



طبخنا التغيير

INTRODUCTION

Al Khaleejiya 100.9 is the UAE's exclusive local radio station broadcasting only Khaleeji music. With unique music programming 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 carefully tailored to engage its audience effectively. Its listeners are sophisticated and educated, making them discerning consumers who strike a fine balance between traditional and modern lifestyles.

They are enthusiastic about media, entertainment, sports, technology, and cars. The Al Khaleejiya 100.9 audience enjoys spending time in malls, going to the movies, playing video games, and shopping for the latest designer brands. They are also passionate about 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 showcases innovation across the UAE.

Tune in to Auhood's show and discover the latest destinations to visit throughout the country.



Boulevard with Saed Weekdays, 2pm - 4pm

Join Saed for a daily entertainment show that discusses a variety of topics related to health, family, lifestyle, and the latest developments in the world of cars. With Saed's humorous delivery, you'll enjoy every moment.

Playing the best music from across the region, the show is a great lunchtime entertainment programme that will keep you tuned in.



Shortcut with Maryam al Jasmi Weekdays, 4pm - 6pm

Join Maryam each weekday afternoon to stay up to date with the latest entertainment news from across the region.

A highly interactive programme, Shortcut is the show that keeps you connected to your world.



DOT Khaleeji with Abdullah Weekdays, 6pm - 9pm

Refresh yourself after a long, hard day at work with Al Khaleejiya during drive time.

DOT Khaleeji is a pure entertainment show aimed at a younger audience. The show's content and style are friendly and engaging, covering topics such as social media, gaming, events, and more.

The show features a variety of interactive segments with listeners, keeping it light, entertaining, and easy to digest.

