



**THE UAE'S #1 HIT
MUSIC STATION**

INTRODUCTION

Virgin Radio Dubai 104.4 is The UAE's #1 Hit Music Station.

Home to the award-winning and internationally syndicated 'The Kris Fade Show', Virgin Radio Dubai dominates the market share in the UAE, engaging with over 1 million unique listeners every single week.

A line-up of the most entertaining personalities, broadcasting the freshest and biggest variety of hit music 24/7 and larger than life promotions on-air make Virgin Radio Dubai the reigning people's choice in the UAE.

Our unique product positioning of "Ad Free 104" and limited advertising breaks, translates to maximum cut-through for brands wanting to attract a primary audience of 15-34 year-olds who are passionate, progressive and involved.

We offer special packages for integrated sponsorships and promotions to create a higher impact and relevant advertising to meet brand objectives.



SHOWS

The Kris Fade Show Weekdays 6am - 10am

Hosted by the legendary Kris Fade, teaming up with gossip queen Priti Malik, and funny man Big Rossi - our breakfast show has set the benchmark for the most entertaining and fun way to start your day. Scooping up awards and public acclaim for their exclusive celebrity appearances, breaking news, gripping content and big giveaways - The Kris Fade Show remains the #1 English breakfast show in the UAE.



Ad Free 104 with Sheena Weekdays 10am - 12pm

Sheena is playing 104 minutes of ad free hit music to be the perfect soundtrack to your day in Virgin Radio's Ad Free 104 from 10 am weekday mornings.



On Air with Ryan Seacrest Weekdays 12pm - 2pm & 10pm - 12am

Broadcasting daily from our studios in Hollywood, Los Angeles exclusively to Virgin Radio Dubai, America's sweetheart Ryan Seacrest brings A-list celebrity news and all of the latest music, film and television news from the entertainment hub of the world straight to the UAE.



The Feed with Brent Black Weekdays 2pm - 6pm

The LA invasion continues with The feed hosted by Brent Black, bringing you breaking news from Hollywood and around the world. You'll hear all the latest music news from your favourite artists, the hottest things to do around the UAE, the trending topics on your social feed and the juiciest celebrity gossip - plus the hottest hits with the music feed for your Drive home.



The Kris Fade Show's Hour of Power Weekdays 6pm - 7pm

In case you missed it in the morning, Kris, Priti and Rossi are back on your airwaves with the best highlights of their morning show. This means you won't get left behind because you'll get to catch up on all the moments that had the nation talking. It's even funnier when you hear them the second time around. It's the most powerful 60 minutes guaranteed to kick off your evening on a high.



The Hitlist with Maz & James Weekdays from 7pm - 10pm

Maz and James look at the world's biggest hit music of the day and the stories everyone is talking about. From 8:20pm we start Virgin Radio's Hitlist Takeover. It's completely curated by people listening to Virgin Radio in real time so get involved and tell us the hit you think should be added today. Head to VirginRadioDubai.com, click the vote button on your fave hit and we'll play it next.



