



# fact.

ABU DHABI MEDIA KIT 2021

# FACT IS A MULTIPLATFORM MEDIA BRAND

**FACT** is a popular website and monthly magazine with a well-established following in Bahrain, Qatar and the United Arab Emirates. An urban culture and lifestyle brand, FACT celebrates the Gulf region's food, arts, local talent and hospitality scenes. The magazine has been published regionally since 2004, alongside its sister titles: Ohlala, Ohlala Arabia and Hadag. Several events are organised by FACT magazine, including its annual FACT Dining Awards and FACT Spa & Wellness Awards, celebrating the best restaurants and luxury wellbeing, recognising two of the most thriving industries in the GCC.

## WEBSITE



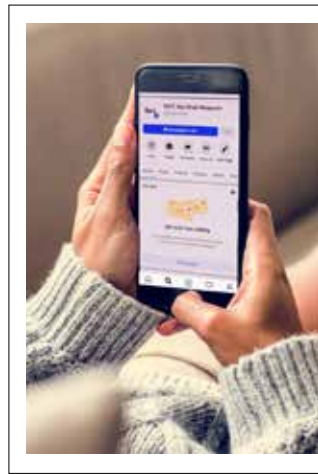
FACT is one of the most comprehensive lifestyle websites in the GCC, reaching over 330,000 users every month. FACT readers are intuitive and curious about cultural happenings, local events, the latest brunch, the newest art exhibition and other interesting places to check out in their free time. Our followers spend their disposable income on all the latest fashion, gadgets, dining deals, staycation offers and more. They are highly receptive to relevant advertising campaigns and messages, continuously paying attention to FACT's digital platforms, which offer a variety of cutting-edge ad tech tools to maximize return on investment: display, email marketing, social media advertising and more. We give the people of Abu Dhabi exactly what they are looking for.

## AWARDS



The FACT Dining Awards was established in 2010 in Bahrain. Designed to acknowledge, reward and celebrate excellence across all key sectors of the hospitality industry. Today, the FACT Dining Awards has grown to cover the UAE markets and is recognised regionally as the ultimate hallmark of reliable industry excellence. Both the FACT Dining Awards and the FACT Spa & Wellness Awards ceremonies are regarded as milestone events on the calendar, attended by key decision makers as well as the biggest consumer media bloggers and influencers.

## DIGITAL COMMUNICATION



The FACT bi-monthly newsletter has proved an invaluable resource to Abu Dhabi readers. A collection of highlights and the most interesting editorial from FACT's website, the newsletter is the place to discover the latest restaurants, fashion trends and local news. Alongside hotel, restaurant, technology and motoring reviews. It's your one stop shop for food, art, culture and travel in Abu Dhabi.

## EVENTS



Planning a media event but don't know who to invite? Have you launched a new menu and are unsure of how to get the word out? Let FACT take the reigns with our bespoke influencer dinners, where we will host an evening with some of the capitals top digital influencers in attendance. A great tool for gaining additional exposure and visibility within the local community.

# FACT: NEED-TO-KNOW DIGITAL STATS



## DIGITAL OVERVIEW

[WWW.FACTMAGAZINES.COM](http://WWW.FACTMAGAZINES.COM)

SOCIAL MEDIA

MONTHLY UNIQUE VISITS

**98,861+**

MONTHLY VISITS

**335,975+**

FACEBOOK FOLLOWERS

@FACTABUDHABI

**23,538+**

INSTAGRAM FOLLOWERS

@FACTMAGAZINE

**27,400+**

AUDIENCE

ABUDHABI SUBSCRIBERS

**45,000+**

FEMALE

**51%**

MALE

**49%**

**38%** UNITED ARAB EMIRATES

**22%** UNITED KINGDOM

**18%** UNITED STATES

**14%** SAUDI ARABIA

**8%** BAHRAIN



# SOCIAL MEDIA & ONLINE

FACT prides itself on being one step ahead of its competitors when it comes to social media and reader interaction. FACT Abu Dhabi edition has already established itself in the digital world with an active presence on Facebook, Twitter, and Instagram. Here, the team talk with readers, support clients, and run the magazine's now famous giveaways.

## Twitter

@FACTMagazineME is on its way to building a reputable following, through fun and interesting tweets on a daily basis.

## Facebook

FACT Abu Dhabi's Facebook page is used to promote events and dining offers, as well as to interact with readers and clients.

