



*Feel
Great*

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.



The Sheena Show **Weekdays 10am - 1pm**

Sheena is the UAE's best-known Canadian who has made Dubai her home in the sun and her passion for music is only rivalled by her love for this amazing city. Every day, Sheena shares local stories and chats about the things that affect us daily, local events, news and traffic.

Like so many Dubai 92 listeners, Sheena starts her day with a school-run and then goes straight into the studio, so it's a great chance for "post-school-run" parents to share advice, take a breath, and have a giggle at what their children get up to. Of course, she prides herself on her music selection, so will always deliver Dubai's best "Feel Great" music every weekday morning.



On with Mario Lopez **Weekdays 1pm - 4pm**

A man of many trades, Mario Lopez is now on the radio across the UAE exclusively on Dubai 92!

Known globally as a TV presenter, actor and entertainment superstar, Mario is joined in the studio by his wife Courtney to look at the big stories of the day while you're listening at work. We know his face from the 80s & 90s sitcom Saved By The Bell when Mario starred as AC Slater which started an incredible career in the Entertainment Industry. After 10+ years as Emmy winning host of the TV show EXTRA! and NBC's Access Hollywood, Access Daily, and All Access in 2019.

Be ready for fun, games and special guest appearances along with an unfiltered look at the life of Mario & his wife Courtney Lopez every morning from 10am.



Home Time with Rich **Weekdays 4pm - 7pm**

Rich brings his flair on air, by 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.



Anthems with Laura **Weekdays 7pm - 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.