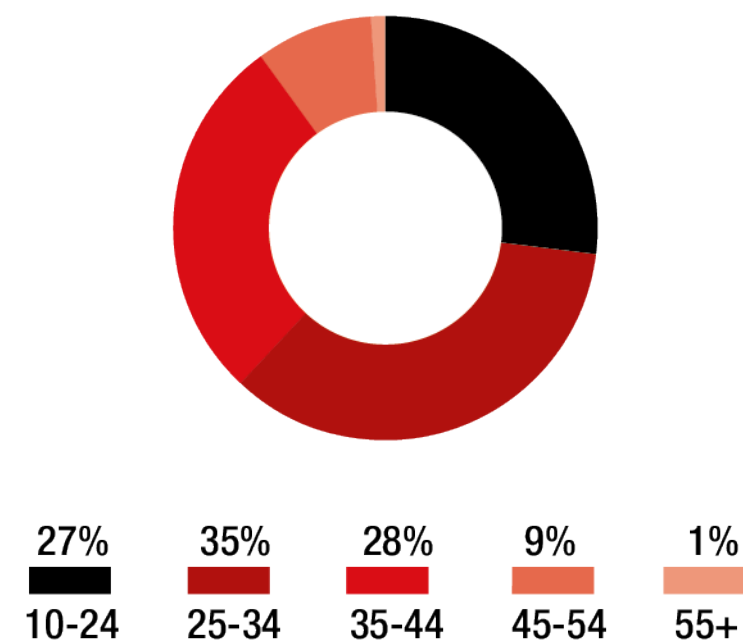
INSIGHTS - RADIO

The UAE's #1 Hit Music Station

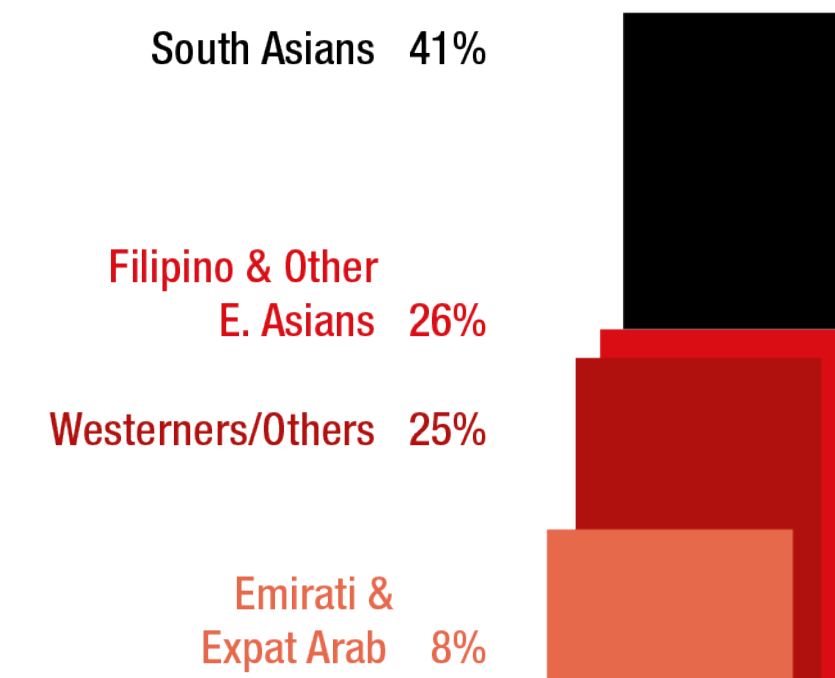
* WEEKLY REACH
1,106,000

TARGETING
20-35 YEAR OLDS

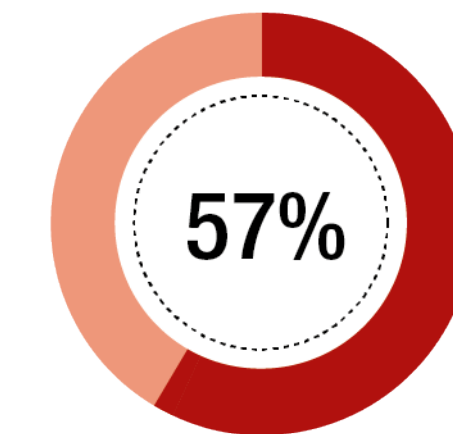
*AGE



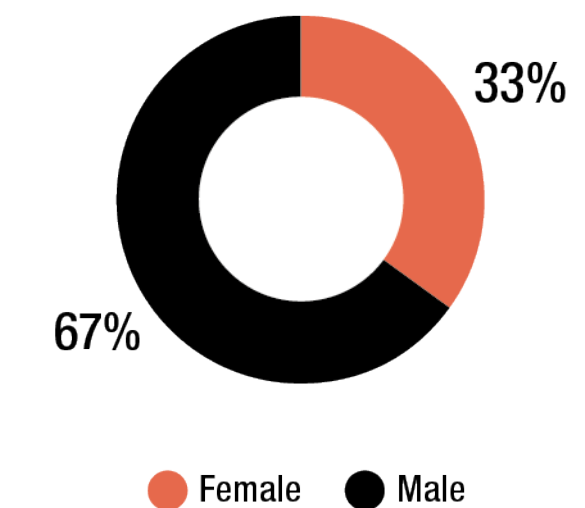
*NATIONALITY



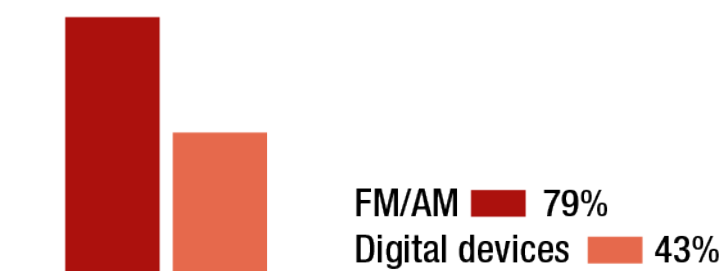
*LIVING WITH FAMILY



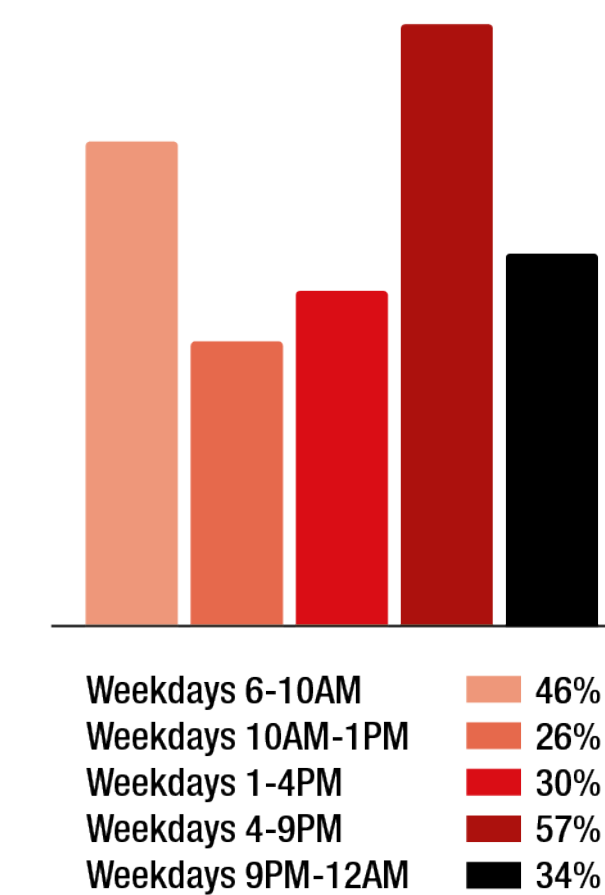
*GENDER



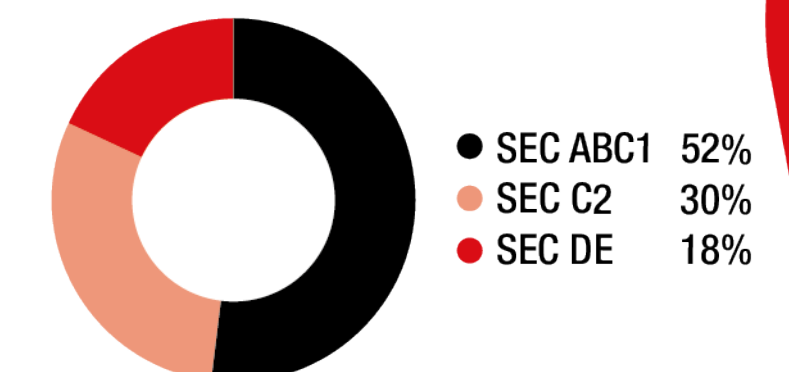
*HOW LISTENED