## EXCLUSIVE VIDEOS

FACT creates exclusive video content for advertising clients to share and promote across ALL of our social media channels. This can be a themed night or brunch visit, a room review or even a special event. We'll film, edit and post!

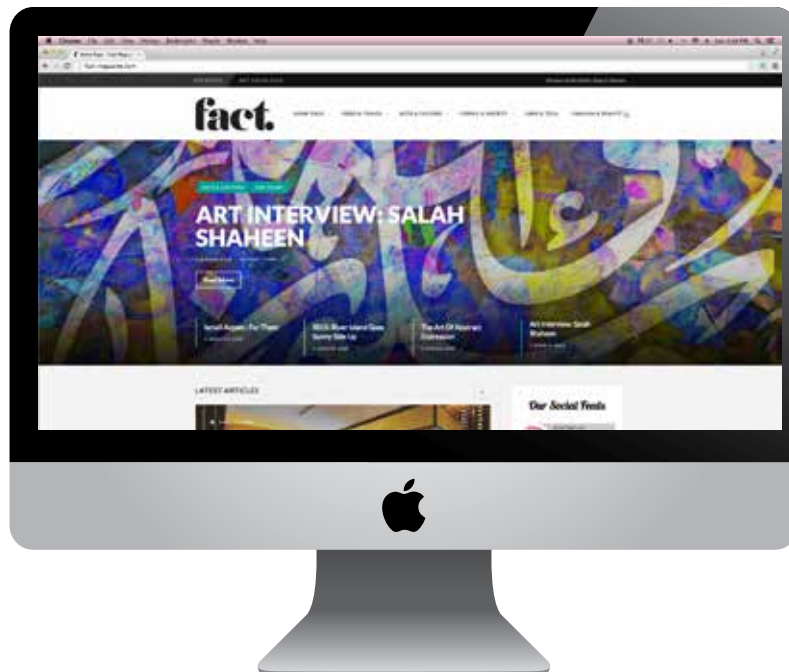
## Instagram

We post pictures of unusual finds, foodie hotspots, and the content from our latest issue, tagging clients and using appropriate hashtags.

## LinkedIn

This online platform provides a sneak peek into all of our premium content from the latest restaurant openings to exclusive hotel reveals and our popular reviews.

*Our brand new website [www.factmagazines.com](http://www.factmagazines.com) packages all the best features from print, as well as all the latest events and happenings in Abu Dhabi.*



CHECK OUT OUR WEBSITE  
[WWW.FACTMAGAZINES.COM](http://WWW.FACTMAGAZINES.COM)

# WEBSITE RATES

www.factmagazines.com is the ultimate go-to source for all things local in Abu Dhabi. First for arts, cultural happenings, fashion, tech, motoring, dining, hospitality and travel, FACT prides itself on being fiercely local, bringing informative features directly to our readers in the most fun and energetic way possible. Get all the latest at your fingertips on our brand new website.



## ADVERTISING RATES

**TOP LEADERBOARD** 1200 x 156 pixels | Max file size 70kb

**LOWER LEADERBOARD** 728 x 90 pixels | Max file size 70kb

**VERTICAL RECTANGLE** 220 x 550 pixels | Max file size 70kb

**MPU BANNER** 468 x 60 pixels | Max file size 35kb

**SPONSORED CONTENT CREATION** bespoke online articles and advertorial

**SHARED SPONSORED CONTENT** online article promoted on 1 social platform of your choice

### ONLINE READER DEMOGRAPHICS

#### DEVICE TYPE USED

MOBILE	DESKTOP	TABLET
<b>56%</b>	<b>37%</b>	<b>7%</b>

#### AUDIENCE

FEMALE  
**51%**

MALE

**49%**

MAJORITY OF FACT SITE USERS  
ARE BETWEEN AGES

**25-44 YEARS OLD**

#### TOP LEADERBOARD BANNER:

1 Week:	Dhs 3,000
2 Weeks:	Dhs 4,500
1 Month:	Dhs 7,500

#### LOWERBOARD AND VERTICAL RECTANGULAR BANNER:

1 Week:	Dhs 2,500
2 Weeks:	Dhs 3,500
1 Month:	Dhs 6,500

#### MPU BANNER:

1 Week:	Dhs 2,000
2 Weeks:	Dhs 2,500
1 Month:	Dhs 5,500

#### SPONSORED CONTENT

Rate per sponsored content	Dhs 5,500
Rate per shared sponsored content	Dhs 3,000

\*All fees will be subject to 5% VAT

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# DIGITAL COMMUNICATION RATES

## E-Newsletter sponsorship

Reach our audience of 45K with a clickable panel or a newsletter banner on our fortnightly e-newsletter that takes users to either a bespoke editorial or a specified landing page.

