

**TAG91.1**

ARD

**PINOY TALAGA!**

# INTRODUCTION

TAG 91.1 is the #1 choice for the Filipino community in the UAE.

We play music that caters to a truly Filipino taste – the right mix of both English and OPM (Original Pinoy Music), both old and new. It's also home to the wackiest bunch of radio jocks reflecting the diversity in the Filipino demographic of the UAE – speaking in English, Tagalog and even other Philippine dialects.

As the first premium and award-winning Filipino radio station in the UAE, Tag 91.1 maintains dominance in the market with its hip and original content, as well as exciting promotions and giveaways. Additionally, the station brings to life the best in Filipino entertainment and information – keeping its listeners abreast with all the happenings in the UAE and back home through regular news updates.

Through its multiple platforms, Tag 91.1 has captured listeners aged 25 to 39 who possess strong purchasing power and just like their favourite Tag 91.1 presenters, they embrace the UAE life – shopping, hanging out with friends, keeping up with the latest trends in music, entertainment, technology, information, and always finding reasons to smile.



# SHOWS



## TAG GISING NA (TIME TO WAKE UP) WITH MARIA MALDITA & JOHNNY BIRYANI

WEEKDAYS 5AM - 10AM

Wake up to the ultimate morning combo - "Hot Momchie" Maria Maldita and "Oppa" Johnny Biryani on Tag Gising Na! These two are your morning barkada, bringing the energy, laughter, and good vibes every weekday. Expect lots of kulitan, relatable convos, and trending topics to hype your mornings. Whether you're getting ready for work, prepping breakfast for the fam, or just need a morning pick-me-up, Maria and Johnny know how to keep you entertained and awake - no coffee required (but always welcome!). Kick off your mornings with Tag Gising Na, MON-FRI 5am - 10amv



## TAG PACK UP NA (TIME TO PACK UP) WITH KERI BELLE AND KRISTY NOLA

WEEKDAYS 4PM - 9PM

Tag Pack Up Na! is your daily dose of good vibes and real talk on the drive home. It's your time to catch up with your evening barkada, Keri Belle and Kristy Nola! Full of laughter, a little asaran, and convos that can make you laugh one minute and reflect the next, it's more than just after-work entertainment, Tag Pack Up Na is a community-driven show for our kabayans in the UAE. From celebrating your wins to sharing your everyday joys and struggles of life abroad, Keri & Kristy are here to keep you entertained, connected, and reminded that you're never alone, on the road, or in the journey. Wrap up your workday with Tag Pack Up Na, MON-FRI 4pm - 9pm.



**TAG HALINA (LET'S ENJOY MIDDAY  
TOGETHER) WITH PEPPER REU**  
WEEKDAYS 10AM - 2PM

Remember the days when you'd oversleep and your mom would start screaming "Hoy, kilos na! Tanghali na!" (Get moving, it's already midday!) Well, don't worry, Pepper Reu's sweet voice will be a bit more gentle as she gets you moving. A play on the words tanghali (midday) and halina (come on over), we'll help you breeze through the morning until lunchtime with more music and useful chit-chat for our "adulting" life.



**TAG BREAK NA (IT'S BREAK  
TIME) WITH LOUIE DA COSTA**  
WEEKDAYS 2PM - 4PM

Say goodbye to "siesta time" as Louie da Costa keeps you wide awake after that heavy lunch break on TAG Break Na. No more slipping into a food coma during office hours because she'll keep you busy reminiscing to your favourite tunes and giving you the chance to take control of the playlist.



**TAG PUYATAN NA (LET'S STAY UP LATE) WITH  
BLUEBIRD**  
WEEKDAYS 9PM - 1AM

Nighttime is unwinding time! Whether you're cruising home from work, kicking back after a long day, or just need someone to vent to, Bluebird's got your back on Tag Puyatan Na. Expect the real deal - honest conversations, relatable stories, and practical advice on life as an OFW. Think of Tag Puyatan Na as your home away from home, where you can kick back, feel heard, and pick up some wisdom from a trusted friend. End your nights with Tag Puyatan Na, MON-FRI 9pm - 1am.

