



# DXB City Expert

YOUR GUIDE TO DUBAI'S MUST-HAVE VISITOR EXPERIENCES

**Media Pack 2020**



# MISSION STATEMENT

As the largest travel company in the Middle East, dnata Travel welcomes over 3 million Dubai visitors every year. It's almost impossible to travel to Dubai without enjoying the services of one of dnata's entities – even if you didn't book with one of the dnata-owned international travel agency and holiday brands, you could be greeted on arrival by Marhaba services, transfer to your hotel in a chauffeured Emirates cars, explore Dubai aboard City Sightseeing buses, or enjoy the market-leading activities booked through Arabian Adventures.

DXB City Expert was launched exclusively for dnata Travel's customers to enable them to make the very best of their time in Dubai. Each edition is an edit of the city's best restaurants, activities, events, shopping and tours, while the guide's monthly frequency, and vastly experienced editorial team, ensures DXB City Expert is always up to date with the latest additions to the uniquely brilliant city of Dubai.

**John Thatcher**  
*Cheif Creative Officer*

## REGULAR EDITORIAL SECTIONS





# DISTRIBUTION

## EXCLUSIVE PRINT DISTRIBUTION

The monthly print version of DXB City Expert enjoys unique reach to customers of The Emirates Group who have arrived in Dubai on holiday. Copies are handed out by each of the Group's Dubai-based holiday companies, including City Sightseeing Dubai, via their ticket desks at all of the city's major shopping malls; Arabian Adventures, via their ticket desks within the city's five star hotels; and Marhaba, handed out to visitors on arrival who have booked Marhaba's airport meet and greet service.

## EXCLUSIVE DIGITAL DISTRIBUTION

The monthly digital version of DXB City Expert is emailed directly to customers who have booked their trip to Dubai via the websites of the following leading travel companies: dnata Travel, Travel Republic, Travelbag and Netflights. The digital version can be downloaded to, and viewed on, all devices, and is sent along with the customer's e-ticket to Dubai. Additionally, the digital version contains click-through links to an advertiser's website, and grants them the option to run video.

## VITAL STATISTICS

01

**PRINT AND DIGITAL EDITIONS**

02

**20,000 PRINT COPIES**

03

**11 EDITIONS PER YEAR, INCLUDING BUMPER SUMMER EDITION**

04

**EXCLUSIVE DISTRIBUTION TO CUSTOMERS OF ALL DNATA TRAVEL-OWNED TOUR OPERATORS IN DUBAI, INCLUDING CITY SIGHTSEEING DUBAI, ARABIAN ADVENTURES AND MARHABA**

05

**DIGITAL VERSION SENT TO ALL CUSTOMERS WHO BOOK THEIR DUBAI HOLIDAY ONLINE VIA ONE OF DNATA TRAVEL, TRAVEL REPUBLIC, TRAVELBAG OR NETFLIGHTS**

dnatatravel

**NETFLIGHTS**  
Travel, your way

marhaba

CitySightseeing  
Dubai



**TravelRepublic**  
Hotels | Holidays | Flights

**TRAVELBAG**

**Emirates  
Holidays**





# ADVERTISING

DXB City Expert reaches visitors via multi platforms, both offline and online. But more importantly, it reaches them before they have even made it to their hotel, giving advertisers the chance to make a lasting first impression.

## REACH CUSTOMERS BEFORE AND DURING THEIR VISIT TO DUBAI



RESEARCHING



BOOKING



ARRIVING



TRANSFERS



EXCURSIONS

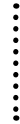


TOURS

**FP (ROP)**  
**\$7,000**



**FACING CONTENTS**  
**\$8,500**



**DPS**  
**\$12,000**



**OBC**  
**\$15,000**

Prices for guaranteed positions and special operations available on request. Discounts for volume bookings available. All advertisements booked into the print version of DXB City Expert also feature in the digital edition of the magazine.





# ADVERTISING

**Experience Polynesia in the heart of Dubai Parks and Resorts**

They are offering a world of discovery with an unforgettable stay at Polynesia, a unique gateway to the world's first and only Polynesian-themed resort in Dubai Parks and Resorts.

Escape to Polynesia with friends and family when you stay at Polynesia, a unique gateway to the world's first and only Polynesian-themed resort in Dubai Parks and Resorts. Book now to make the most of this exciting opportunity to spend all the days you need. Family like nothing else.

SPONSORED BY CLOUTIER

Book now at [www.dubaidiscover.com](http://www.dubaidiscover.com)  
Tel: +971 4 364 2876

**LAPITA** | **MARriott REWARDS**

\*Terms and conditions apply.

**A TIMELESS ARABIAN EXPERIENCE AT AL HADHEERAH**

Enjoy an evening of authentic Arabian dining experiences at Al Hadheerah, a unique gateway to the world's first and only Polynesian-themed resort in Dubai Parks and Resorts.

Escape to Polynesia with friends and family when you stay at Polynesia, a unique gateway to the world's first and only Polynesian-themed resort in Dubai Parks and Resorts. Book now to make the most of this exciting opportunity to spend all the days you need. Family like nothing else.

**JW MARRIOTT**

V.A.T. Free Dining. We've Got It Covered.

Enjoy 0% VAT on your bill when dining at our award-winning restaurants from now until 31 January 2018.

\*Terms and conditions apply.

JW Marriott Rewards Member  
[www.marriott.com/rewards](http://www.marriott.com/rewards)

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## Artwork

### Double-page spread advert

TRIM 33.6 (W) x 22.2 (H) cm

BLEED 34.2 (W) x 22.8 (H) cm

TYPE 31.6 (W) x 20.2 (H) cm

### Full-page advert

TRIM 16.8 (W) x 22.2 (H) cm

BLEED 17.4 (W) x 22.8 (H) cm

TYPE 14.8 (W) x 20.2 (H) cm

**PENGUIN LOVERS WELCOME**

PENGUIN ENCOUNTER OPEN DAILY AT 4\* FROM ORDINARY

Book online at: [www.skidib.com](http://www.skidib.com)

*experience*  
**A NEW WORLD EVERY DAY**

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**Look forward to making new memories**

Book now to enjoy our Summer Holiday packages starting from £220 per person.

**PLAYFUL HIDEAWAY**

Located in the back garden of the world's largest house, the world's largest party is the perfect venue for your next party or event. Book now to make the most of this exciting opportunity to spend all the days you need. Family like nothing else.

Treehouse TAJ DUBAI

**Wellness Hours at Saray Spa.**  
Renew for the journey ahead with soft massages.

Spa treatments are available from 10am to 6pm, 7 days a week. Book now to make the most of this exciting opportunity to spend all the days you need. Family like nothing else.

SARAY SPA

**Mamma Mia! IMAGINATION**

Buy your ticket online today on [www.mammiama.com](http://www.mammiama.com) or call us on +971 4 364 2876

Mamma Mia! MALDEN

## Editorial Contact

**John Thatcher**  
Chief Creative officer  
[john@hotmedia.me](mailto:john@hotmedia.me)  
T. +971 4 364 2876

## Advertising Contact

**David Wade**  
General Manager  
[david@hotmedia.me](mailto:david@hotmedia.me)  
T. +971 4 369 0917  
M. +971 55 724 8252

**Mia Cachero**  
Senior Advertising Manager  
[mia@hotmedia.me](mailto:mia@hotmedia.me)  
T. +971 4 391 2062  
M. +97155 725 0850