

ARN

99
العربية

الموسيقى أولاً

INTRODUCTION

Al Arabiya 99 is the UAE's most popular Arabic language station.

The station appeals to the UAE Arab listeners by playing the most popular Arabic songs from across the region. The station attracts both males & females from various Arab nationalities, including UAE locals.

Listeners are determined & ambitious professionals who are constantly looking to excel in their careers. Whether households or singles, the Al Arabiya 99 audience is trendy and live the UAE lifestyle. They choose Al Arabiya 99 as it's the one station that feeds their needs.



SHOWS

Extra Vibes with Heba & Kareem

Weekdays 7am - 10am

Start your morning with Extra Vibes, the ultimate blend of laughter, engaging conversations, and a curated music mix. Heba's warmth and Kareem's quick wit keep listeners entertained with trending topics, expert interviews, and life hacks.

A fan-favorite segment, The Celebrity Buzz, delivers the latest in entertainment, Hollywood gossip, and viral trends, sparking discussions and social media engagement.

For brands, Extra Vibes offers a prime platform to connect with an engaged audience through on-air and digital activations.

Tune in and kickstart your day with Extra Vibes-where mornings shine brighter!

Enerzy with Yasmin

Weekdays 2pm - 5pm

Enerzy, is all about entertainment, trending topics, and high-energy conversations. Yasmin dives into celebrity news, movies, fashion, gaming, anime, mental health, and lifestyle all in a fast-paced, engaging style.

Targeting Gen Z and audiences aged 30-45, Enerzy keeps listeners plugged into pop culture, social trends, and unique discussions that matter. With a strong on-air and digital presence, it's the perfect platform for brands to connect with an interactive, trend-savvy audience.

Let's get energized let's go #Enerzy!

SHOWS



Free Way with Wael Essam **Weekdays 5pm - 8pm**

Unwind with Free Way, your go-to evening companion, blending music, art, entertainment, and engaging discussions to help you de-stress. From trending music to cultural insights and humor, it sets the perfect evening mood.

With interactive segments, nostalgia, and creative storytelling, Free Way is more than just a show—it's an experience.

Take the Free Way where your evenings come alive!

INSIGHTS - RADIO

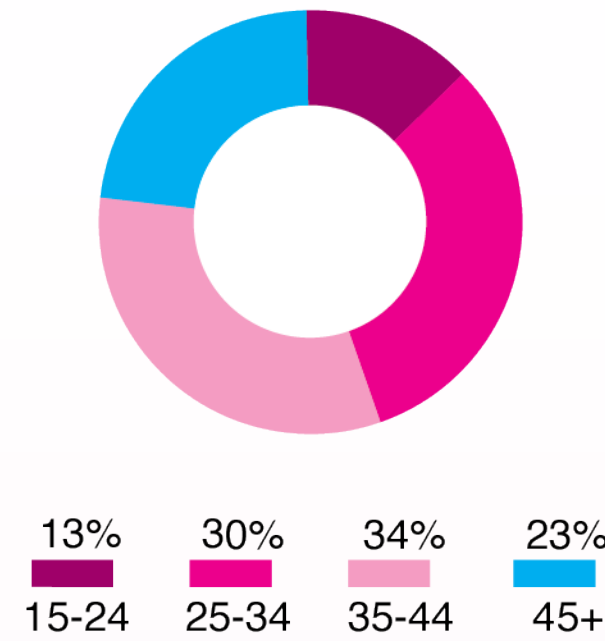
Dubai's #1 breakfast show for Expat Arabs