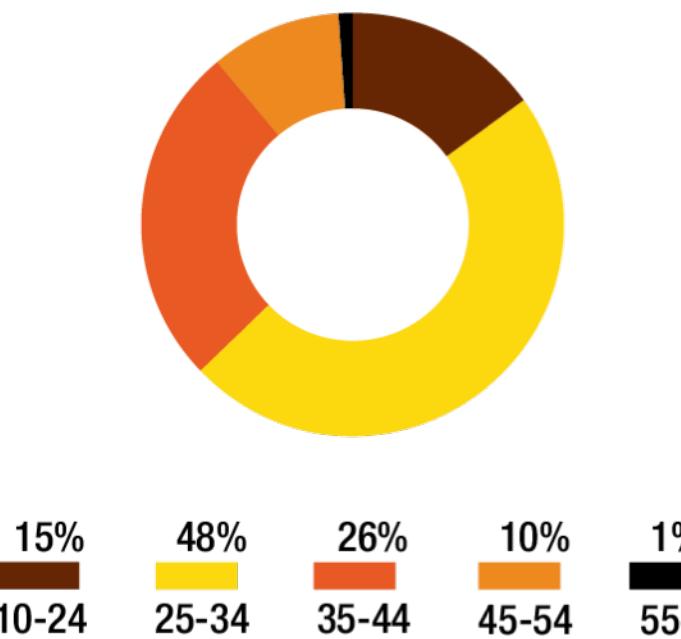
# INSIGHTS - RADIO

The UAE's #1  
Filipino radio station

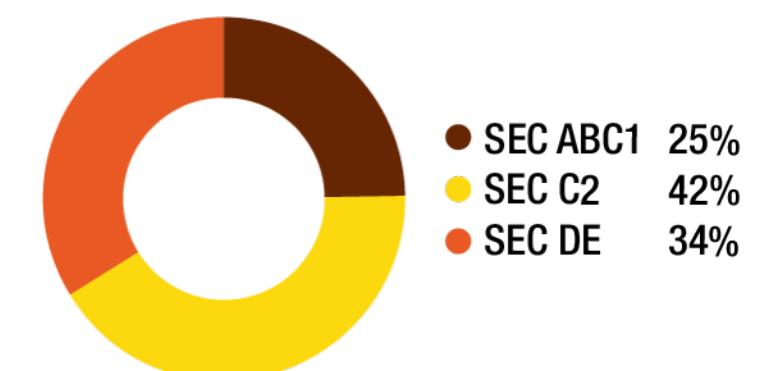
**\*WEEKLY REACH**  
266,000

**TARGETING**  
28-45 YEAR OLDS

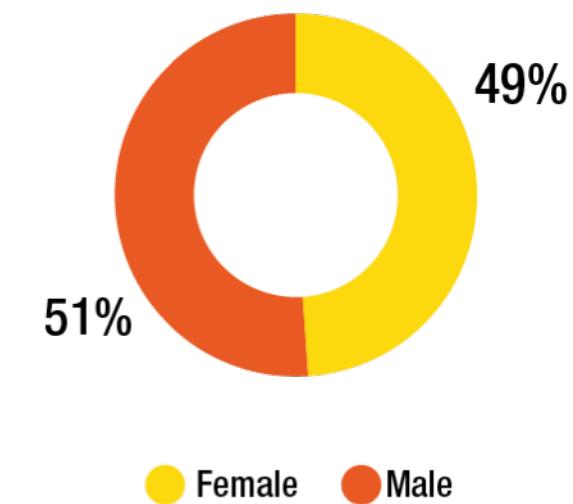
## \*AGE



## \*SOCIO ECONOMIC CLASS



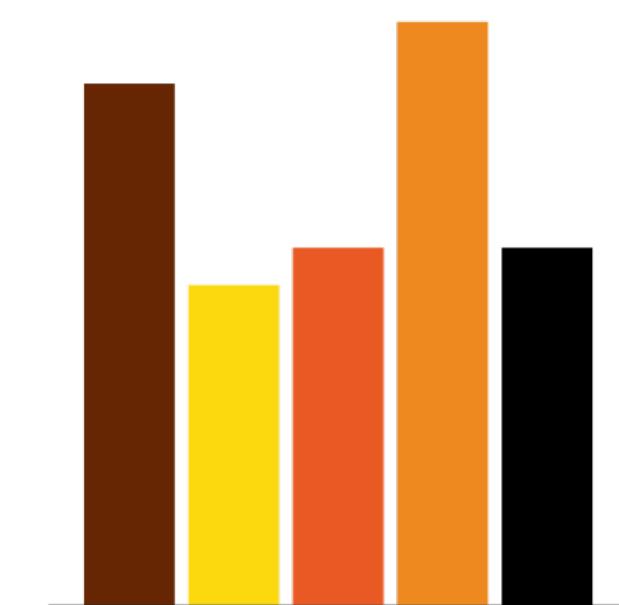
## \*GENDER



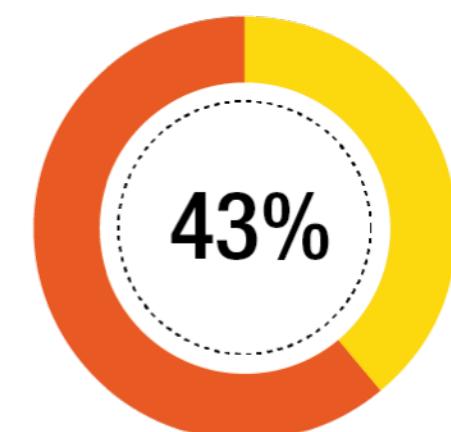
## \*HOW LISTENED



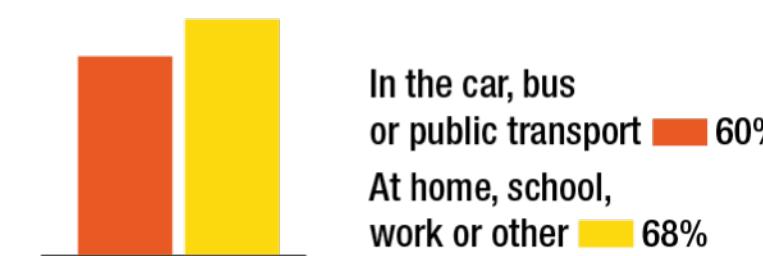
## \*LISTENERSHIP BREAKDOWN



## \*LIVING WITH FAMILY



## \*PLACE OF LISTENING



Weekdays 6-10AM	47%
Weekdays 10AM-1PM	29%
Weekdays 1-4PM	31%
Weekdays 4-9PM	51%
Weekdays 9PM-12AM	31%