### NEWSLETTER SPONSORED PANEL

Reach our audience of 45K with a clickable panel on our weekly e-letter that takes users to your bespoke article hosted on our website.

### NEWSLETTER SPONSORED BANNER

Newsletter AD 590 x 380 pixels  
Max file size 70kb



### ADVERTISING RATES

#### NEWSLETTER SPONSORED PANEL

Rate per send ..... Dhs 3,500

#### NEWSLETTER SPONSORED AD

Rate per send ..... Dhs 6,000

\*All fees will be subject to 5% VAT

AV. OPEN RATE:  
**16 - 20%**

## CUSTOM E-BLAST (EDM)

AV. OPEN RATE:

**12 - 17%**

### ABOUT

Custom Eblast – Own all elements of this dedicated email—all creative and click through URL(s), plus the subject line—that will go out to 45,000+engaged subscribers (Abu Dhabi). Email IDs (subscribers + previous voters) organically grown over 7 years.

### specifications:

- JPG Image artwork - no larger than 1MB
- Copy and images are required minimum of 7 working days before date to be sent
- Provide email subject line heading
- Images to be supplied in highest resolution possible
- Multiple links are possible and should result in a higher CTR
- Ensure one link in first paragraph to engage readers



### ADVERTISING RATES

#### CUSTOM E-BLAST (EDM)

to 45,000 E-mail (Abu Dhabi database)

Rate per send ..... Dhs 5,400

(Dhs 120 CPM)

\*All fees will be subject to 5% VAT

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# DIGITAL COMMUNICATION RATES

## Advertising with IG



27,400+

INSTAGRAM FOLLOWERS  
@FACTMAGAZINE



### ABOUT

We post pictures of unusual finds, foodie hotspots, tagging clients and using appropriate hashtags.

### AUDIENCE

FACT readers are intuitive and curious about cultural happenings, local events, the latest brunch, the newest art exhibition and other interesting places to check out in their free time.

## KEY IG STATS

- 3% Engagement Rate
- 8% Avg. Monthly Reach

### ADVERTISING RATES

#### SPONSORED IG POST

Rate per post ..... Dhs 4,000

#### SPONSORED IG STORY

Rate per story ..... Dhs 3,000

#### IG CONTEST/ GIVEAWAY

Rate per contest ..... Dhs 3,500

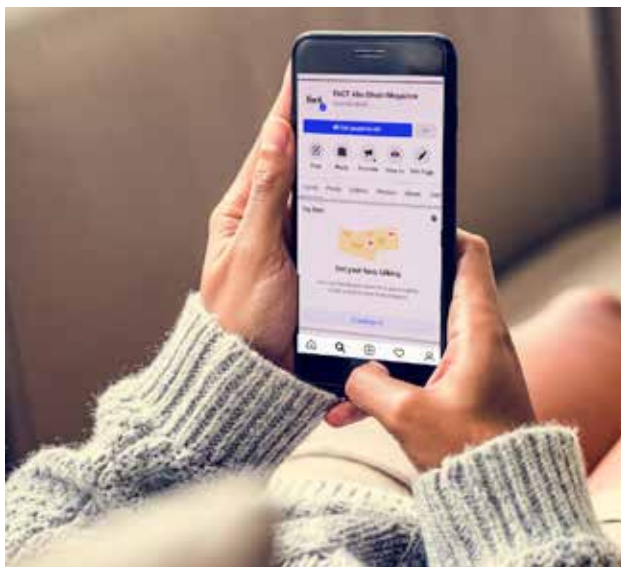
\*All fees will be subject to 5% VAT

## Advertising with FACEBOOK



23,538+

FACEBOOK FOLLOWERS  
@FACTABUDHABI



### ABOUT

We post pictures of unusual finds, foodie hotspots, tagging clients and using appropriate hashtags.