INSIGHTS - RADIO

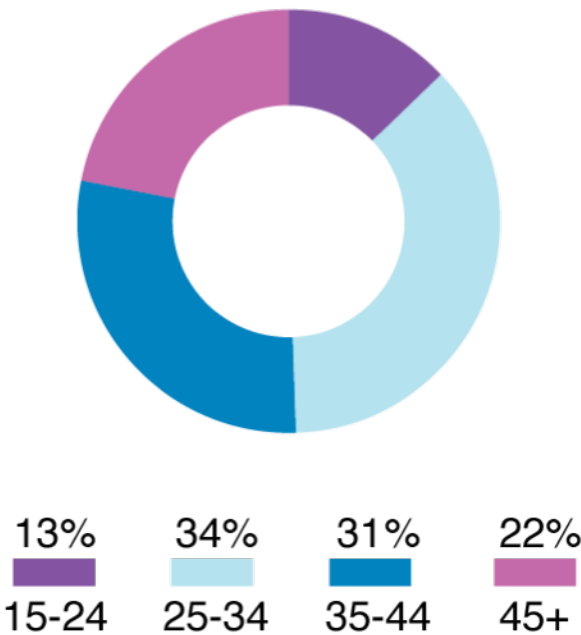
The #1 choice for Emiratis in the UAE

*DAILY REACH
547,075

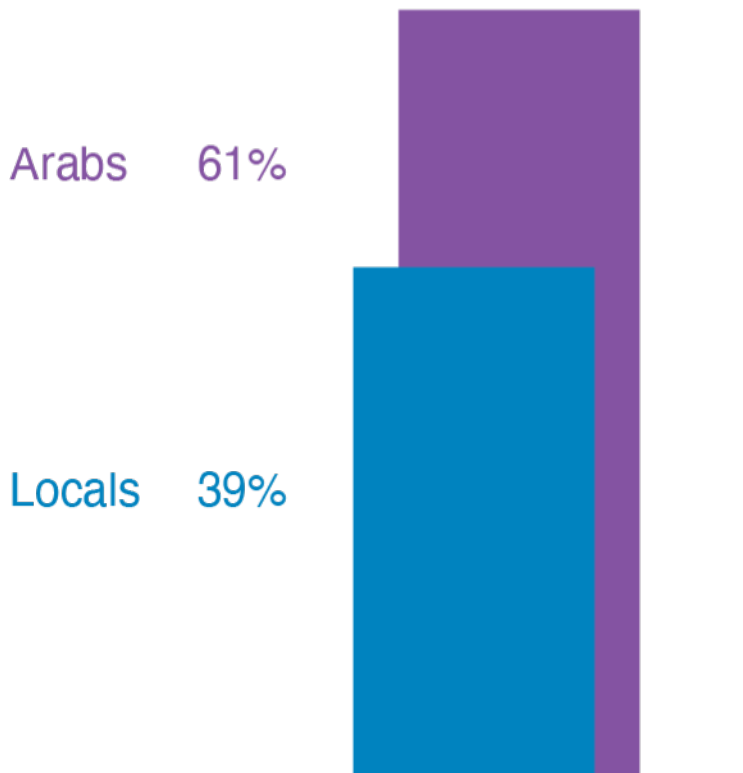
*TIME SPENT LISTENING
103 Min Daily

TARGETING
20-45 YEAR OLDS

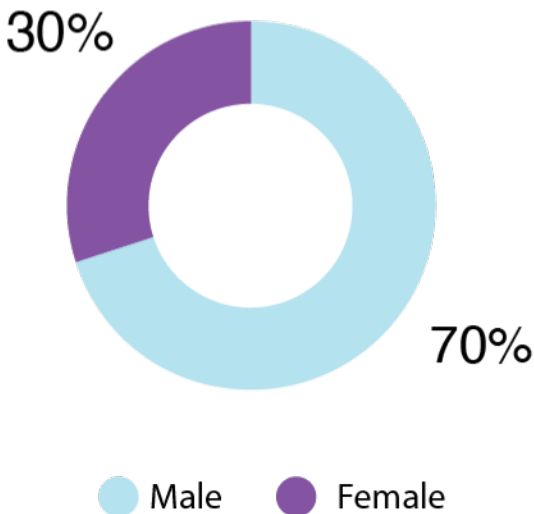
*AGE



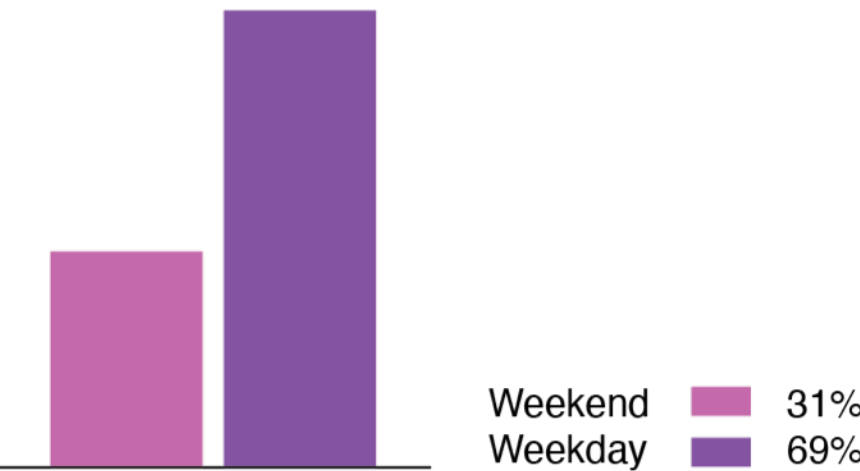
*NATIONALITY



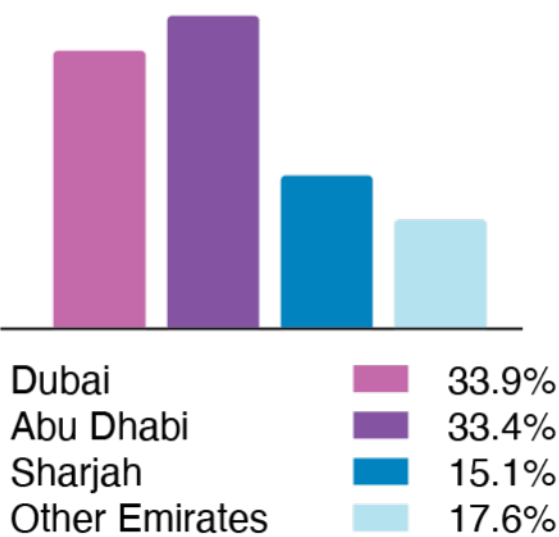
*GENDER



*DAY OF WEEK LISTENERSHIP



*REGIONS



*IPSOS UAE RDM JAN - FEB 2026



INSIGHTS - SOCIAL MEDIA

MONTHLY AVG INSTA IMPRESSIONS - 270K

Case Study No. 1



