

ARD

الخليجية

Alkhaleejiya 100.9

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# 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.

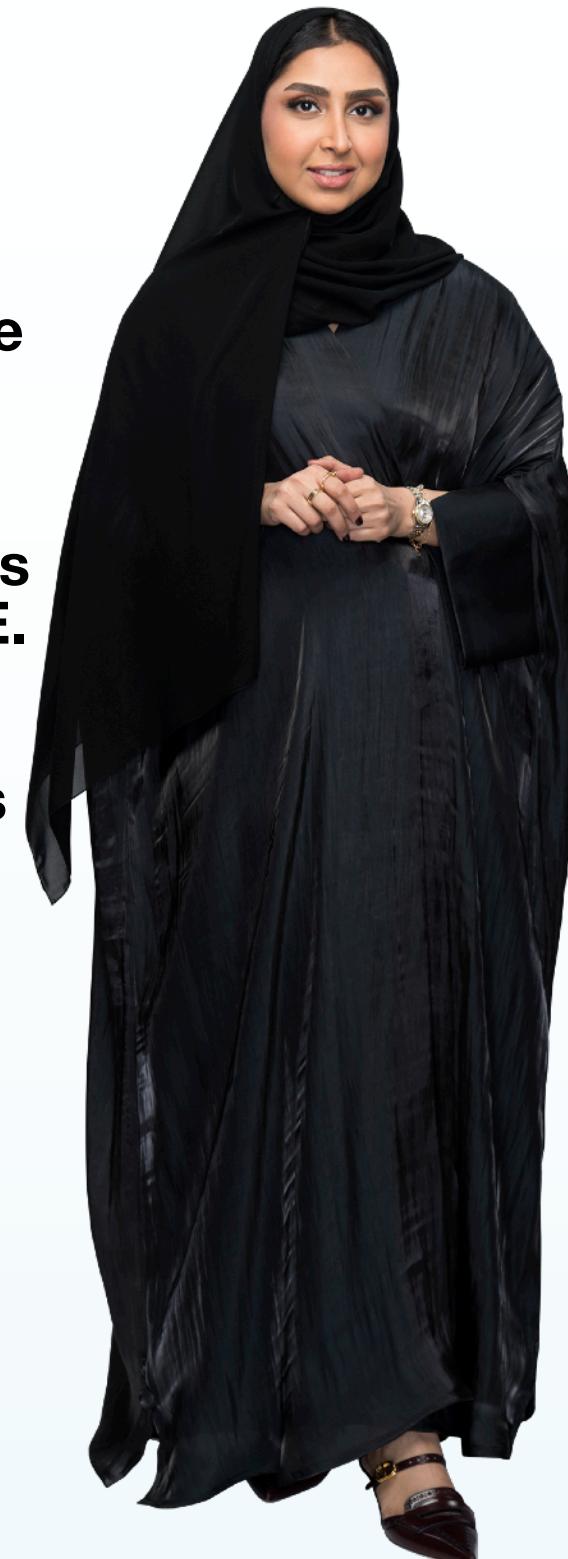


# SHOWS

## 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.

# INSIGHTS - RADIO

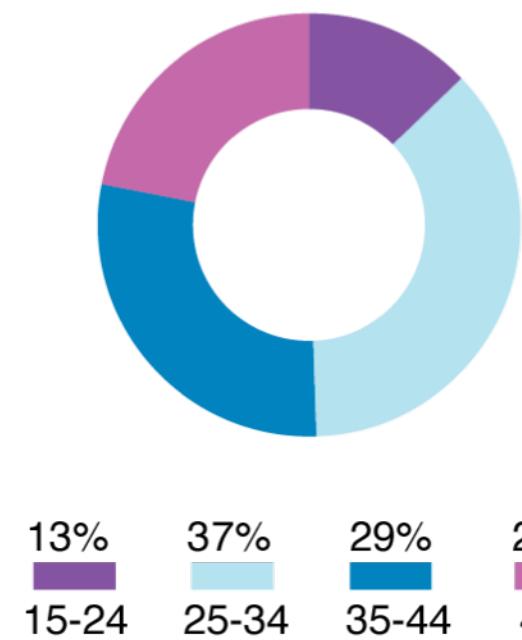
**The #1 choice for  
Emiratis in the UAE**

