

ARN

الخليجية

Alkhaleejiya 100.9

طبخنا التغيير

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

Oxygen 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.

WEEKEND SHOWS

Jalasat

Every Friday from 10pm to 12am

Every Saturday from 10 to 11 pm

The station plays the best Jalast songs

Mixata

Every Saturday & Sunday from 10pm to 12am

The station plays the best Khaleeji mixes

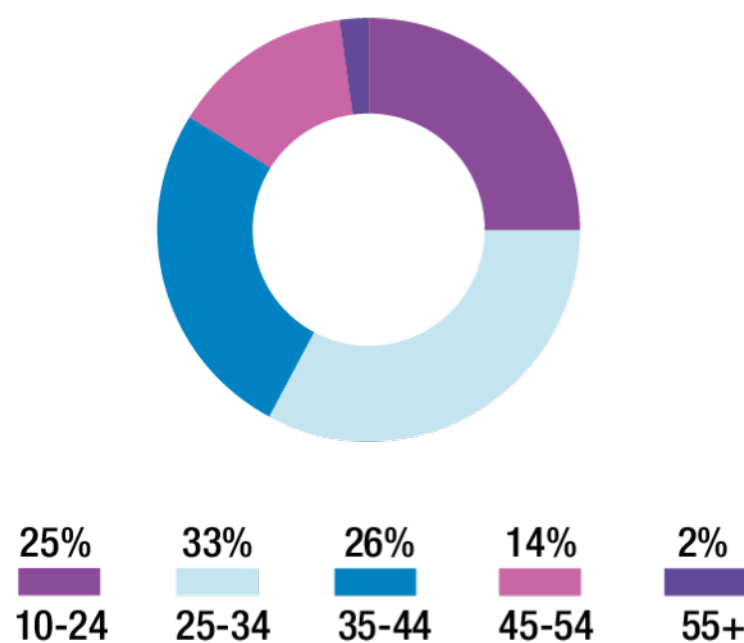
INSIGHTS - RADIO

