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# NEMR IN THE AFTERNOON

MONDAY TO FRIDAY  
FROM 5 TO 7PM.

## NEMR IN THE AFTERNOON.

Lebanon has very few local artists who have the ability to generate genuine and passionate enthusiasm from the audience but Nemr Abou Nassar has firmly cemented his place in the firmament of celebrity to become the voice of entire generations of Lebanese. He is solely credited for introducing stand-up comedy to legions of fans throughout the Arab world. His work on the stage and on his radio shows on Mix FM, and his unique ability to tackle important topics and create interesting debates around them, has given him a substantial influence with the youth of the Lebanon and the older crowd too, perfecting an osmosis with his following.



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Since starting his stand-up comedy shows in the university circuits and then growing to become the uncontested champion of his field, his huge fan base never stopped growing, reaching record-breaking numbers at each appearances. He is the only artist, local or international to have the ability to fill a 5000 seated arena. Last year, he launched an international career that took him on a massive sold out tour all over the world, from the US, to Asia and Europe.

A few years ago, he took his trademark brand of humor on the radio and even expanded his already massive audience even further with a show that could have only been presented by Nemr on Mix FM. Talk about the most harmonious combination!



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His afternoon show “Epic”, offers the audience a distinctive and quirky content filled with jokes, laughter, fun and interesting discussions about the most popular topics in Lebanon, very creative ideas for the most entertaining contests and first and foremost a chance for Nemr to directly bond and talk to his fans from all over the region, thus creating the kind of authentic relationship with them, that every artist dreams of. His impact, exposure and reach, whether on stage, social media and of course the radio (his largest audience by far) makes him one of the biggest influencers in the market.



## NEMR IN THE AFTERNOON.

Due to his massive success and constant popular demand, Nemr is amplifying his presence on the radio this year, with a new show, bigger and bolder than anything he's done before.

A new name, "Nemr in the Afternoon", an expanded time slot, 5 times a week, and an even richer content that will allow Nemr to continue to grip his audience and secure his spot as the most beloved radio host on the radio.

Your brand and company can sponsor new games and segments of the show and connect with his loyal listeners.



## **NEMR IN THE AFTERNOON.**

### **PACKAGE**

The sponsored segment is held for 7-8 mins per show (including 1 song). There will also be 6 daily promo spots over a period of 1 month that promote the segment. On Facebook, it will be pushed in a post on Mix FM Lebanon's page that counts over 465 000 followers.