**\*DAILY REACH  
509,253**

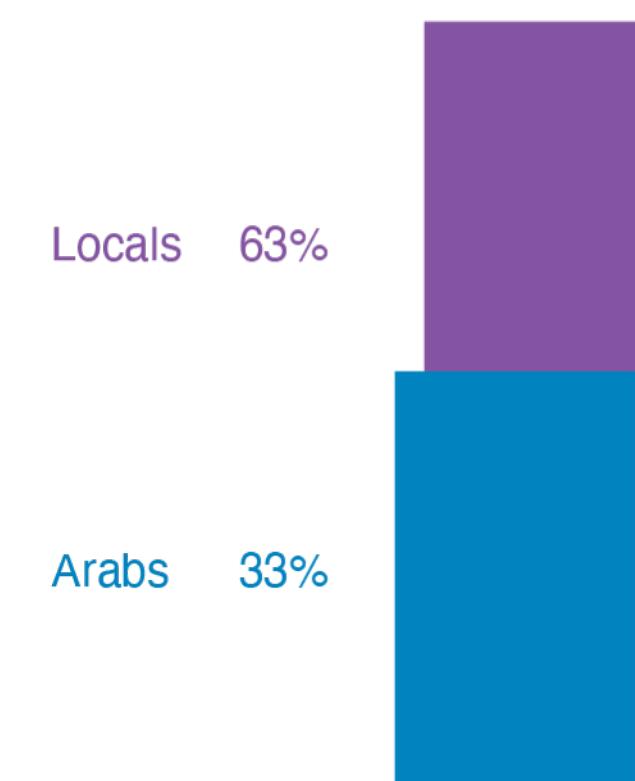
**\*TIME SPENT LISTENING  
103 Min Daily**

