

ARN

hit
96.7



DUBAI'S
OWN

INTRODUCTION

Hit 96.7 is the UAE's most popular Malayalam radio station. Hit 96.7 caters to the expat Keralites who make up the largest expat community in the UAE.

The station is the only 24 hour Malayalam FM station in Dubai playing non-stop Malayalam hits and hourly Tamil songs. Hit 96.7 listeners are an ambitious and highly educated group of people. They stay in touch with their roots back home but are eager to progress in their career in the UAE.



SHOWS

The Big Breakfast Club Weekdays, 6am - 11am

Wake up with your friends Nyla, Arfaz and Jean as they bring together the perfect breakfast show. With everything from news and newsmakers, to funny features, book reviews, prank calls and help on everyday issues from health to astrology, happenings in the film industry, reviews, upcoming releases, star gossip & celebrity interviews. From 10am to 11am – 30 minutes of back to back music and song requests.



Life with Hit Weekdays 11am - 2pm

We bring you the lifestyle show with Maya. Listen to some catchy tunes as she brings you the hip happenings around Dubai, tips on lifestyle & beauty, cookery tips & recipes. Maya will give you the gossip on the happenings around the world and exciting giveaways.



Jam with Hit Weekdays 2pm - 5pm

Join Nimmy for an interactive listener show giving you the coolest contests every weekday afternoon from 2pm. Listen in as Nimmy brings to life the best Malayalam hits with her knowledge of music. The show ends with a countdown of the best music, and every Thursday, an artist joins Nimmy live in the studio to kick off the weekend mood.



Radioactive Weekdays, 5pm - 9pm

As the pace slows on Dubai's roads during rush hour, Mithun puts his foot on the gas and brings his listeners an injection of fun and energy. The chat covers everything from news to movie gossip. A selection of the best music gets things moving even when the traffic isn't.



Hit on Request Weekdays, 9pm - 12am

Join your favourite RJ Dona as she tugs on your heartstrings and takes you down memory lane with beautiful songs from over the years. Appealing to those in need of some romance or relationship advice, request your favourite song and be a part of this interactive programme. The show also incorporates International Callers & Dedications.



