

ARN

الخليجية

Alkhaleejiya 100.9

طبخة التير

# INTRODUCTION

**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 are 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.**



# SHOWS

## **Oxyen with Auhood** **Weekdays, 7am - 10am**

Start your morning with the UAE's leading breakfast show for UAE Nationals. Auhood highlights the achievements of innovators and innovations in the UAE. Tune in to Auhood's show and discover the latest destinations to visit across the country.



## **Boulevard with Saed** **Weekdays, 2pm - 4pm**

Join Saed for a daily entertainment show which discusses various topics related to health, family, lifestyle and the latest in the world of cars. With Saed's humorous delivery, you will enjoy every moment. Playing the best music from across the region, the show is a great lunchtime entertainment programme for you to stay tuned in.



## **Shortcut with Maryam al Jasmi** **Weekdays, 4pm - 6pm**

Join Maryam each weekday afternoon to be updated on the latest entertainment news from across the region. A highly interactive program, Shortcut is the show that keeps you connected to your world.



## **DOT Khaleeji with Abdullah** **Weekdays, 6pm - 9pm**

Be refreshed after a long and hard day at work with Al Khaleejiya at drive time. DOT Khaleeji is a pure entertainment show aimed at reaching the younger audience of Al Khaleejiya. The show content and style are very friendly and cover topics like: Social Media, Gaming, Events...etc. The show features various interactive segments with listeners, which keeps it light & easy to digest.

