



**THE UAE'S #1 HIT
MUSIC STATION**

INTRODUCTION

Virgin Radio Dubai 104.4 is The UAE's #1 Hit Music Station.

Home to the award-winning and internationally syndicated 'The Kris Fade Show', Virgin Radio Dubai dominates the market share in the UAE, engaging with over 1 million unique listeners every single week.

A line-up of the most entertaining personalities, broadcasting the freshest and biggest variety of hit music 24/7 and larger than life promotions on-air make Virgin Radio Dubai the reigning people's choice in the UAE.

Our unique product positioning of "Ad Free 104" and limited advertising breaks, translates to maximum cut-through for brands wanting to attract a primary audience of 15-34 year-olds who are passionate, progressive and involved.

We offer special packages for integrated sponsorships and promotions to create a higher impact and relevant advertising to meet brand objectives.



SHOWS

The Kris Fade Show Weekdays 6am - 10am

Hosted by the legendary Kris Fade, teaming up with gossip queen Priti Malik, and funny man Big Rossi – our breakfast show has set the benchmark for the most entertaining and fun way to start your day. Scooping up awards and public acclaim for their exclusive celebrity appearances, breaking news, gripping content and big giveaways – The Kris Fade Show remains the #1 English breakfast show in the UAE.



The Viibe with Maz Hakim Weekdays 10am - 2pm

Maz Hakim now has a new home DURING THE DAY! It's the hottest playlist whether you're at work or cruising around the city, but of course it's Maz, so expect her positive outlook on life! If the UAE is talking about it, Maz was already in the know!

With more chances to win amazing prizes than ever before and the chance to head to the hottest venues and events in the UAE – there is even more reason to stream Virgin Radio all day long. The VIIBE with MAZ HAKIM, on Virgin RADIO 104.4 and on your social feed at VIRGIN RADIO DXB.





Ride Home with Brent Black Weekdays 2pm - 6pm

The latest Entertainment News as soon it breaks from Hollywood and around the world...
The latest Hit Music news from your favourite artists on The Music Feed...

The hottest things to do around the UAE plus the juiciest gossip on The UAE Feed...

Brent checks what is hot on your Social Feed...
The hottest E-News and the Biggest Hits with Brent Black on Virgin Radio 104.4.



The Hour of Power Weekdays 6pm - 7pm

At Virgin Radio 104.4, there's now, even more, laughs for the drive home! The Kris Fade Show's Hour Of Power means more of Kris' Kranks, Priti Malik's Gossip and What's Rossi Reading! If you can't catch the entire 4 hours of the #1 breakfast show each morning then don't miss The Kris Fade Show's Hour Of Power





The Night Show with Jacob Cummings Weekdays 7pm - 10pm

Energetic, fun and always live – there is a new boy on Virgin Radio after the sun goes down. The Night Show with Jacob Cummings is your new companion to help you battle through the traffic. Expect one of the most interactive shows on the radio as Jacob opens up the phone lines from 7pm with more fun, games and chances to get involved than ever before! While we can't say too much, The Night Show will be a must listen to radio show filled with surprises every single night! The features planned are so much fun.



Fusion with Eddie Weekdays 10pm - 12am

The most exciting new show concept in radio has arrived. Eddie has been at home on the radio in the UAE for over a decade now and finally we are launching the show that was truly made to share his incredible passion with our audience!



