



## CINA Radio Detroit-Windsor

**Radio CINA Detroit-Windsor** provides contemporary music and critical information to 225,000 Arabic-speaking consumers in the Metro Detroit counties of Wayne, Oakland and Macomb as well as Windsor and Essex County, Ontario. Our digital feeds attract substantial streaming from the Metro Detroit area, the state of Ohio, and listeners around the world.

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**102.3FM CINA Radio** **6am to 7am: Fayrouzyat**-Wake up to the music of Fayrouz and other musical legends. We guide listeners through the most beautiful Arabic music of all time.



**News begins at 7am with Rami Sadeq:** Rami Sadeq is the prime source of radio news for Arabic speakers in the Metro Detroit area. Newscasts are aired hourly through the day. Additional half-hour newscasts are aired during the morning commute. Rami focuses on local news in addition to world events.



**The best hits for the office with Rana Haddad:** Rana Haddad is CINA Radio's music director. The Arabic songbook is rich. Rana knows how to program it to keep our audience listening longer. From 9 to Noon, Rana combines music with useful day-to-day information.

**102.3FM CINA Radio** **Noon to 4pm:** Informative guests provide information and take calls about important topics related to health, law and beauty. They include lawyer **Joumana Kayrouz**, heart surgeon **Dr. Delair Gardi**, cosmetic surgeon **Dr. Mazen Harake**, and real estate professionals **Mariam Khalaf** and **Ali Dagher**.

**102.3FM CINA Radio** **4pm-7pm:** The hottest hits and news from the entertainment world with Senan. Find out what's trending and have lots of fun.

**102.3FM CINA Radio** **Midnight to 6am:** Arabic music through the night including a **Tarab** hour from Midnight to 1am. Your favorite songs with few interruptions all night long.

**102.3FM CINA Radio** **Weekends are even more fun with CINA Radio.** Enjoy **Mixata**, a non-stop music mix/remix show from 7pm to 9pm. Host Ritta Hannah keeps the energy going

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**Culture is important:** The best way to reach an Arabic consumer is through Arabic media. Long term residents respond best to ads in their own language. Many newer residents don't understand English well enough to respond to English advertising at all. Arabic consumers believe that companies using Arabic language media are sensitive to their shopping needs.

**Radio CINA Detroit-Windsor** is the only Arabic language FM station. FM expands the reach of your message to the whole family.

**Radio CINA Detroit-Windsor** is the most cost-effective way to reach Arabic consumers in Metro Detroit and southwestern Ontario.

**Who advertises?** **Radio CINA Detroit-Windsor** is used extensively and repeatedly by prominent businesses and professionals. Our account list is a who's-who of the Arabic business communities throughout the Metro Detroit area. It includes:

- Professionals such as doctors, dentists and lawyers
  - Cosmetic beauty
  - Laser eye
  - Fertility services
  - Day Care
  - Educational institutions
  - Bridal, apparel and jewelry
  - Home décor and flooring
  - Real estate and insurance agents
  - Restaurants
  - Food markets
  - Immigration and tax services
  - Entertainment venues
  - Business services
  - Wireless and satellite companies
- ...Dozens of other business and professional service categories.

Sample advertiser list: *Dr. Mazen Harake, Joumana Kayrouz law firm, Ascension, DP Insurance, Luxury Furniture, 800 U.S. Lawyer, Tasty Kabob, Windsor Women Working With Immigrant Women, Heart and Vascular Consultants Dr. Delair Gardi, IVF Fertility, Katzman Wylupek law firm, Madonna University, Furniture City, Talal Khadr Clinic, Fusion Medical Spa, Advanced Cosmetics, Michigan Cosmetic Surgery, Mosel Market, Caring Dentistry, Pediatric Adolescent Clinic, Ishtar Restaurant, Damas Cuisine and Bakery, Yatooma and Associates, Century Waste Management, Family Market, Designer Suit Outlet, IB Lighting/Electric, Tax Corp, Famous Furniture, Haydar Al Jabouri Income Tax...and many other fine businesses.*



**Digital is critical: Radio CINA Detroit-Windsor** broadcasts live online through our website, on iPhone and Android apps, and through Smart Speakers. We generate 200,000 stream sessions\* a month from the entire Metro Detroit area, Ohio, other parts of the United States, Canada, and the Middle East. CINA's Facebook page is very popular. It constantly engages our listeners. Our digital products feature live streams, podcasts, advertiser video, contests, content pages, song requests and other popular features. \*Securenet stats CINA-FM and CINA HITS



**We have friends: Radio CINA Detroit-Windsor** airs programming in 11 other languages from 9pm to Midnight Saturday and from 8pm to Midnight Sunday. Our **Assyrian show with Nadira Aziz** is very popular from 8pm-9pm Sundays. Other languages are Spanish, Hindi, Hungarian, Ukrainian, German, Romanian, Serbian, Italian, Macedonian, Cantonese.

**CINA Radio 102.3 FM  
Detroit-Windsor**

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