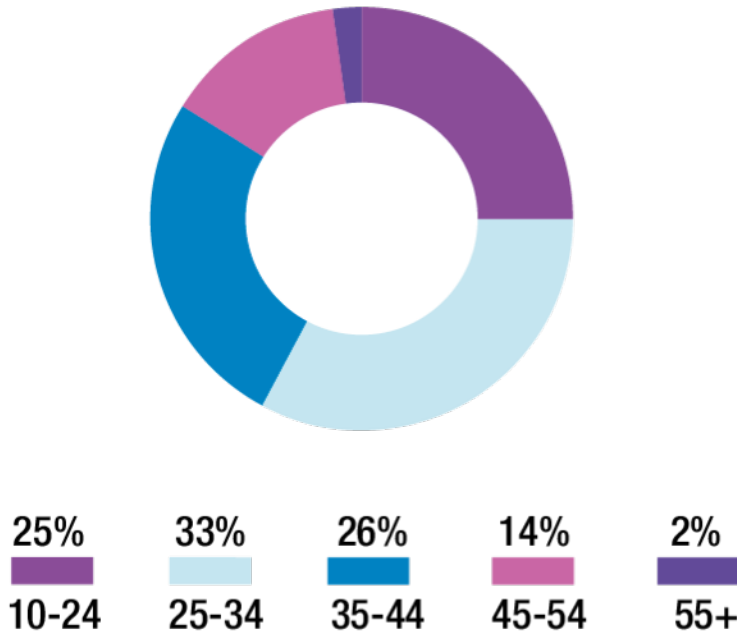
# INSIGHTS - RADIO

The #1 choice for Emiratis in the UAE

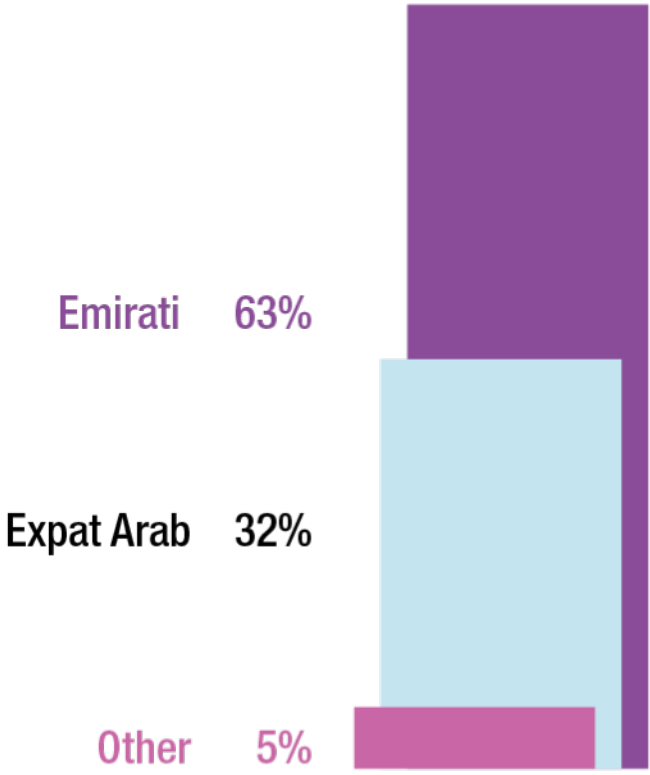
**\*WEEKLY REACH**  
442,000

**TARGETING**  
20-45 YEAR OLDS

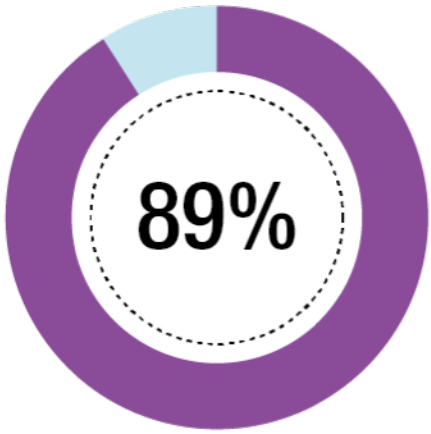
**\*AGE**



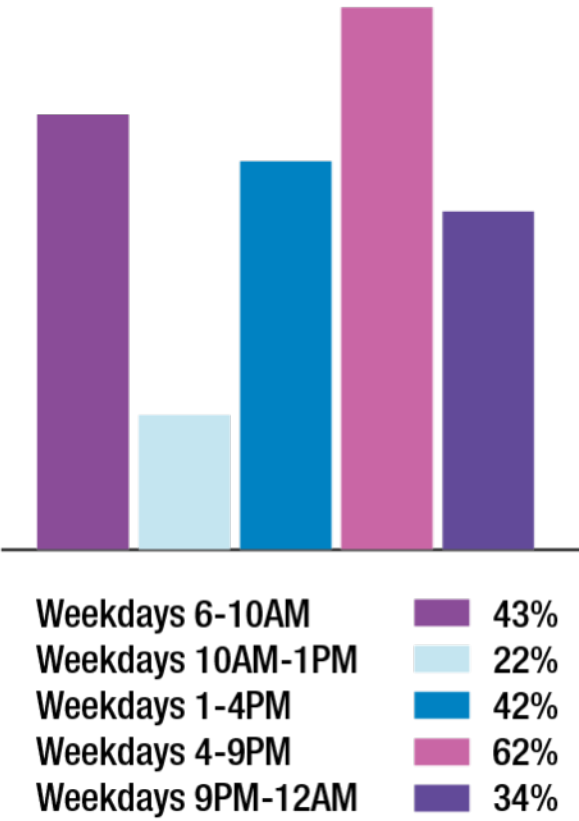
**\*NATIONALITY**



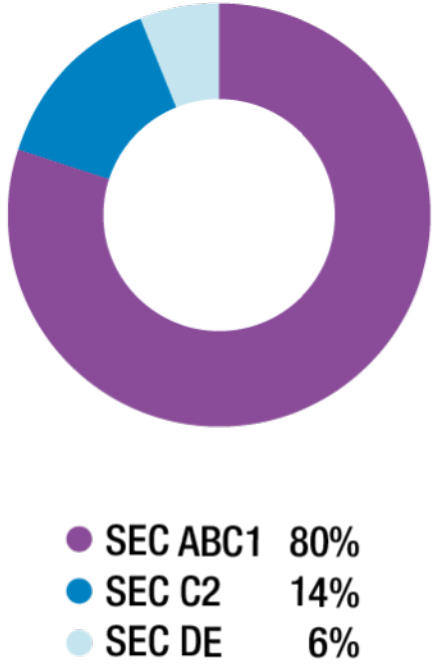
**\*LIVING WITH FAMILY**



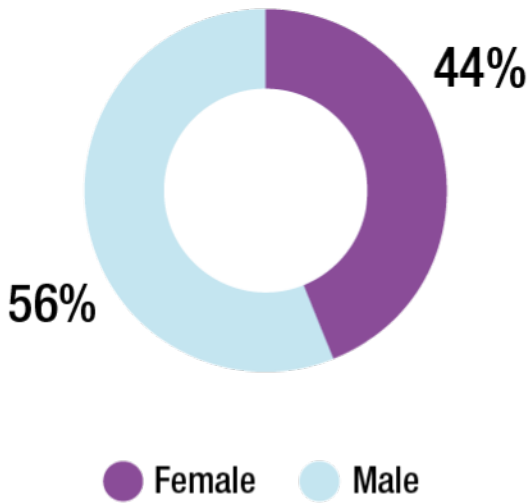
