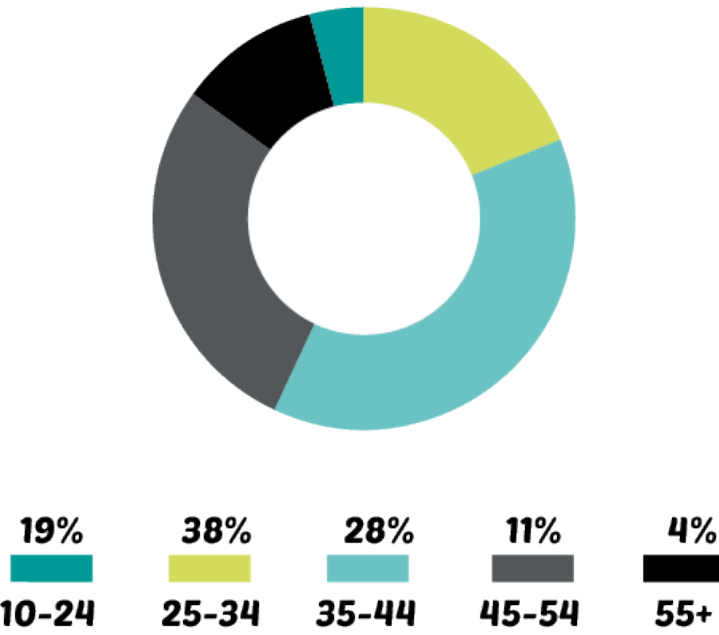
Insights - radio

#1 Radio station
for hits from
the 80's to now

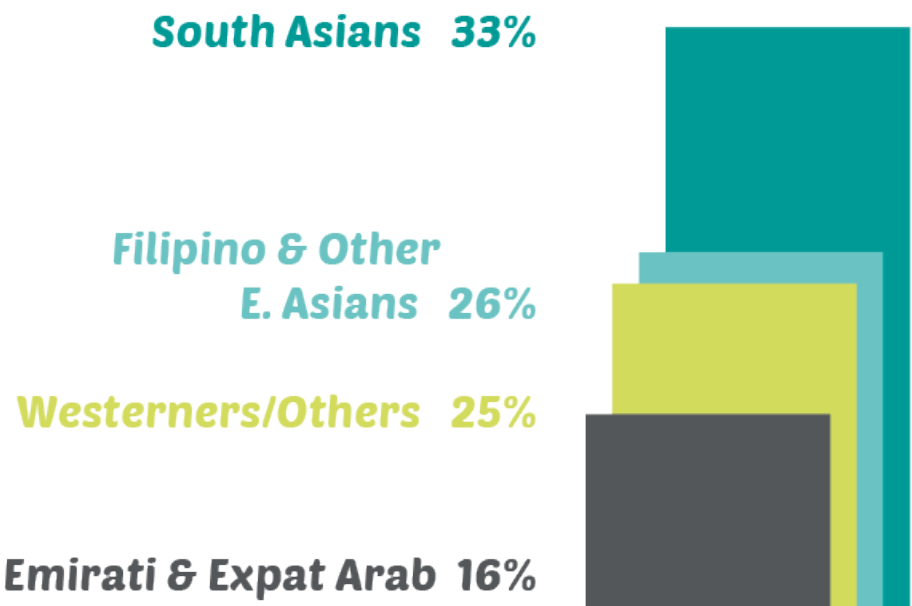
* Weekly Reach
261,000

Targeting
35-55 Year Olds

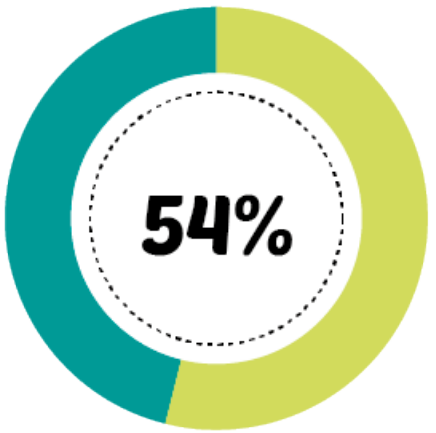
*AGE



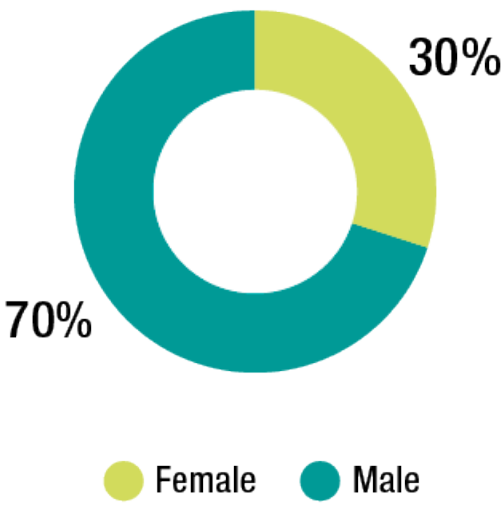
*NATIONALITY



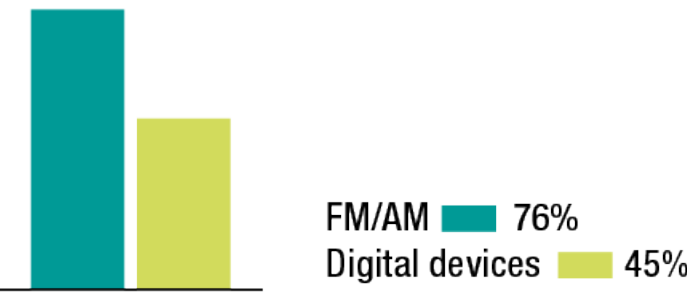
*LIVING WITH FAMILY



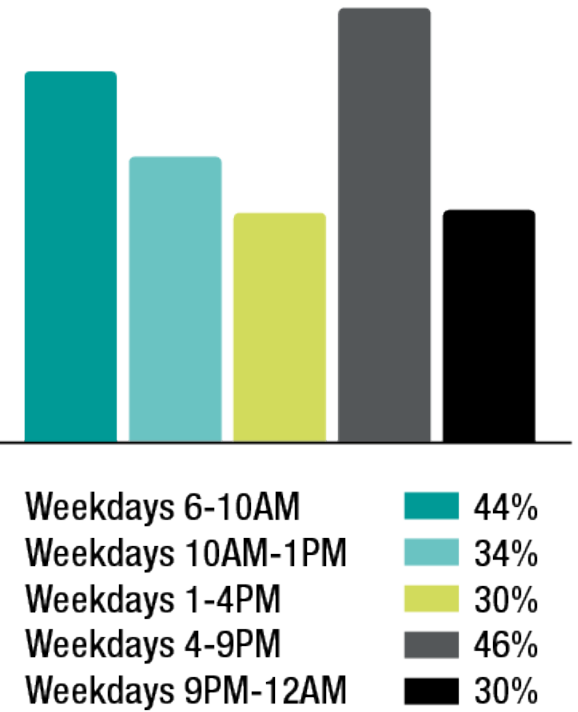
*GENDER



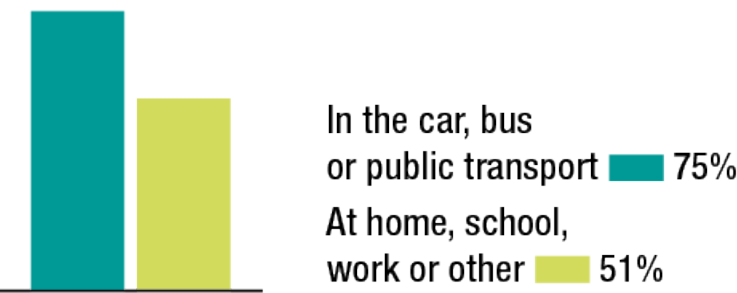
*HOW LISTENED



*LISTENERSHIP BREAKDOWN



*PLACE OF LISTENING



*SOCIO ECONOMIC CLASS



*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

Dubai's #1 radio station for Western Expat families