The #1 choice for Emiratis in the UAE

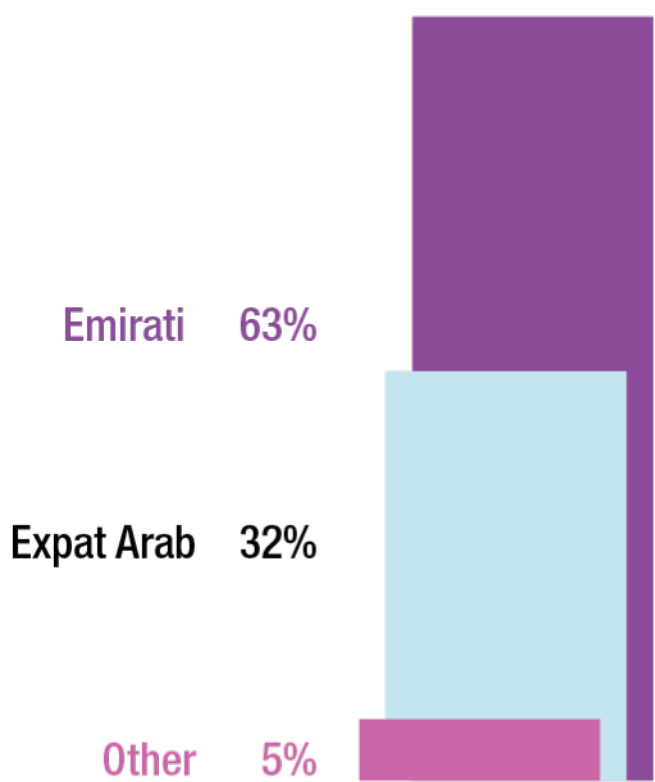
***WEEKLY REACH**
442,000

TARGETING
20-45 YEAR OLDS

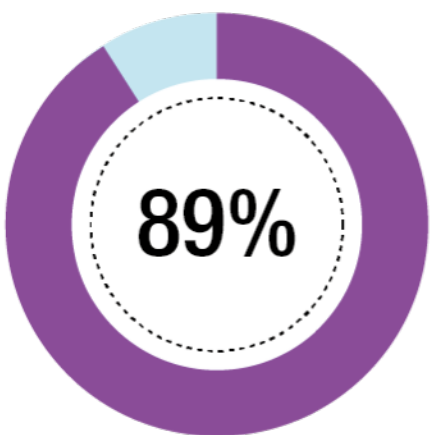
***AGE**



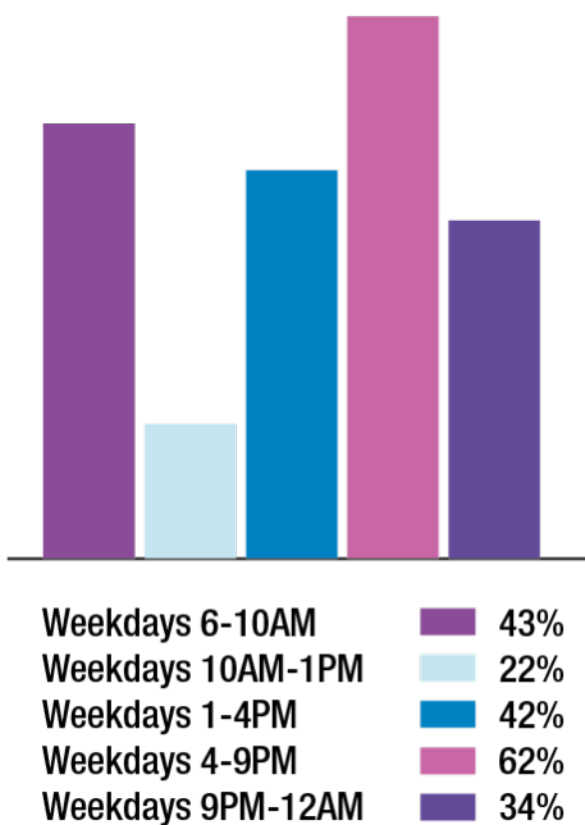
***NATIONALITY**



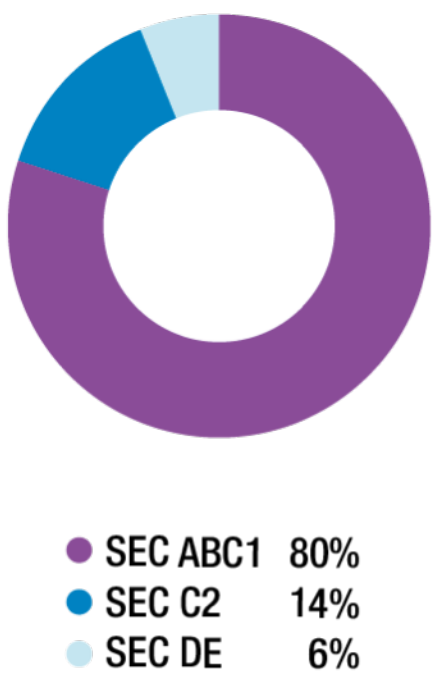
***LIVING WITH FAMILY**



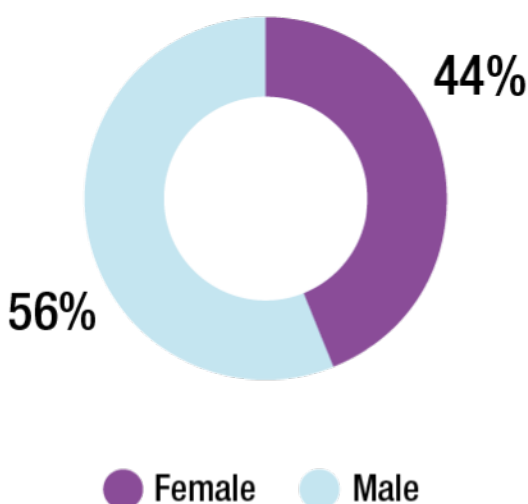
***LISTENERSHIP BREAKDOWN**



***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

SOCIAL MEDIA FOLLOWERS - 72,500