## KEY FB STATS

- 5% Average Organic Post Reach
- Majority of UAE Based followers
- Main followers comprise of the key 18 - 35 demographic

### ADVERTISING RATES

#### FACEBOOK POST (ORGANIC)

Rate per post ..... Dhs 3,000

#### DARK POST

Rate per post ..... Dhs 4,000

\*All fees will be subject to 5% VAT

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# EVENTS

## INFLUENCER DINNERS

### ABOUT

Dinner with four to six influencers from Abu Dhabi with a great engagement rate and personally selected by the FACT team. The aim is to gain exposure through their social media channels for your outlet and to increase footfall.

The hotel will host the influencer dinner at its cost in an outlet of its choice.

FACT will be in attendance and act as the spokesperson for your brand. We will encourage the influencers to post (using the correct hashtags, handles and geotags) and explain the narrative and concept.

FACT would use influencers with a following of between 2,500 and 15,000 on Instagram.

The organiser (FACT) will select the attendees, plan the whole event and coordinate the activation between the host and the attendees.

The organiser (FACT) will supervise the media exposure of the event.



### FOR ADVERTISING ENQUIRIES

**Kia Marie Placido**  
**Sales Executive**

**E: [kia@factmagazines.com](mailto:kia@factmagazines.com)**  
**M. +971 56 972 1950**

#### ADVERTISING RATES

##### DINNER WITH INFLUENCERS

Rate per event ..... Dhs 6,500

\*All fees will be subject to 5% VAT

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## Editorial Calendar 2021

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### JANUARY BUCKET LIST ISSUE

We kickstart 2021 by rounding up the hidden gems and popular hotspots to experience in the UAE. From arts to food and cultural sites, there's something for everyone. Plus, all the regular features, events and foodie deals.



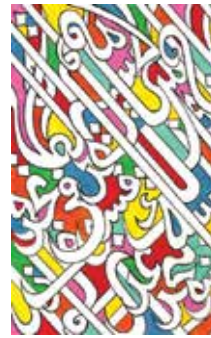
### FEBRUARY VALENTINE'S ISSUE

We're bringing you the ultimate #For-TheLoveOf issue. From local dining deals to romantic escapes, cheap dates, adventure, activities and more. February will be a celebration of love with all the best happenings.



### MARCH FOODIE ISSUE

With so many amazing new cultural food haunts opening up in Abu Dhabi, we take an instagram tour of all our new favourite foodie hotspots. Plus, all our pick of monthly dining offers to check out around the city.



### APRIL RAMADAN ISSUE

Ramadan 2021 is celebrated with our annual arts takeover with traditional Arabic creations. There's a round up of all Iftar and Suhoor offerings, plus health tips, chef's recipes, gift guides, motoring deals and more.



### MAY DINING AWARDS ISSUE

We reveal all the winners of the FACT Dining Awards after a lavish ceremony held to celebrate Abu Dhabi's dining scene. Plus, food reviews, yummy listings and all your favourite monthly features in fashion, arts, tech and more.



### JUNE WANDERLUST ISSUE

Box-fresh new experiences that will have their moment for summer travel in 2021. We'll also have a spotlight on the best staycations in Abu Dhabi and summer hospitality promotions to make a note of.



### JULY SUMMER ISSUE

A calendar of all the upcoming summer events, best indoor brunches, round up of kids' summer camps, activities and attractions. Plus summer staycations, getaways and all monthly regulars.



### AUGUST GO LOCAL ISSUE

A picture tour of Abu Dhabi done the FACT way with everything from the best food options, and life through a local's eyes. We've got tips for making the most of a hot summer in the city we all call home.



### SEPTEMBER CREATIVE'S ISSUE

Fashion, food, arts, and quirky small businesses - we round up some of the UAE's best creative outlets. Expect Q&As, insta follows and complete inspiration. Plus, all the regular features.



### OCTOBER EXPO 2020 ISSUE

We join in the celebration of the decade and take an in-depth look at what to expect from Expo 2020. Exclusive interviews, round ups and all the need-to-know info for our readers.



### NOVEMBER OUTDOOR ISSUE

Concerts, dining, parties and so much more! FACT has all you need to know for a successful attempt at camping in the desert as well as all of our favourite al fresco hotspots to check out.



### DECEMBER FESTIVE ISSUE

Including a mega rundown of the best festive and NYE happenings at hotels, restaurants, and independent venues. Plus NY travel, Xmas gift guides, and winter fashion alongside the regulars.