The UAE's #1 Malayalam radio station

***WEEKLY REACH**
478,000

***WEEKEND REACH**
352,000

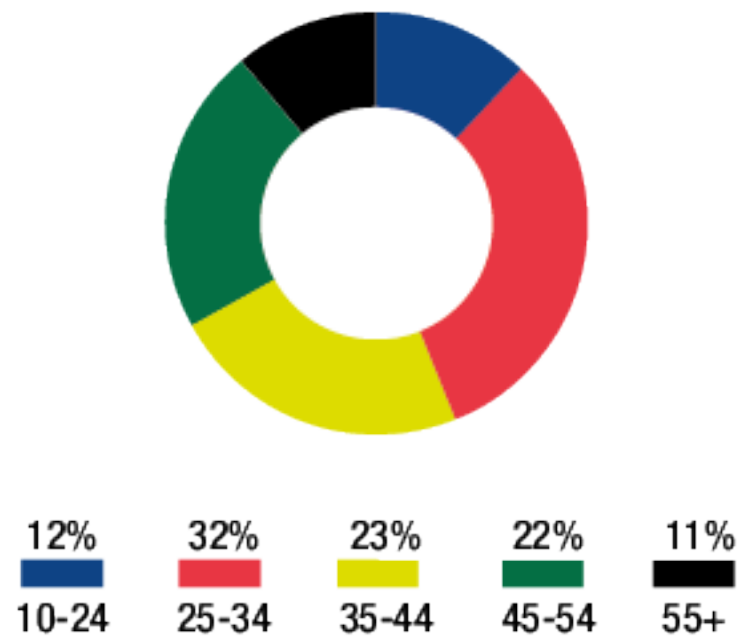
***EXCLUSIVE AUDIENCE**
76,000

***TIME SPENT LISTENING**
3 HOURS, 50 MINUTES

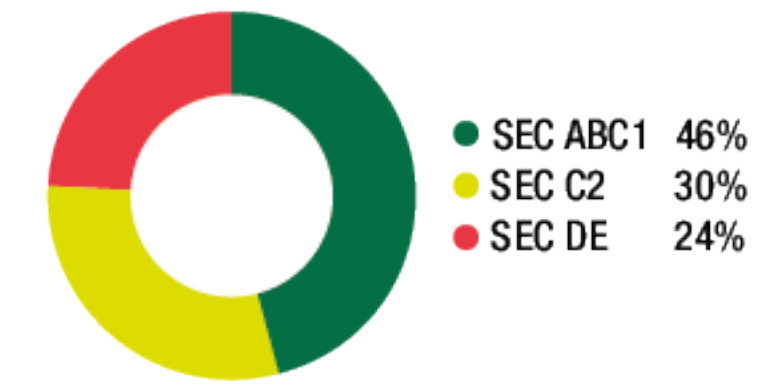
*Source: Nielsen Q1 2020 RAM results

INSIGHTS

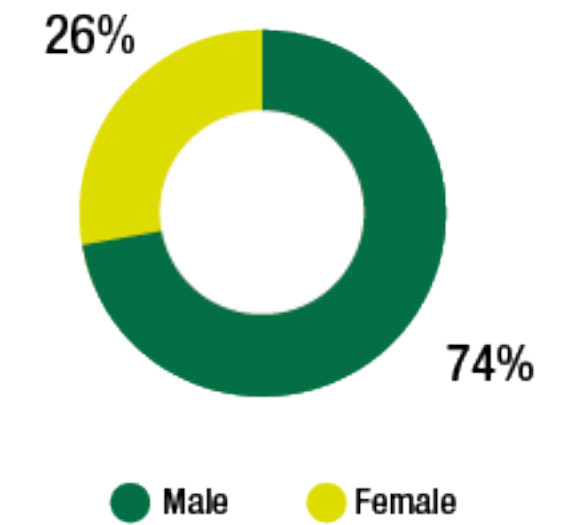
*AGE



*SOCIO ECONOMIC CLASS



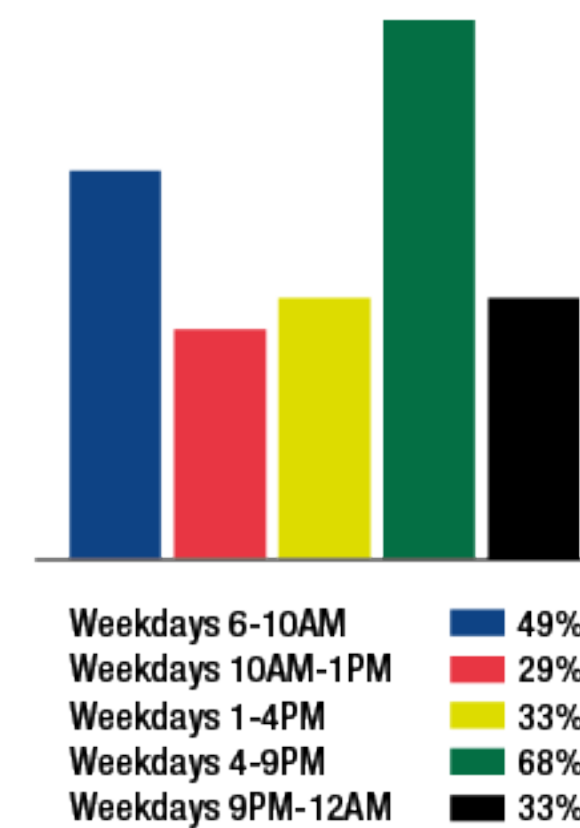
*GENDER



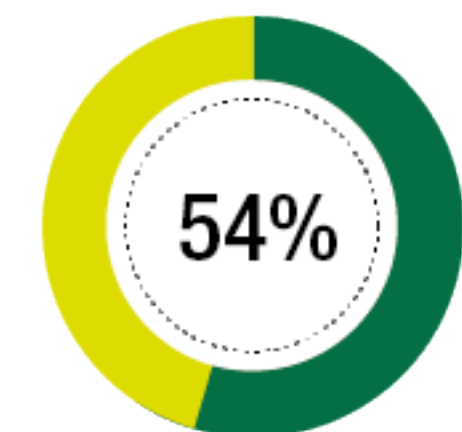
*HOW LISTENED



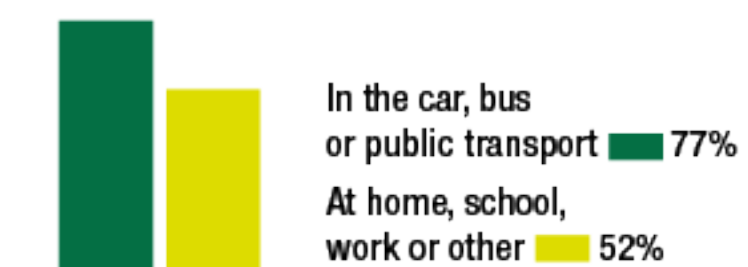
*LISTENERSHIP BREAKDOWN



*LIVING WITH FAMILY



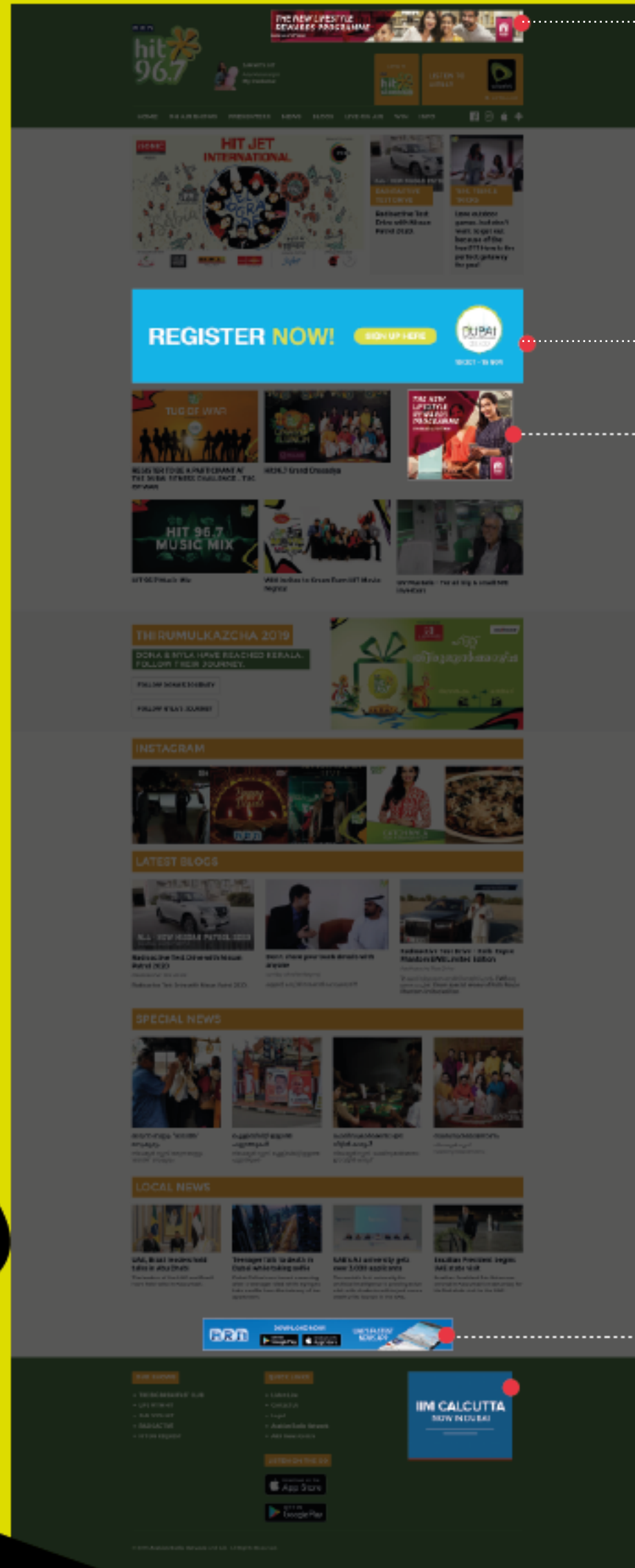
*PLACE OF LISTENING



ON AIR RATE CARD

	05:30 - 10:00 Breakfast	10:01 - 13:00 Midmorning	13:01 - 16:00 Afternoon	16:01 - 21:00 Drive	21:01 - 00:00 Night	00:01 - 05:30 Midnight	06:00-21:00 BMAD	05:30-00:00 ROS
Weekday	450	300	300	450	200	50	350	300
Weekend	100	250	350	350	200	50	225	200

		Loading % on 30s spot rate					
Description		<=10s	<=15s	<=20s	<=30s	<=45s	<=60s
Duration Loading	As per commercial length	50%	60%	80%	100%	140%	180%
1 - Position Loading	1st or last in any break	68%	81%	108%	135%	189%	243%
	Top-Tail (TT) or Top-Middle-Tail (TMT) in any break	75%	90%	120%	150%	210%	270%
2 - Time Loading	Specific Ad. Break	75%	90%	120%	150%	210%	270%