The UAE's #1
Hit Music Station

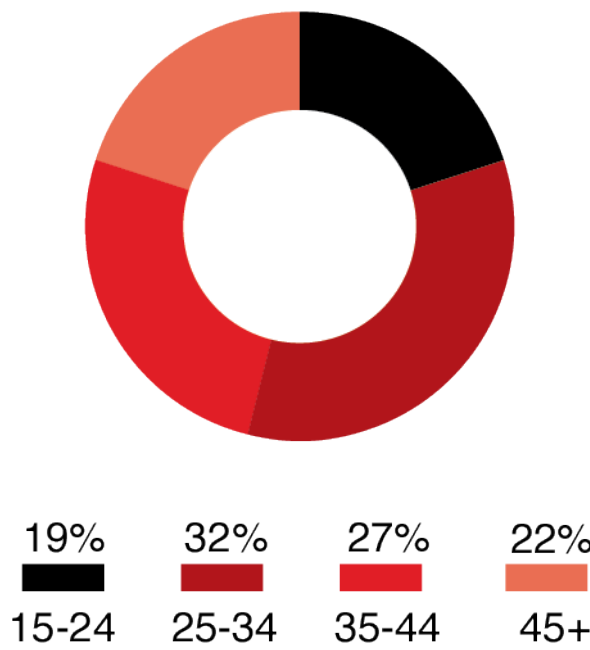
*DAILY REACH
1,405,574

*TIME SPENT LISTENING
69 Min Daily

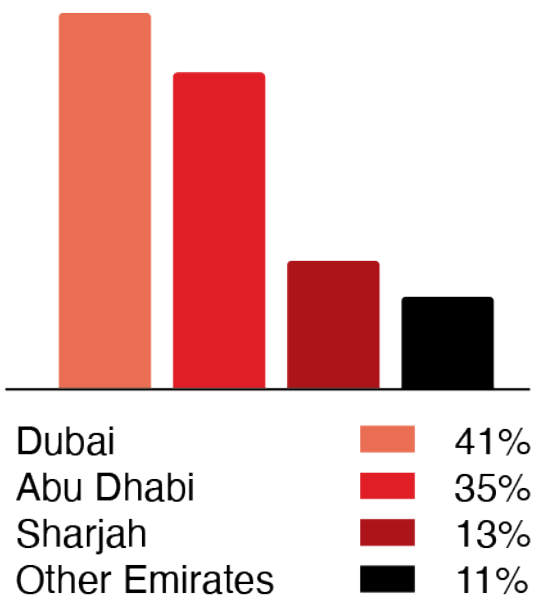
TARGETING
20-35 YEAR OLDS

*IPSOS UAE RDM JAN - FEB 2026

*AGE

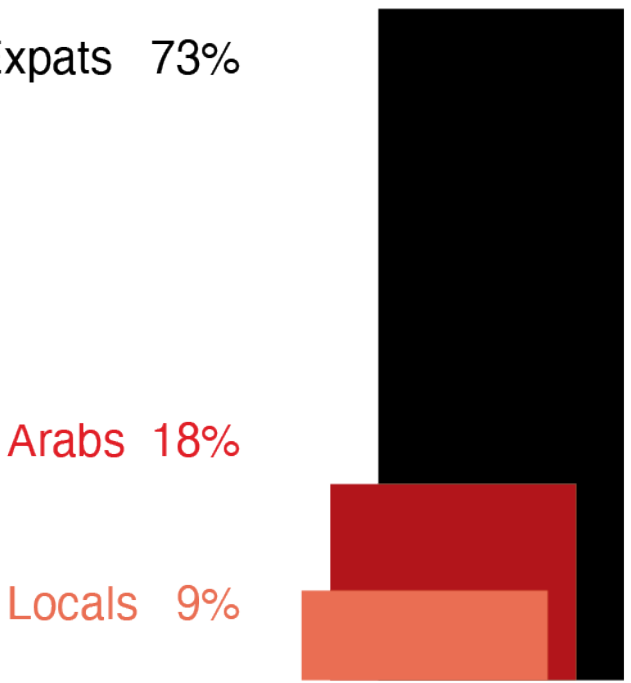


*REGIONS

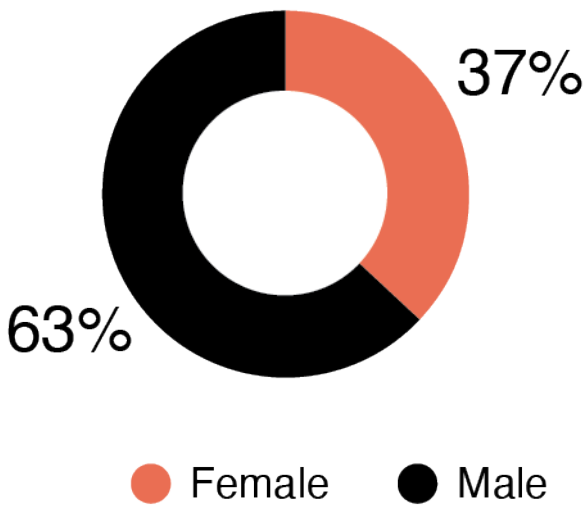


INSIGHTS - RADIO

*NATIONALITY



*GENDER



INSIGHTS - SOCIAL MEDIA

MONTHLY AVG INSTA IMPRESSIONS - 5.51M

Case Study No. 1



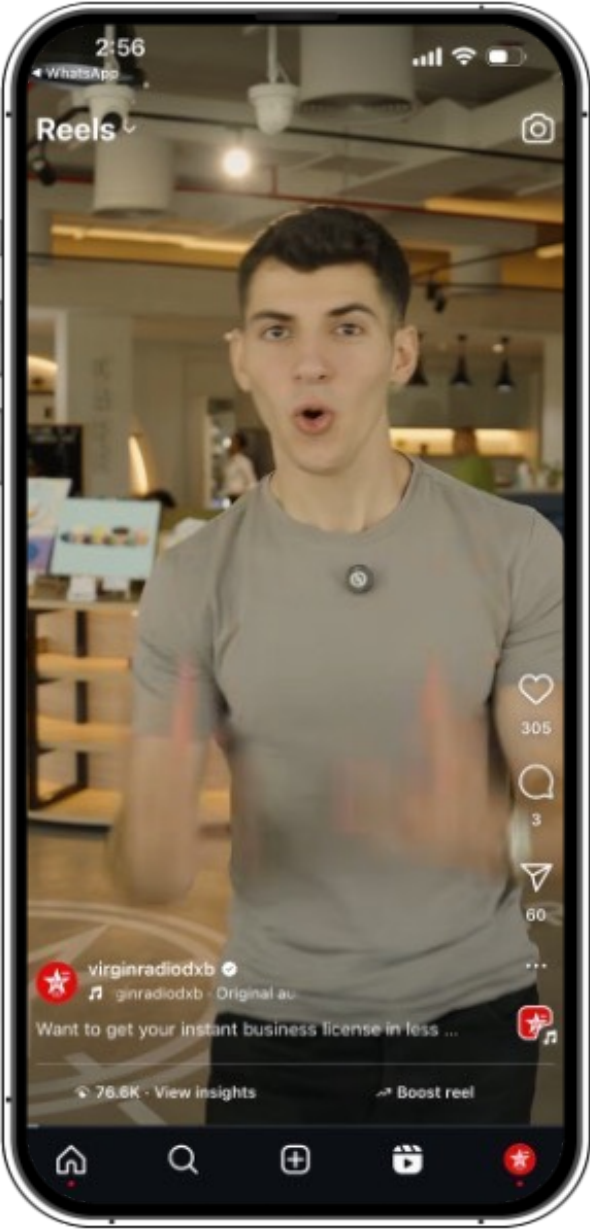
