



*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 Nats **Weekdays 6am - 10am**

Nats grew up in Dubai and can make the busiest time of your day feel good.

Whether it's the school run or just the bustle of getting to work on time, Nat's gives 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.

With a quirky edge and a knowledge of the city which is second to none, Nats brings a mix of heritage humour to get you to work, and knows what's going on across the city every week.

Sheena & Laura's No Repeat Workday

Weekdays 10am - 4pm

The Dubai 92 No Repeat Workday: Your Ultimate Office Soundtrack

Dubai 92 the radio station of choice in offices across the UAE and also provides the ultimate companion as you zip around town between meetings in your car. Now to prove we have the most variety in our playlist, we guarantee you won't hear the same song twice if you listen to Dubai 92 during your workday! It's a promise we take so seriously, we have a 10K cash prize on offer if you catch up making a mistake!

Sheena

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.

As well as bringing the perfect playlist to your morning, 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 whilst having the ultimate soundtrack in Dubai 92's No Repeat Workday!



Laura

Laura is one of the UAE's most beloved British presenters who has truly embraced the Dubai lifestyle, bringing her signature warmth and wit to the airwaves every day. Her deep-rooted connection to the city is matched only by her infectious energy and her knack for finding the fun in the everyday moments that make life in the Emirates so unique.

It's the perfect blend of relatable "real-life" chat and the best music variety, mixed in with the latest news headlines and traffic updates for the busy afternoon school run making her the ultimate companion to power you through your afternoon on Dubai 92.



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

Tracey brings her 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 Tracey, 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.



On with Mario Lopez **Weekdays 7pm - 10pm**

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.

Insights - radio

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

***Daily Reach**

454,229

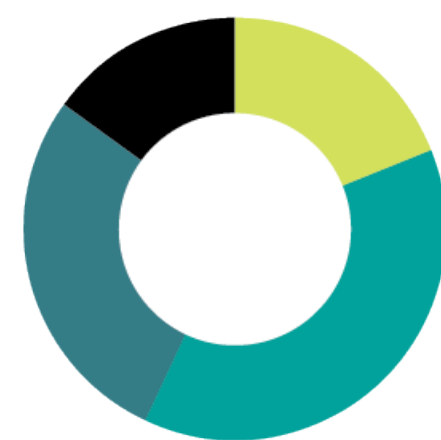
***Time Spent Listening**

75 min Daily

Targeting

35- 49 year olds

***Age**



20% 36% 25% 18%
15-24 25-34 35-44 45+

***Nationality**

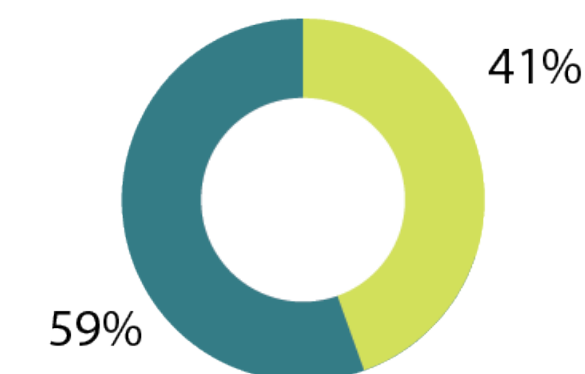
Expat 59%

Arabs 25%

Locals 16%



***Gender**



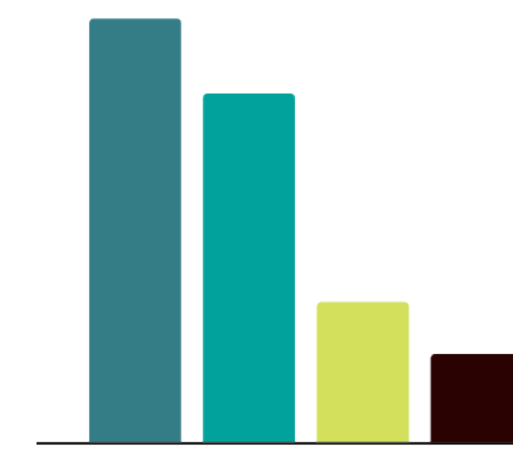
Female Male

***DAY OF WEEK LISTENERSHIP**



Weekend 26%
Weekday 67%

***REGIONS**



Dubai 43.20%
Abu Dhabi 37.72%
Sharjah 10.94%
Other Emirates 8.14%

Insights - social media

MONTHLY AVG INSTA IMPRESSIONS - 959K

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



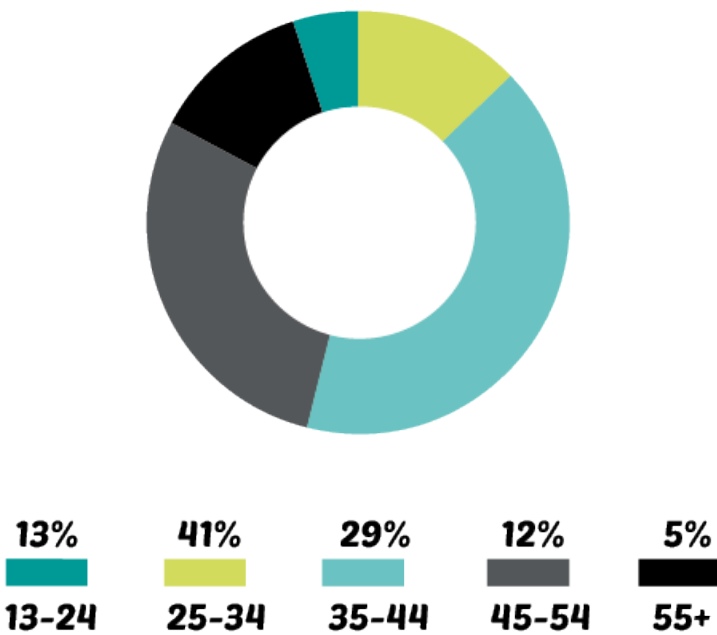
12,572
Post Reach

14,970
Post Impressions

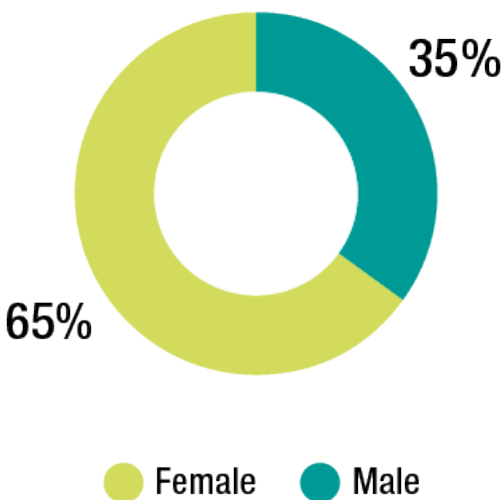
196
Post Engagement

Campaign/Client
Virgin Mobile

*AGE



*GENDER



SOCIAL MEDIA FOLLOWERS - 222,563