



With a weekly reach of 829K on radio, MIX boasts a huge audience base amongst English radio brands in Malaysia. The brand plays the best mix of music from the 2000's and now and delivers daily entertainment news on the rich and famous to fans, while celebrating everyday life in a fun way.

Brand Positioning:
Today's Best Music

Target Audience:
20 – 39 year olds

Language:
English

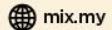
FREQUENCY LISTING :

94.5FM Klang Valley
91.0FM Penang Johor
99.1FM Bahru Alor Setar
91.0FM Taiping
91.3FM Ipoh Seremban
94.3FM Melaka Kuantan
94.2FM Kuala
91.1FM Terengganu Kota
94.1FM Bharu Kuching
98.3FM Kota Kinabalu
94.6FM Sandakan
97.7FM
101.6FM
99.8FM

Astro Channel 855



TODAY'S BEST MUSIC



AISHAH, an accomplished TV host, emcee and actor before she joined The MIX Breakfast. Aishah can be serious on issues she's passionate about and yet inject her fun side when the need calls for it. The devoted mother of two also has a big love for the environment and an avid Liverpool FC supporter.

RD, culinary-trained turned radio host, RD is versatile and has hosted a variety of shows. RD is still an avid foodie and chef while taking on the entertainment world.

HANI FADZIL, an emcee and TV Host in the industry for around 16 years has also been in the radio industry for 10 years. Known to be a Korean Culture enthusiast, Hani has hosted countless Kpop events and interviews. She is also a foodie and a fan of travelling.

HAFIZ, an emcee, host and podcaster, Hafiz has been a long-time household name on radio and the entertainment industry. Recently, he's also taken on the marketing and retail world while still remaining a loyal Chelsea football club fan.

GUIBO, has been known for keeping Malaysians entertained in the mornings and evenings for over a decade. Pulling in star power during interviews with Hollywood stars and international artists. Guibo has also recently discovered an entrepreneurial side to his life.

Segments

6.00 am – 10.00 am

MIX Breakfast with Aishah & RD

Keeping your mornings real with Aishah & RD from The MIX Breakfast Show.

10.00 am - 3.00 pm

MIX Days with Hani

10 songs in a row commercial free & very little talk. Just the way you like it.

3.00 pm – 8.00 pm

MIX Drive with Hafiz & Guibo

Packed with fun and entertaining segments, they're your next door bros, your pick-me-up after a long week, and your go-to for not so serious chatter.