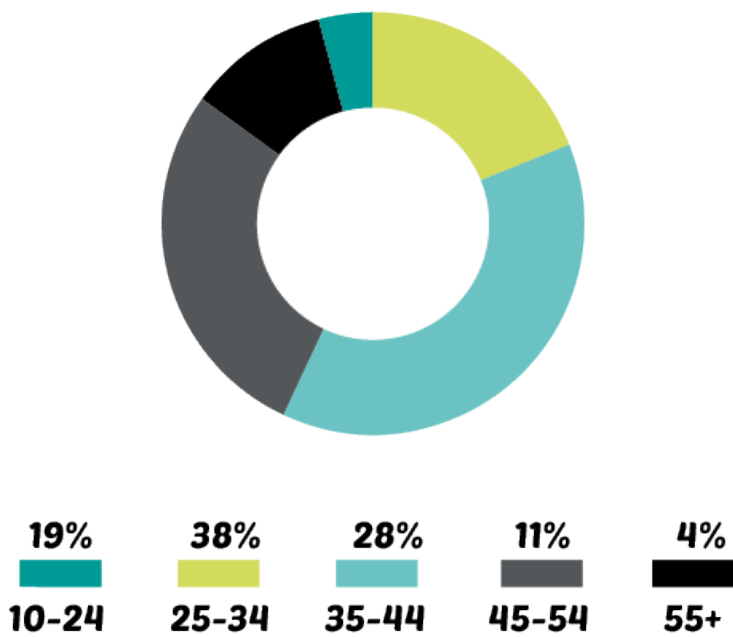
Insights - radio

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

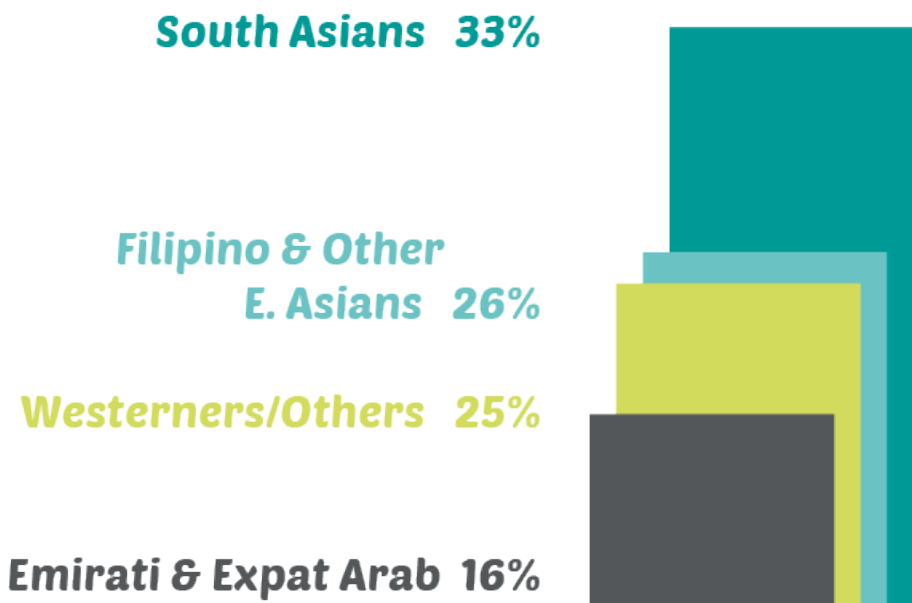
* Weekly Reach
261,000

Targeting
35-55 Year Olds

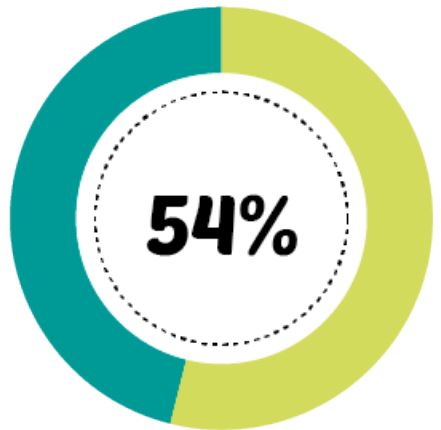
*AGE



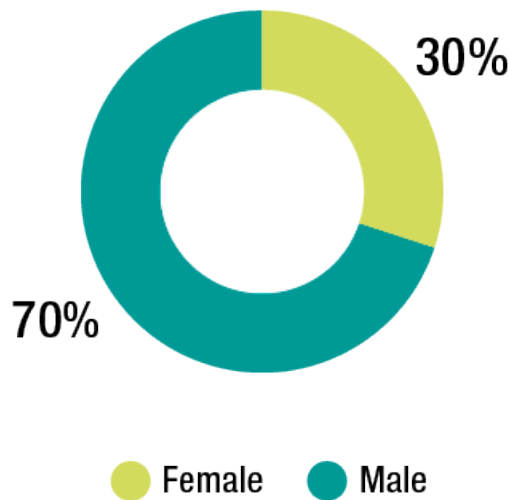
*NATIONALITY



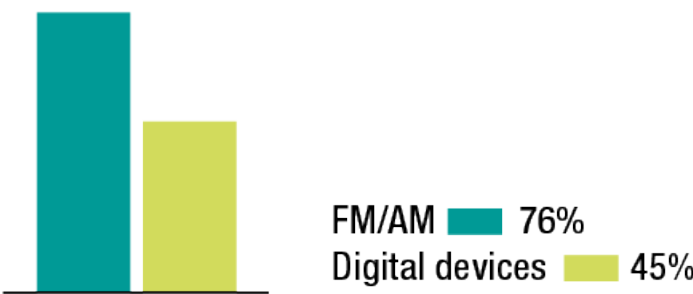
*LIVING WITH FAMILY



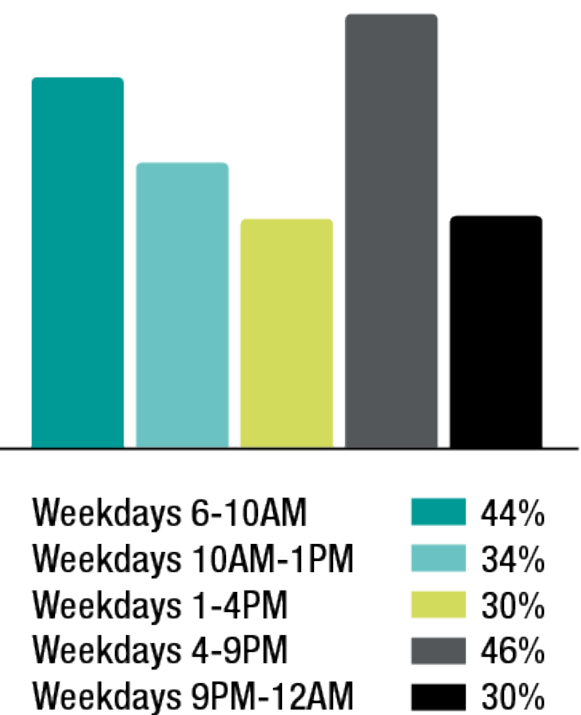
*GENDER



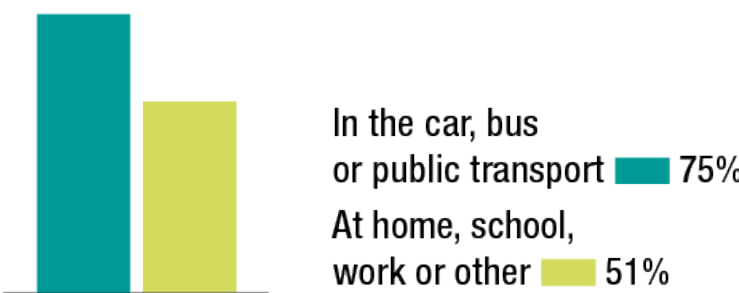
*HOW LISTENED



*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

SOCIAL MEDIA FOLLOWERS - 222,311

Case Study No. 1



1,910
Post Reach

2,949
Post Impressions

218
Post Engagement

Campaign/Client
Emaar/Festive Winter

Case Study No. 2



2,396
Post Reach

3,506
Post Impressions

59
Post Engagement

Client : Rakez

Case Study No. 3



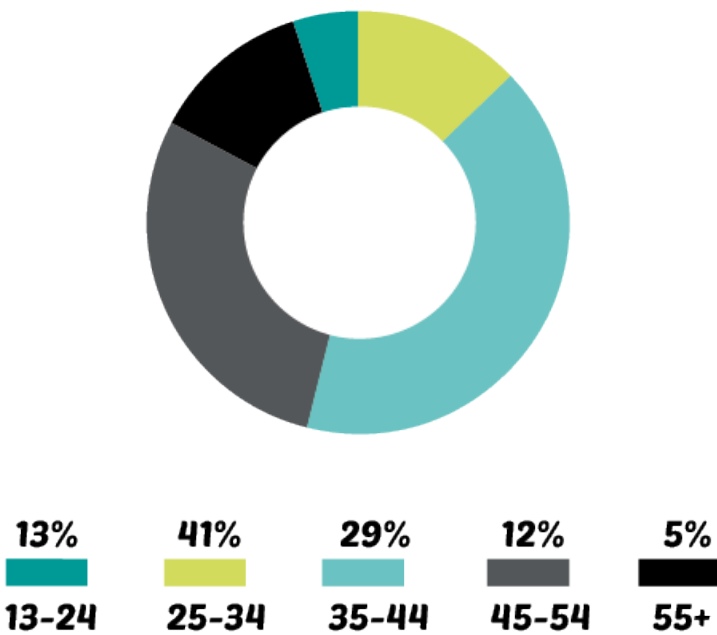
12,572
Post Reach

14,970
Post Impressions

196
Post Engagement

Campaign/Client
Virgin Mobile

*AGE



*GENDER

