



# MEDIA PLAN 2016

## 23<sup>rd</sup> June - 2<sup>nd</sup> July 2016 • DWTC

JUNE 2016

SHOW

JULY 2016

MEDIA	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2								
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa								
<b>RADIO</b>																																				
101.6 City FM																																			165 SPOTS	
100.9 Al Khaleejiya																																			188 SPOTS	
89.1 Ajman Hindi FM																																			113 SPOTS	
104.8 Channel 4 FM																																			113 SPOTS	
107.8 Al Rabia FM																																			113 SPOTS	
97.1/95.8 Emarat FM																																			189 SPOTS	
94.4 Sharjah FM																																			187 SPOTS	
88.2 Abu Dhabi Kuran FM																																			188 SPOTS	
93.9 Noor Dubai FM																																			189 SPOTS	
<b>NEWSPAPERS</b>																																				
Gulf News																																				
Al Khaleej - Main Paper																																				
<b>MAGAZINES</b>																																				
Travel Arabia																																				
Ahali																																				
Emirates Parent Plus																																				
Aailaty																																				
Kul Al Usraa - Al Khaleej																																				
Mother Baby and Child																																				
<b>TELEVISION</b>																																				
Physique TV																																				
<b>OUTDOOR</b>																																				
Bridge Banner- Sheikh Zayed Road																																				
<b>ONLINE</b>																																				
Email Campaign																																				2.8 Million
Facebook Ads																																				
Google Ads																																				
<b>SMS- CAMPAIGN</b>																																				
																																				1 Million
<b>CROSS PROMOTIONS</b>																																				
Restaurants / Electronics stores / Mag etc																																				
My UAE Guide																																				

### Radio Spots

**1445 spots across 9 radio stations** (101.6 City FM , 89.1 Radio 4, 100.9 Al Khaleejiya, Channel 4 FM 104.8, 107.8 Al Rabia, 95.8 Emarat FM, Sharjah FM, Abu Dhabi & Noor Dubai FM).

### Print Media

Newspaper insertions across leading newspapers - Gulf News, Al Khaleej etc  
**7 insertions across 6 leading Magazines** - Travel Arabia, Ahali, Emirates Parent plus, Aailaty, Kul Al Usraa & Mother Baby and Child.

### Outdoor Advertisement

Bridge banner on Sheikh Zayed Road.

### Television Media

TV coverage on Physique TV.

### Google / Facebook

3 weeks exposure.

### SMS

SMS sent out to over 1 million database.

### Direct Emailer

Email blast sent out to over 2.8 million database.