15,067
Post Reach

17,231
Post Impressions

107
Post Engagement

Campaign/Client
Etihad Airways

Case Study No. 2



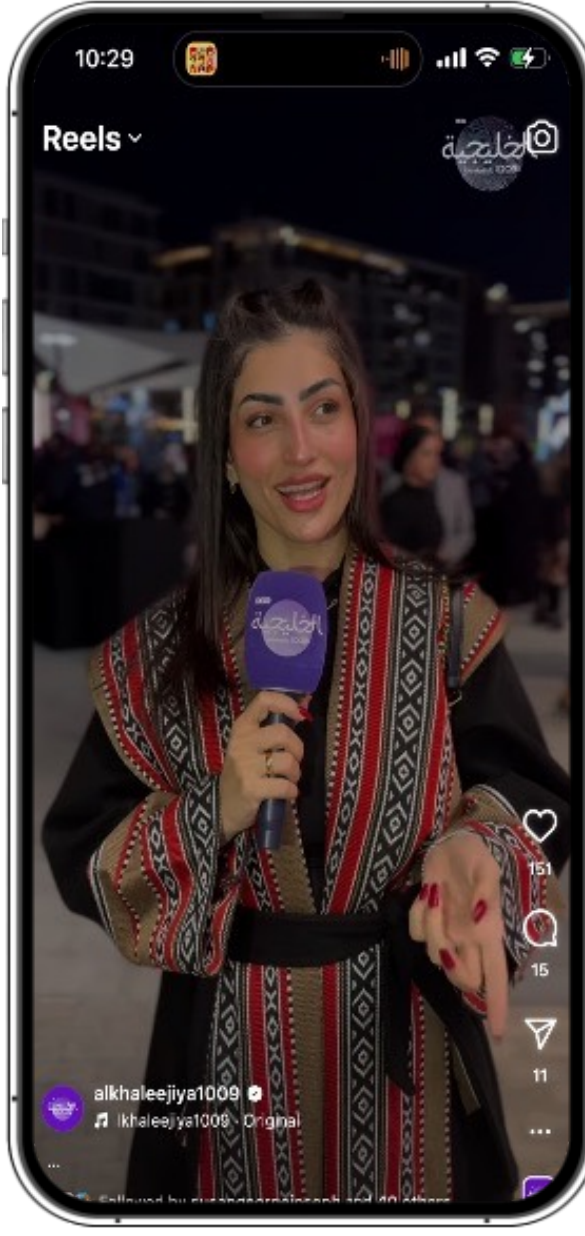
2,322
Post Reach

3,100
Post Impressions

136
Post Engagement

Campaign/Client
ARN Creators - Travel Hacks

Case Study No. 3



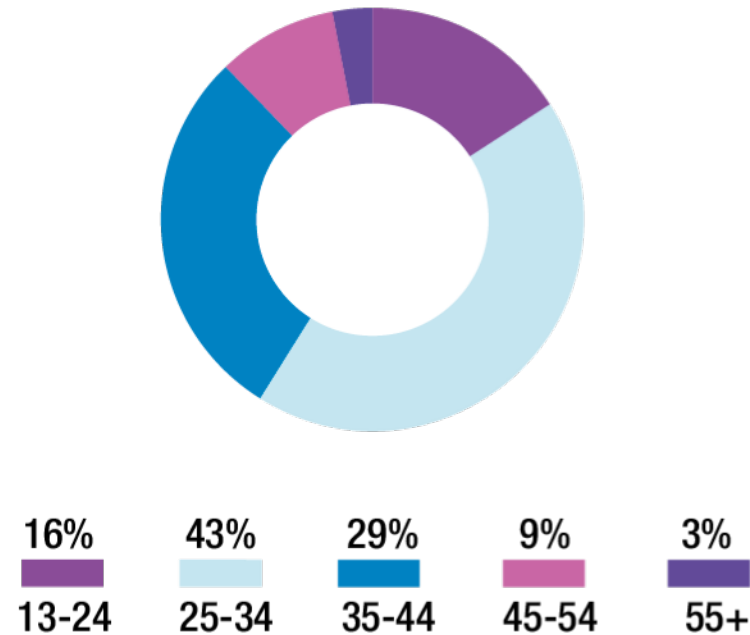
6,938
Post Reach

9,800
Post Impressions

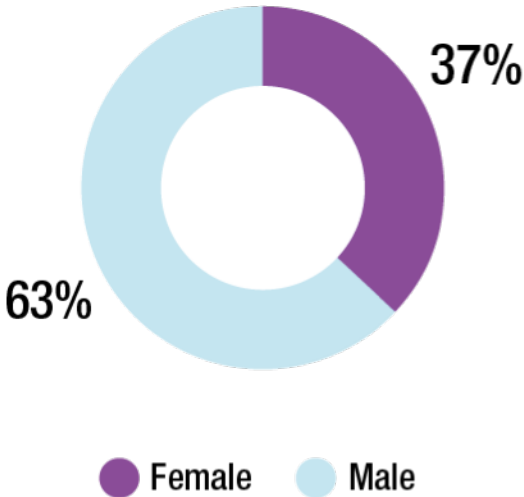
190
Post Engagement

Campaign/Client
Coca-Cola Arena Event

*AGE



*GENDER



SOCIAL MEDIA FOLLOWERS - 79,800