***DAILY REACH**
756,324

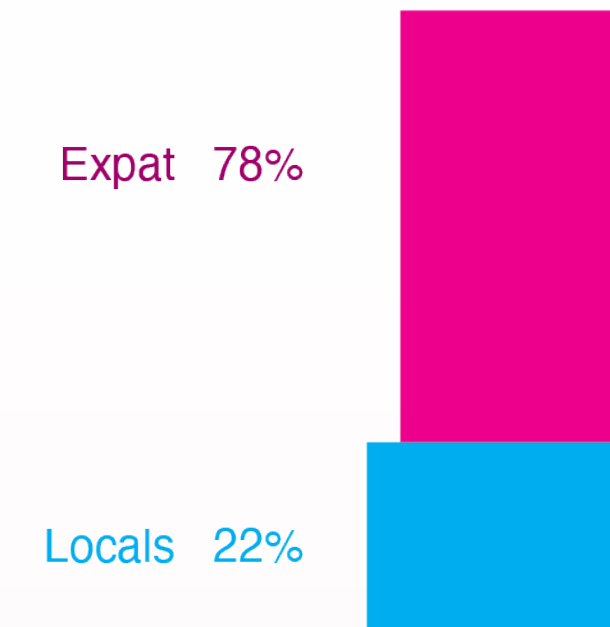
***TIME SPENT LISTENING**
68 Min Daily

TARGETING
18-45 Year Olds

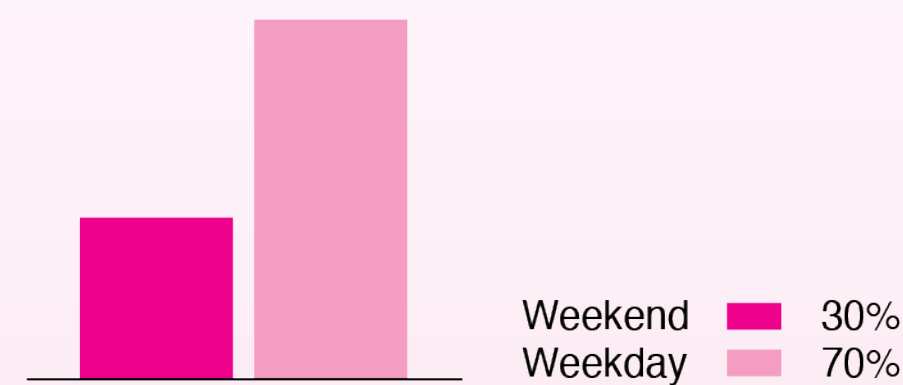
***AGE**



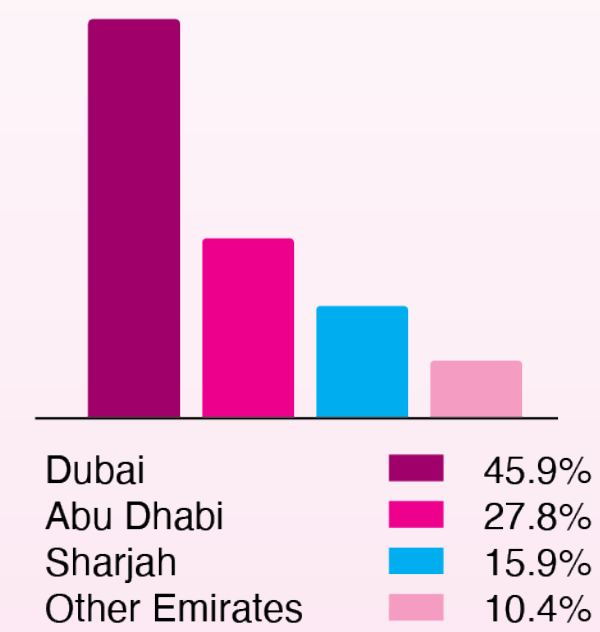
***NATIONALITY**



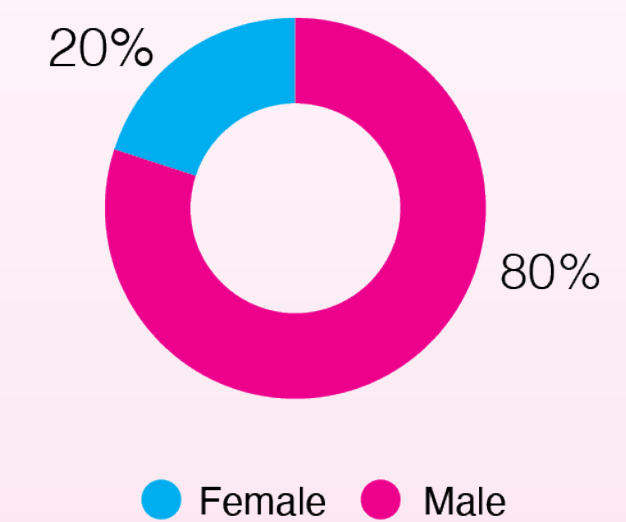