	One (1) hour time band	65%	78%	104%	130%	182%	234%
	Two (2) hour time band	60%	72%	96%	120%	168%	216%
	Three (3) hour time band	55%	66%	88%	110%	154%	198%
HIT 967	Live Reads	15 sec		30 sec		Creative Rates	
	ROS Placement	750		1,000		Commercial Production*30 sec	
	Specific Placement	1,000		1,250		3,000	



Leaderboard

Size: 720 X 90 (width X height)
320 X 50 & 640 X 200
320 X 100 & 640 X 200

Format: jpg, png,gif
HTML5 (Google Ads)
and Google Ad script

Featured content

Custom made by ARN
and requires PD approval

MPU

Size: 300 X 250
Format : jpg, png, gif
HTML5 (Google Ads)
Google Ad script

Leaderboard

Size / Format
(same as above)

MPU

Size / Format
(same as above)

CPM based components	Weekly based components			
Banner* (MPU or Leaderboard)	Featured Sections	Online Contest	Social Contest	Pre-Roll Audio*
100	4000	5000	8000	5000
	Pre-Roll Video*	APP SMS POP-UP*	Banner*	Day Part Sponsorship
	4000	3000	2000	2500

Online Contest

Custom made by ARN
and requires PD approval

Social Contest

Custom made by ARN
and requires PD approval

Pre-Roll Audio

Duration: 15 Seconds
Format: MP3

Pre-Roll Video

Duration: 15 Seconds
Format: MP4 or AVI (H.264)

APP SMS Pop-up

size: 320 X 250
640 X 20
Format: jpg, gif, HTML5