

# Virgin Radio Lebanon

## 3 Years on and We've only Just Begun



### It has been an amazing ride so far!

Dear Friends,

We are now 3 years old, and what a ride it has been!

We just want to take the time to share with you some of the astounding milestones achieved because of your extraordinary support:

- Media surveys now show that Virgin Radio Lebanon is by far the most listened to radio station across Greater Beirut & Mount Lebanon, within both genders aged between 12 & 36 years old.
  - Virgin Radio Lebanon's Facebook page now has 14 million fans with a weekly reach of over 25 million people, making it one of the highest reaching Facebook pages worldwide.
  - Virgin Radio Lebanon's Instagram account now has over 1.4 million followers, the majority of which are from within the territory of Lebanon. This now makes Virgin Radio Lebanon's Instagram account the highest reaching social media within the region.
- Virgin Radio Lebanon's Instagram is now also a verified account placing it among the very few companies worldwide to receive such a status.
- To date over 2 million Whatsapp messages have been received.
  - Virgin Radio Lebanon's SnapChat account is one of the most followed accounts in Lebanon.
  - Every event Virgin Radio Lebanon has been involved with over the past 3 years has been a sell out and in 2016 so far over 100,000 people have attended our events, with even more to come :)
  - Virgin Radio Lebanon will always remain the "people's station", as over 40 thousand listeners are registered to (Rate the Hits) & take daily control over the music and rotation.
  - The Virgin Radio Lebanon apps and online live stream averages 200 thousand listeners per month.
  - Virgin Radio Lebanon is the highest billing radio station in Lebanon, proving complete client satisfaction and a great return on investment, with select annual partners who truly make up our large and close family.

- Over 750 thousand dollars of prizes have so far been given away on Virgin Radio Lebanon...  
But, that is just the beginning...

(We truly intend to go crazy with the giveaways this year :)

None of the above would have been remotely possible without the extraordinary support you have always shown us since day 1... for that, on behalf of the Virgin Radio Lebanon family:  
Thank You!

It's been 3 years, but thanks to you, we're just getting started!

**Virgin Radio Lebanon - 89.5FM**