**TARGETING  
20-45 YEAR OLDS**

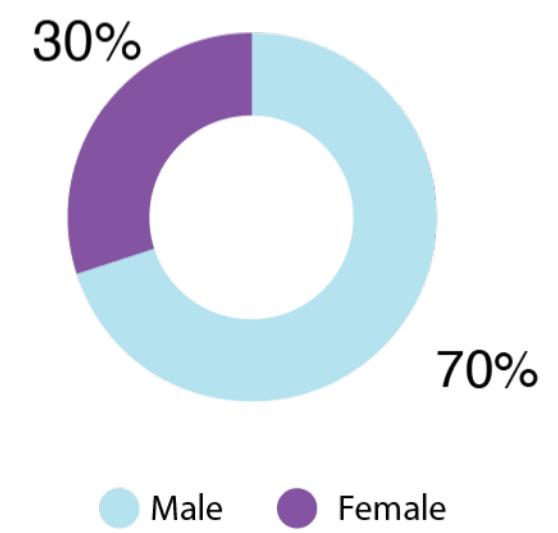
## \*AGE



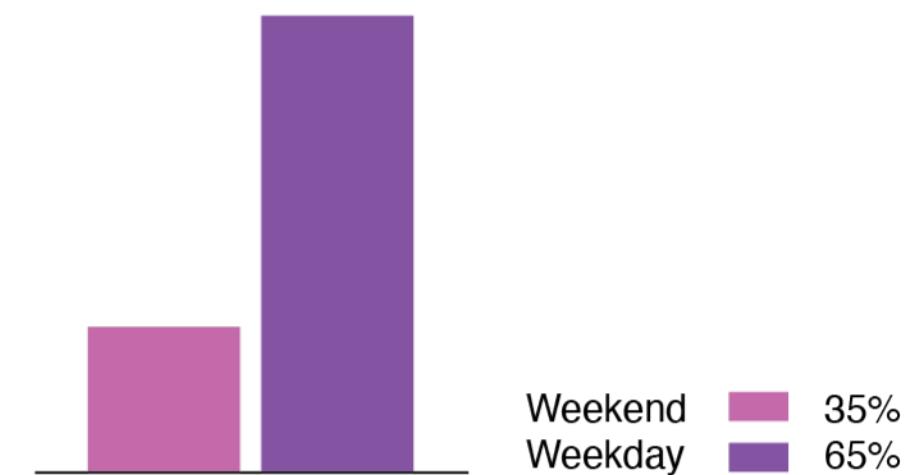
## \*NATIONALITY



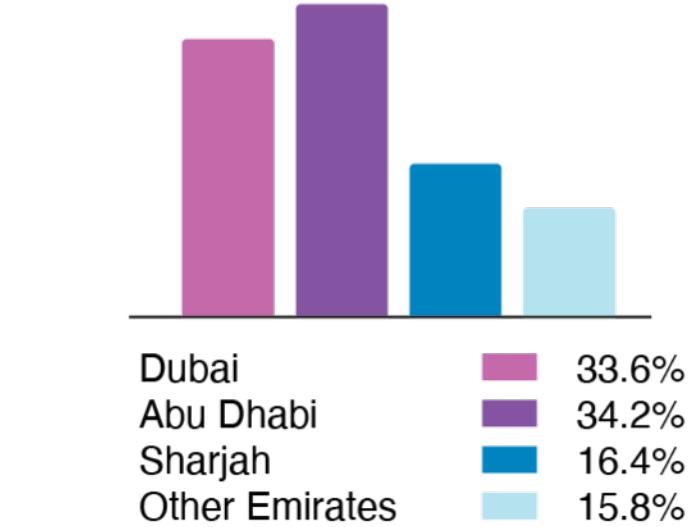
## \*GENDER



## \*DAY OF WEEK LISTENERSHIP



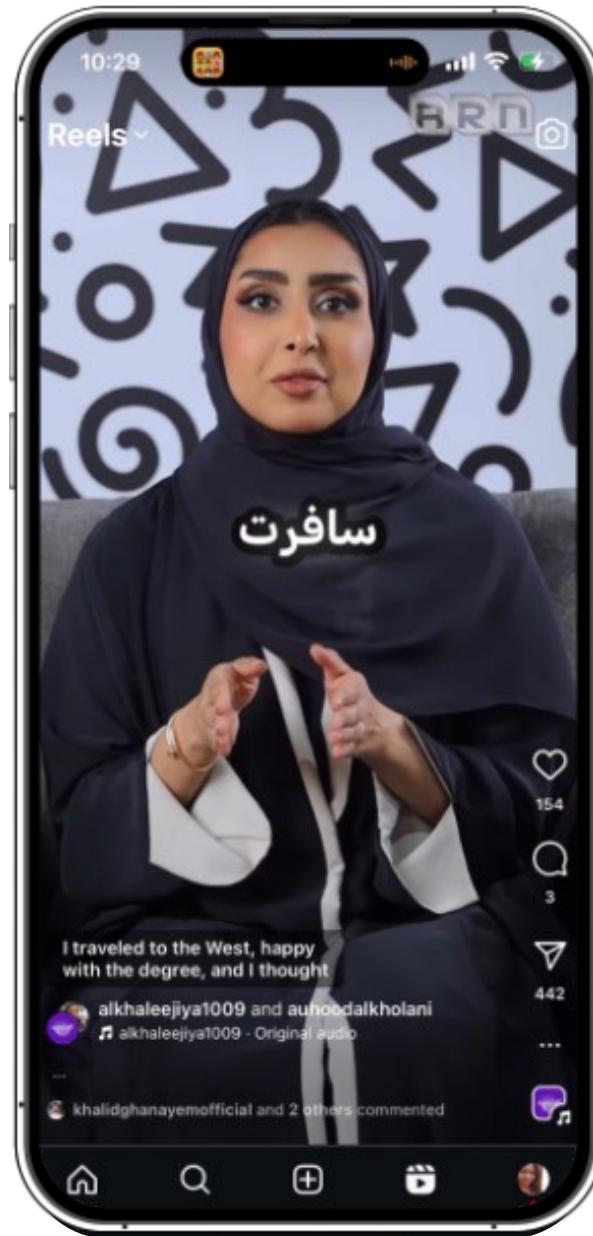
## \*REGIONS



# INSIGHTS - SOCIAL MEDIA

## MONTHLY AVG INSTA IMPRESSIONS - 268.6K

Case Study No. 1