***DAY OF WEEK LISTENERSHIP**



***REGIONS**



***GENDER**



INSIGHTS - SOCIAL MEDIA

MONTHLY AVG INSTA IMPRESSIONS - 1.57M

Case Study No. 1



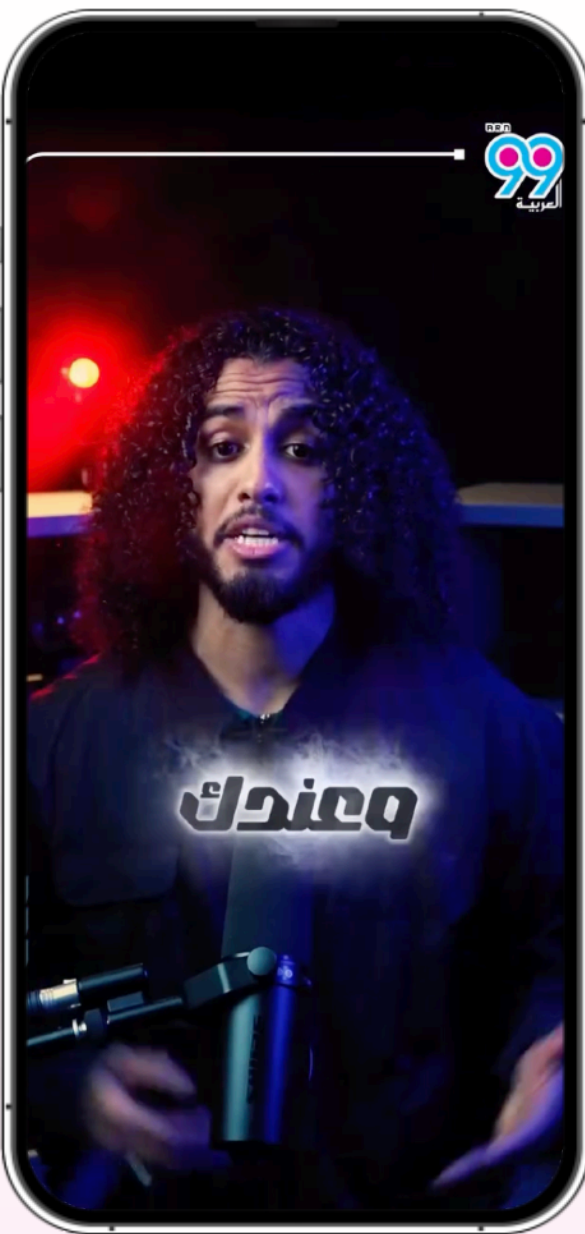
25,275
Post Reach

43,145
Post Impressions

1,177
Post Engagement

Campaign:
What's In the Amazon Box

Case Study No. 2



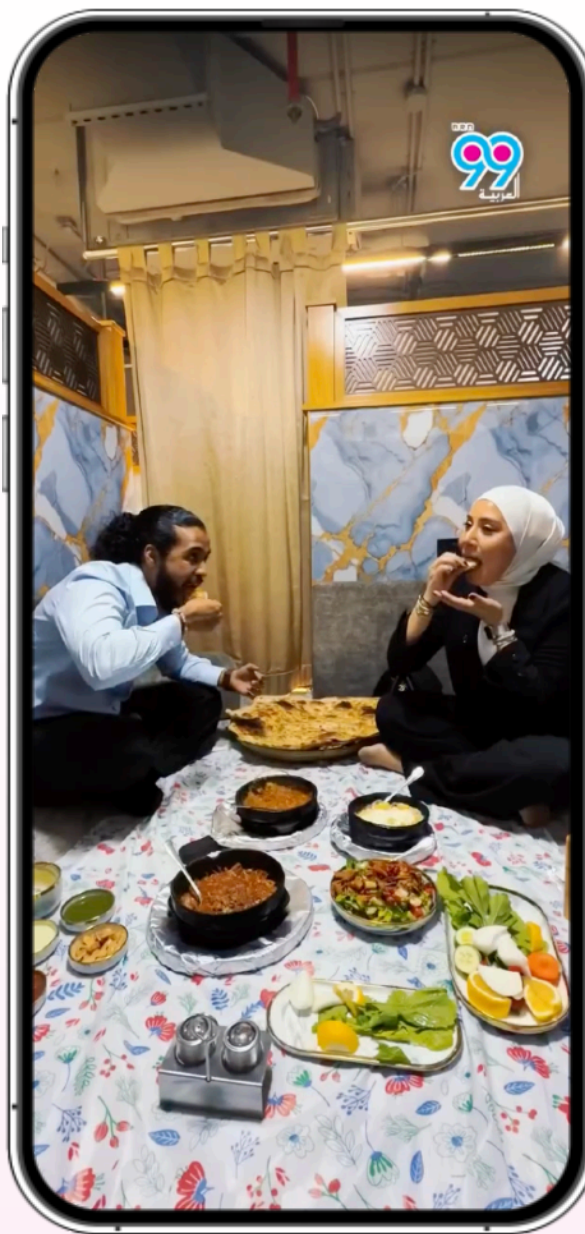
71,368
Post Reach