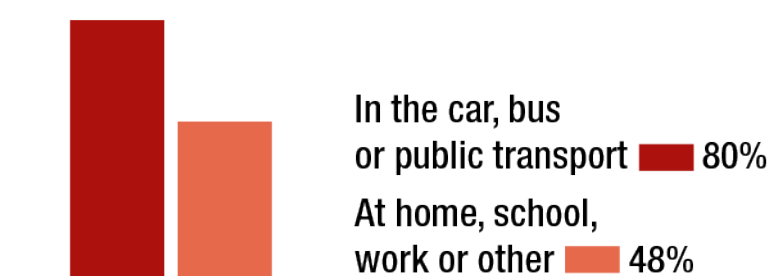
*LISTENERSHIP BREAKDOWN



*SOCIO ECONOMIC CLASS



*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

The UAE's #1 Breakfast Show

SOCIAL FOLLOWERS

528,657

* MONTHLY SOCIAL IMPRESSIONS

3,333,333

* DAILY REACH

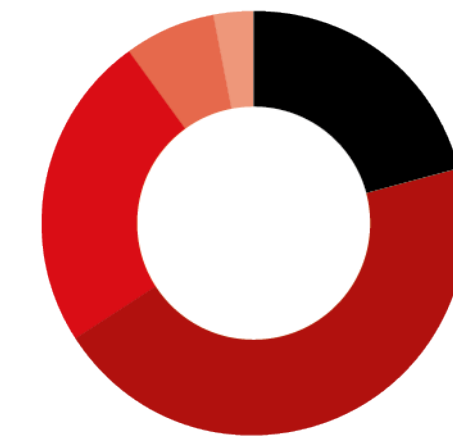
176,320

** ENGAGEMENT RATE

3.5% 4X MEDIA INDUSTRY AVERAGE

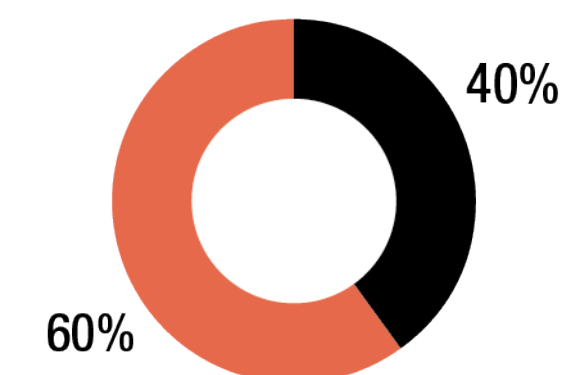
**Award winning radio that can amplify your brand
to more than 200 nationalities**