# INSIGHTS - SOCIAL MEDIA

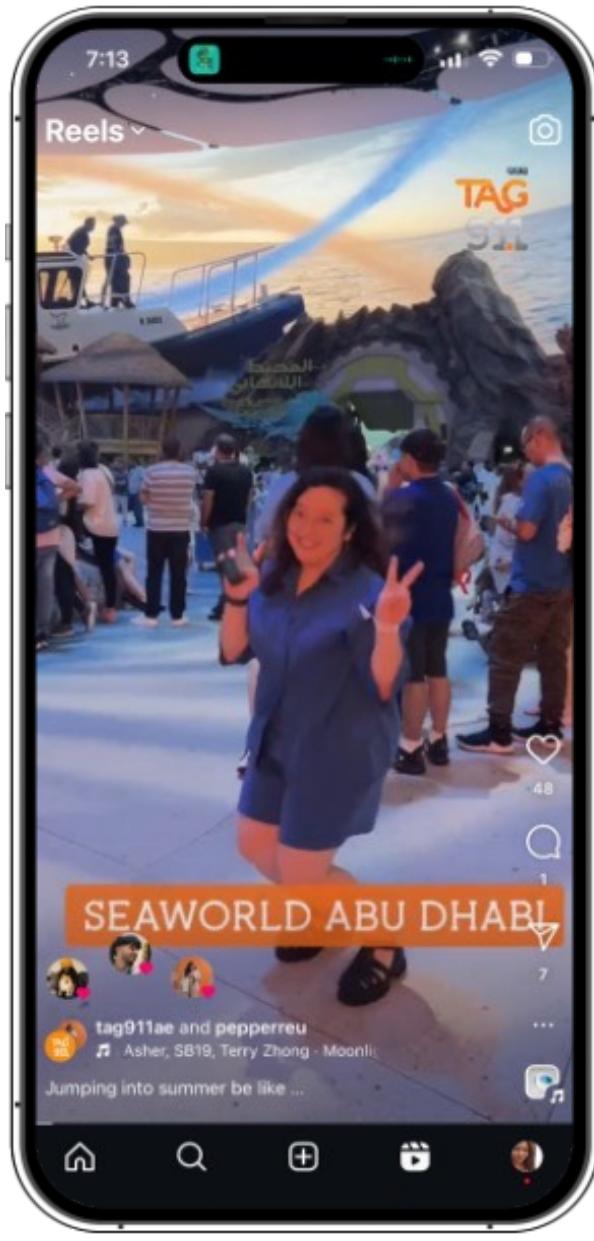
## SOCIAL MEDIA FOLLOWERS- 673,700

Case Study No.1



Campaign/Client  
Snaap DXB

Case Study No.2



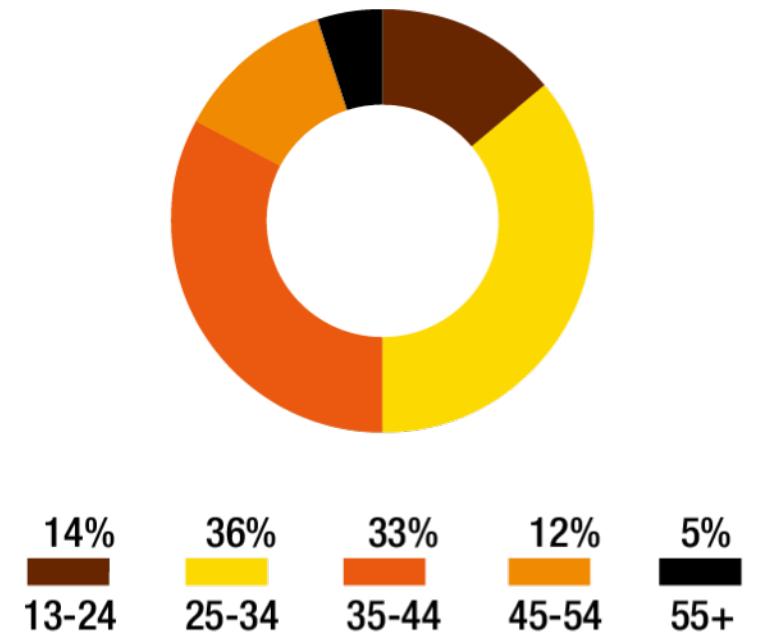
Client : Big Day Out

Case Study No.3



Client  
Krafty Kitchen Class

\*AGE



\*GENDER