90,253
Post Impressions

9,235
Post Engagement

Client / Client
Royal Furniture

Case Study No. 3



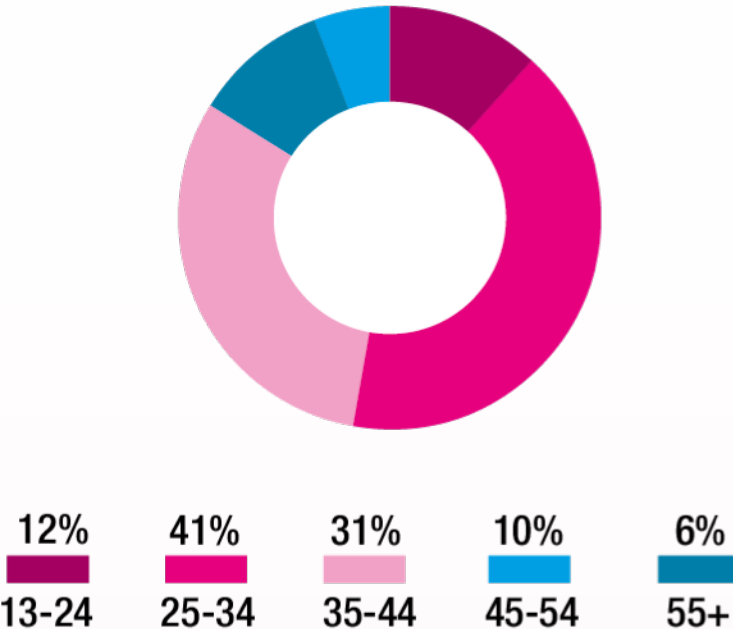
12,097
Post Reach

20,918
Post Impressions

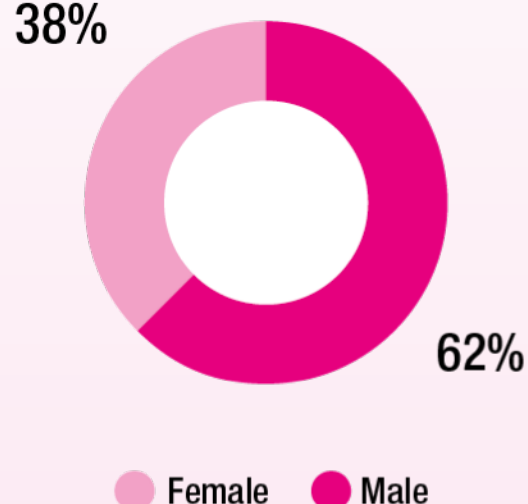
345
Post Engagement

Campaign / Client
Nineth Cut

*AGE



*GENDER



SOCIAL MEDIA FOLLOWERS - 289,850