31,239
Post Reach

45,762
Post Impressions

282
Post Engagement

Campaign/Client
Emaar/Festive Winter

Case Study No. 2



52,577
Post Reach

76,699
Post Impressions

391
Post Engagement

Client : Rakez

Case Study No. 3



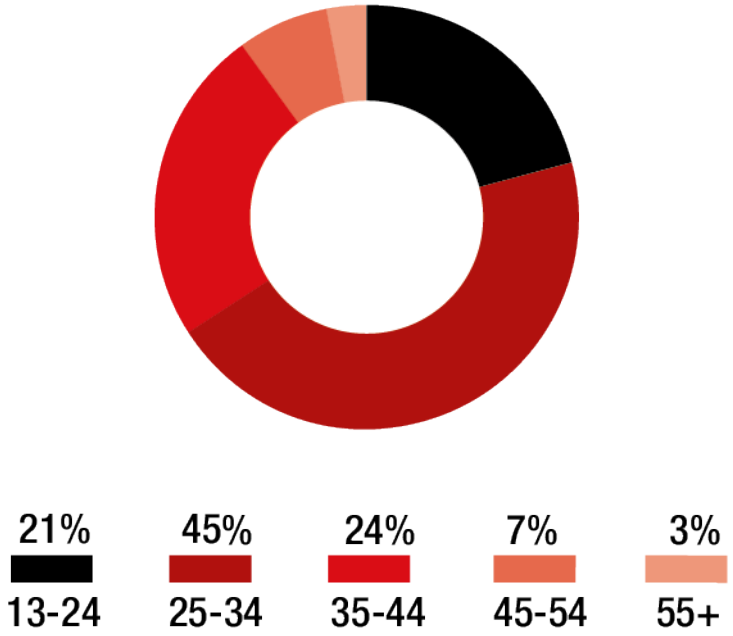
85,308
Post Reach

120,352
Post Impressions

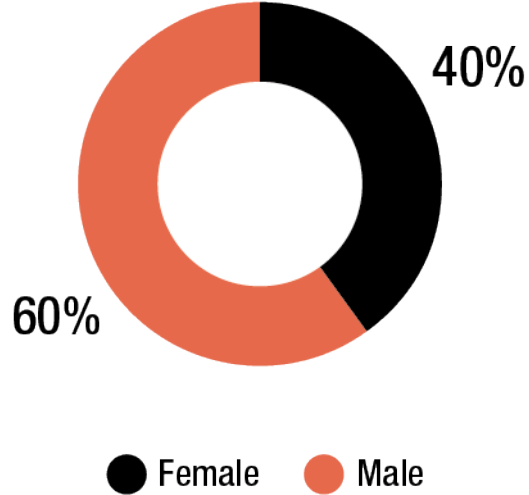
279
Post Engagement

Campaign/Client
Virgin Mobile

*AGE



*GENDER



● Female ● Male

SOCIAL MEDIA FOLLOWERS - 897,317