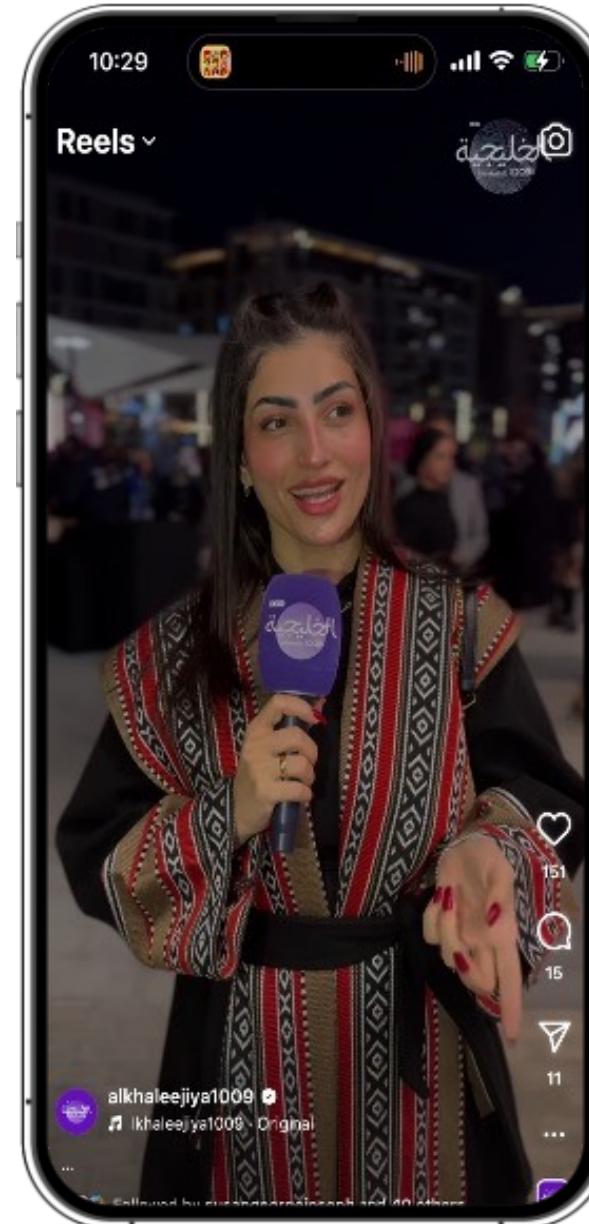
Campaign/Client  
Etihad Airways

Case Study No. 2



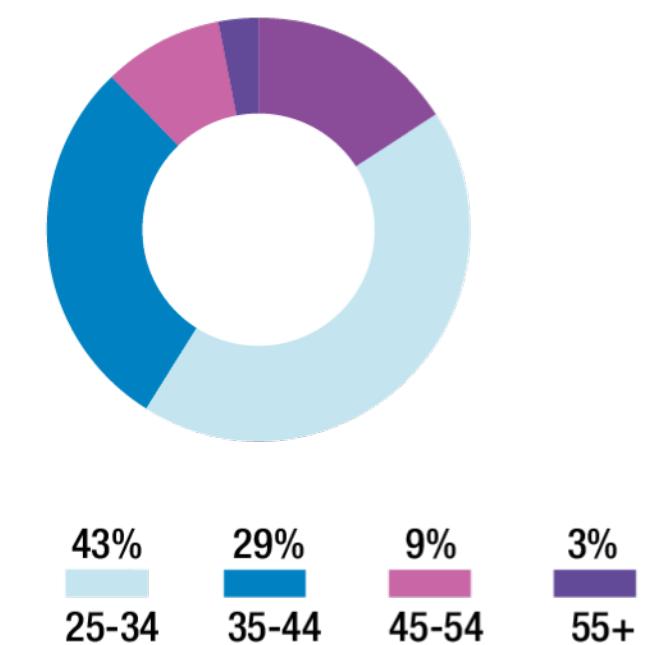
Client :  
ARN Creators (N/A)

Case Study No. 3

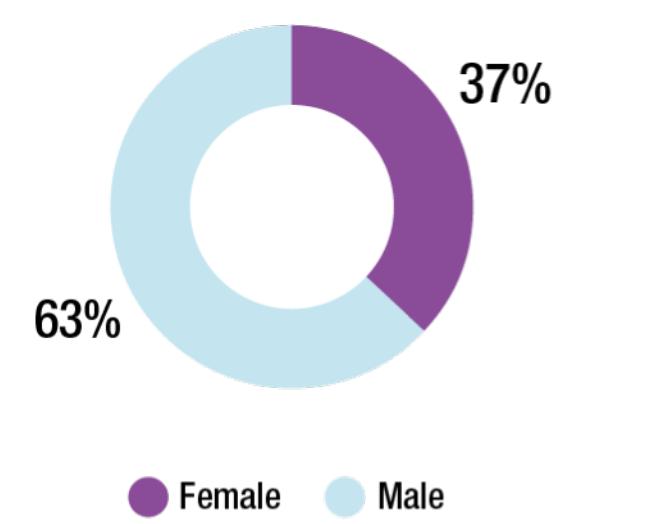


Campaign/Client  
Coca-Cola Arena Event

\*AGE



\*GENDER



SOCIAL MEDIA FOLLOWERS - 79,624

[www.1009.ae](http://www.1009.ae) [@alkhaleejya1009](https://www.instagram.com/alkhaleejya1009)