*AGE



Age Group	Percentage
13-24	21%
25-34	45%
35-44	24%
45-54	7%
55+	3%

*GENDER



● Female ● Male

* Based on historical performance

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

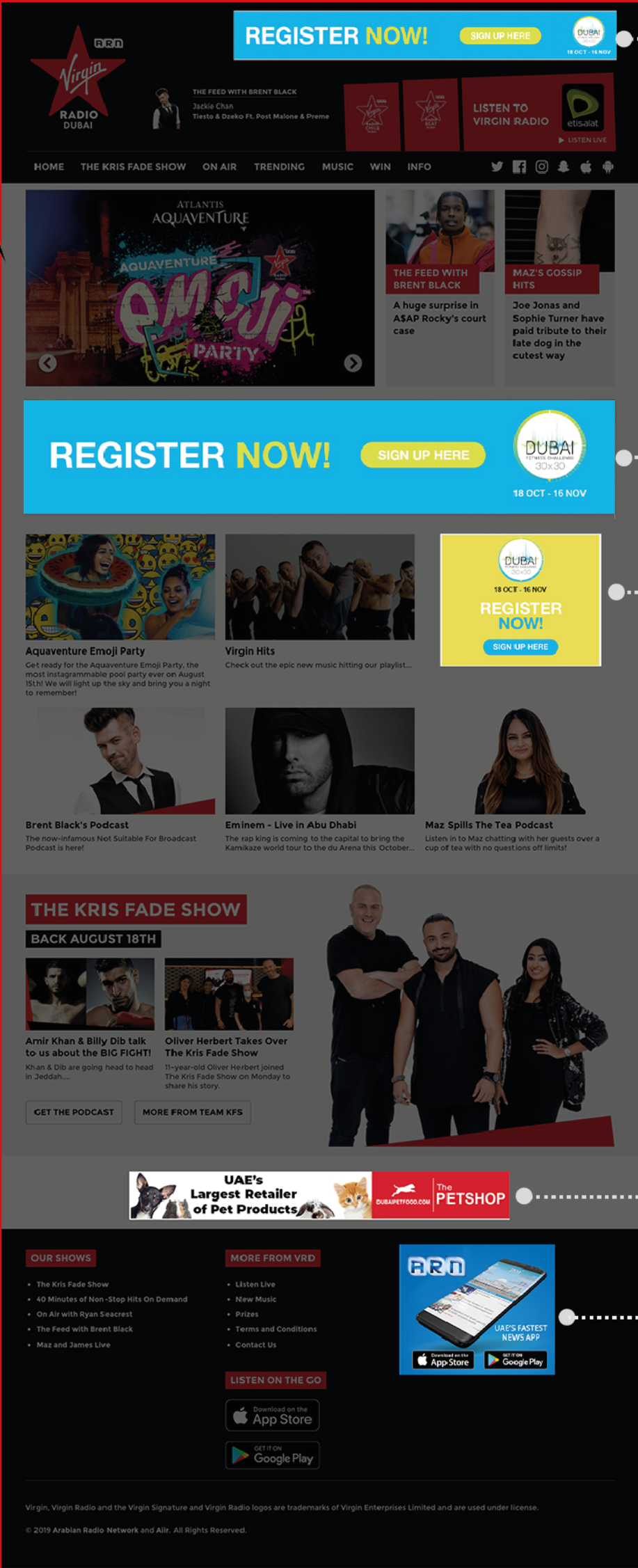


ON AIR RATE CARD

	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	1600	800	800	1600	650	100	1150	1025
Weekend	200	400	550	575	250	100	425	400

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%
Virgin Radio 104.4	Live Reads	15 sec	30 sec	Creative Rates			
	ROS Placement	2,500	3,500	Commercial Production*30 sec 3,000			
	Specific Placement	3,000	4,000				

www.virginradiodubai.com



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*
120	5000	6000	9000	7000
		Pre-Roll Video*	APP SMS POP-UP*	Banner*
		6000	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