* Social Followers
145,309

* Daily Reach
67,752

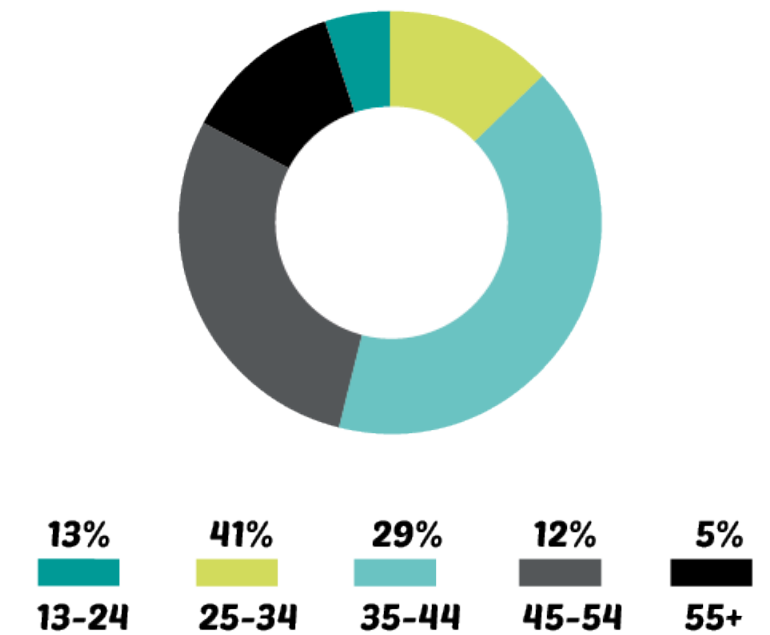
* Monthly Social Impressions
592,500

** Engagement Rate
1.67% 2X MEDIA INDUSTRY AVERAGE

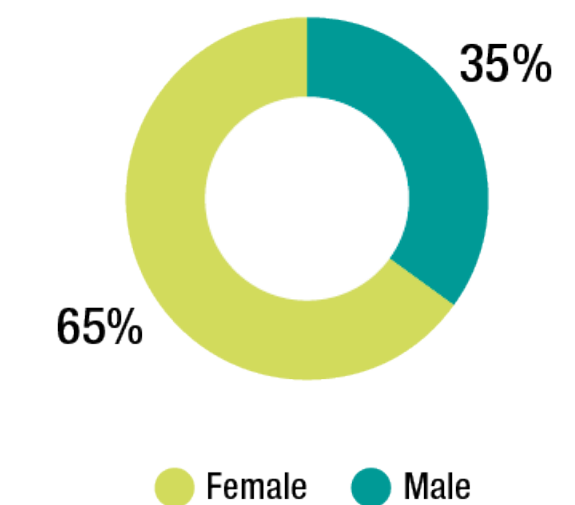
* Average Time Spent Streaming
1 hour 49 minutes

First & only homegrown English music station in Dubai

*AGE



*GENDER



* Based on historical performance

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

On air rate card

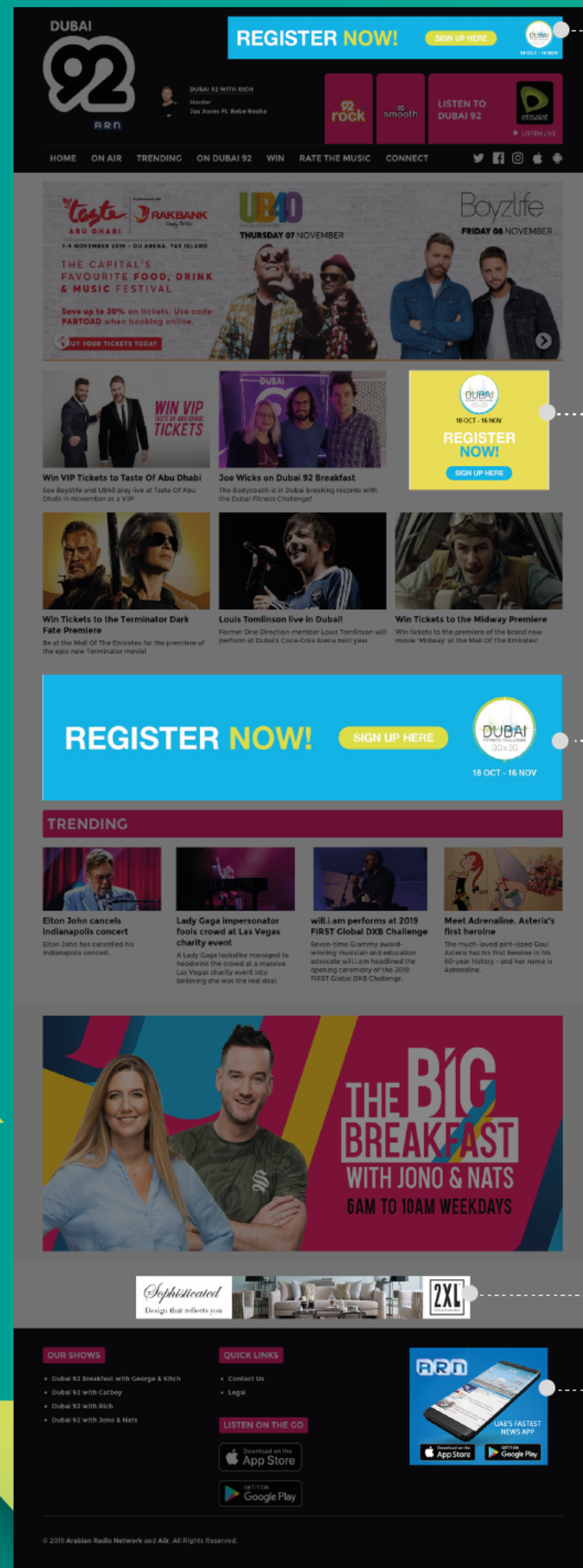
	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01- 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	700	500	500	700	300	50	575	525
Weekend	125	250	325	375	250	50	225	200

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%

Dubai 92	Live Reads	15 sec	30 sec	Creative Rates
	ROS Placement	1,500	2,000	Commercial Production*30 sec 3,000
	Specific Placement	1,750	2,250	

WWW.DUBAI92.COM

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

Leaderboard

Size / Format
(same as above)

MPU

Size / Format
(same as above)

CPM based components

Banner*
(MPU or Leaderboard)

100

Weekly based components

Featured
Sections

4000

Online
Contest

5000

Social
Contest

8000

Pre-Roll
Audio*

5000

Pre-Roll
Video*

4000

APP SMS
POP-UP*

3000

Banner*

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