**\*LISTENERSHIP BREAKDOWN**



**\*SOCIO ECONOMIC CLASS**



**\*GENDER**



\*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

The most affluent community in the UAE

**SOCIAL REACH**  
32,321

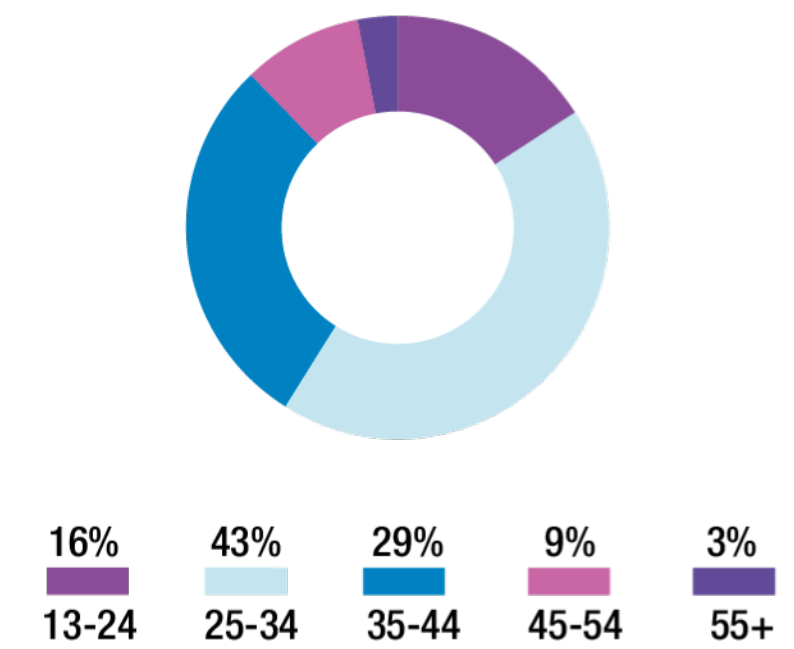
**\* SOCIAL IMPRESSIONS**  
2,320,000

**\* CAMPAIGN REACH**  
301,242 PER CAMPAIGN

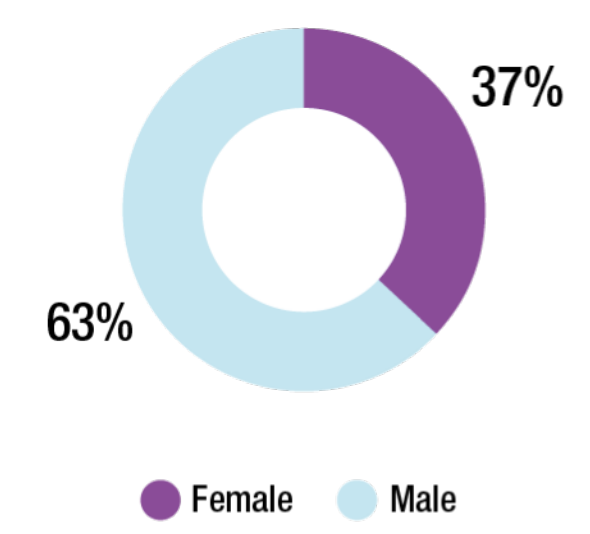
**\*\* ENGAGEMENT RATE**  
3.23% 4X MEDIA INDUSTRY AVERAGE