Case Study No. 1



15,067
Post Reach

17,231
Post Impressions

107
Post Engagement

Campaign/Client
Etihad Airways

Case Study No. 2



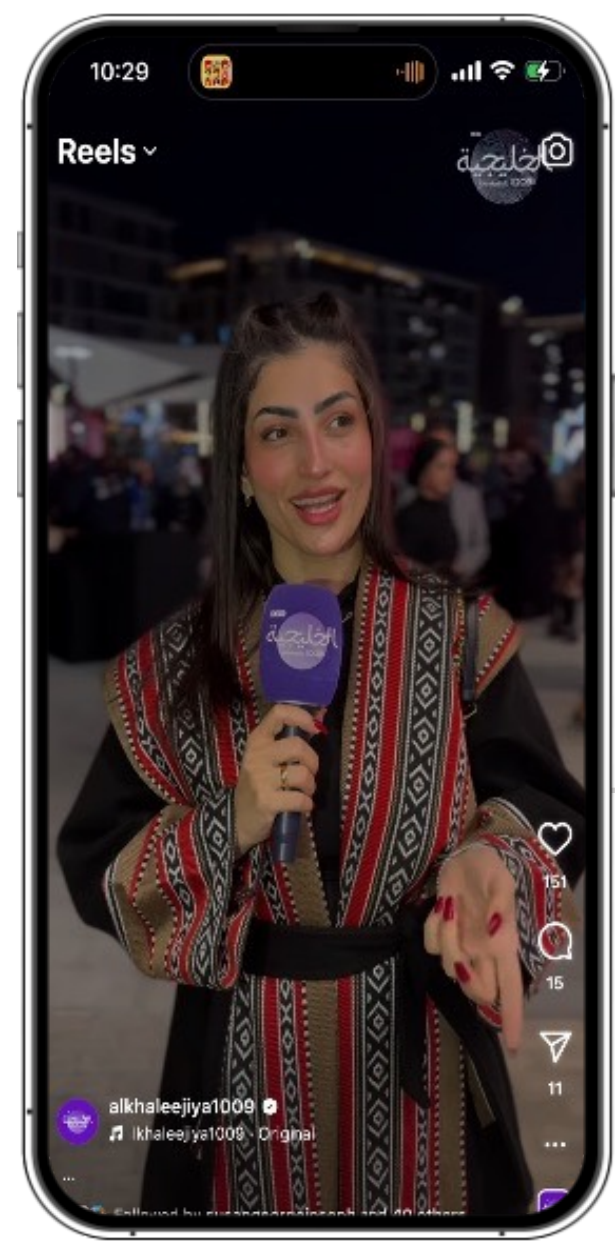
2,322
Post Reach

3,100
Post Impressions

136
Post Engagement

Client :
ARN Creators (N/A)

Case Study No. 3



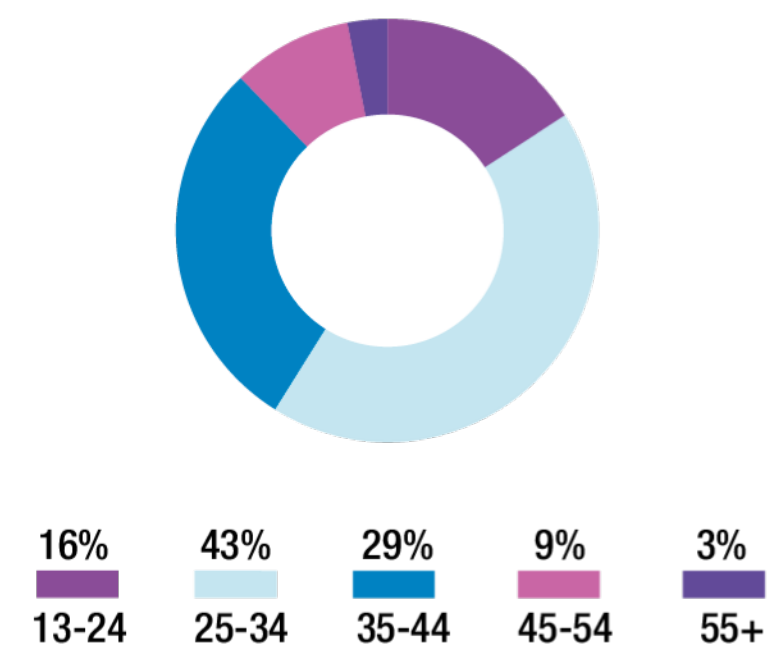
6,938
Post Reach

9,800
Post Impressions

190
Post Engagement

Campaign/Client
Coca-Cola Arena Event

*AGE



*GENDER