Reach this high net worth community and create a bond between UAE Nationals and your brand

\*AGE



\*GENDER



\* Based on historical performance

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



## ON AIR RATE CARD

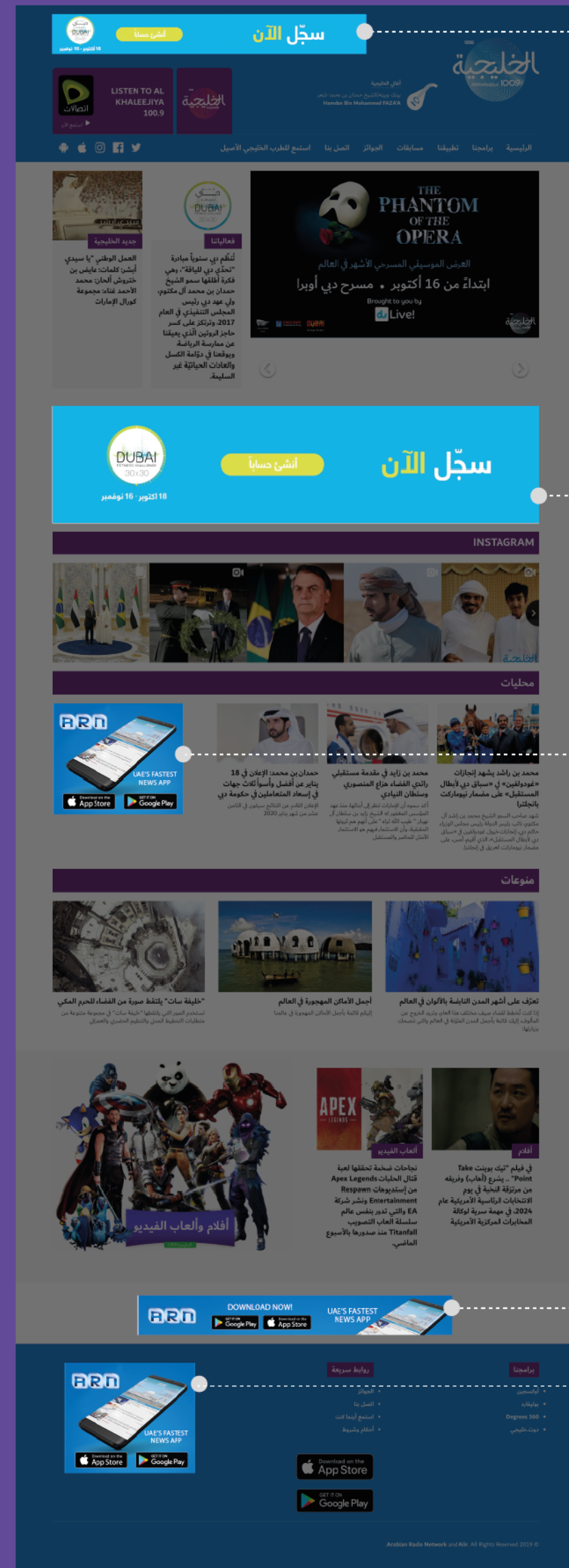
	05:30 - 10:00 Breakfast	10:01 - 13:00 Mid-morning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Mid-night	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	600	450	600	600	350	75	600	525
Weekend	100	250	325	325	250	50	225	200

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%

Al Khaleejiya 100.9	Live Reads	15 sec	30 sec	Creative Rates
	ROS Placement	1,500	2,000	Commercial Production*30 sec 3,500
	Specific Placement	1,750	2,250	

# DIGITAL

www.1009.ae



## 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)

90

## 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\*

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