MEDIA KIT 2020

VOGUE
ARABIA

VOGUE

ARABIA

Vogue is the world's leading authority on the fashion zeitgeist. It defines cultural change through the lens of style and incubates the next generation of design talent. Famous for its pristine aesthetic, polished photography, and dynamic editorial, it is the unrivalled publication to inspire and surprise its loyal readership.
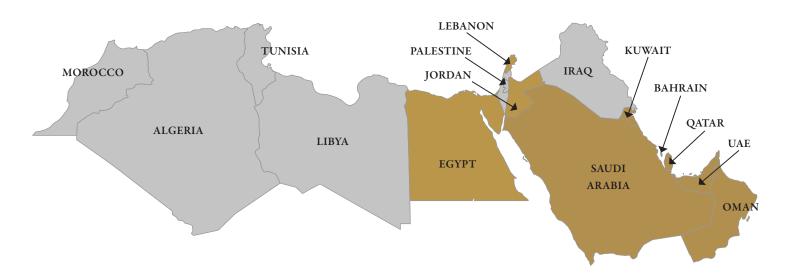
Introduced in 2016 in a historic digital-first launch, *Vogue* Arabia has been one of the world's most visible, widely discussed luxury publications over the past two years, with its content seen by more than 150 million people worldwide. In one of the most exciting, dynamic regions today, *Vogue* Arabia is blazing a new trail in the brand's distinctive and lasting history.

VOGUE
ARABIA
MARCH 2019
GIGI HADID
by Peter Lindbergh
COLLECTOR'S ANNIVERSARY ISSUE

HALIMA ADEN
"لـم أدّع يوماً أنني الفتـاة المسلمة المثالية"

VOGUE
ARABIA
SEPTEMBER 2019
ART DIRECTION BY
MANFRED
THIERRY MUGLER
~
INTERVIEW BY
KANYE WEST
THE SURREAL WORLD OF
Kim Kardashian West

VOGUE
ARABIA
JANUARY 2019
THE JOY
OF BEING
NANCY AJRAM
"A GIRL IS
A blessing TO
HER FAMILY.
THAT'S WHAT
I'VE LEARNED
FROM life"
PROJECT
EVERYDAY
THE new rules
OF DENIM — ALL
THE STYLES
FOR all occasions
REBIRTH
New year's fashion takes a more SUSTAINABLE and INCLUSIVE approach
Featuring Stella McCartney
+
Arabia's newest curvy runway star in the making

VOGUE
ARABIA
APR 2019
The women
SHATTERING
stereotypes
ILHAN OMAR
GHIZLAN QUENEZ
ZAHRA LARI
IBTIHAJ MUHAMMAD
HALIMA ADEN
AMANI AL-KHATAHTBEH
AMAL AL RAISI
MELANIE ELTURK
My
CHOICE
What dressing
modestly means today

VOGUE
ARABIA
FEB 2019

2019 ISSUES

VOGUE
ARABIA
العربية

INDOMITABLE SPIRIT
CIARA RIDES HIGH ON A SEASON OF BOLD STYLE
#BUYARABDESIGNERS
MEET THE REGION'S SARTORIAL NEW KIDS ON THE BLOCK

VOGUE
1944-2019
PETER LINDBERGH
الأزياء
المحتشمة
بعدسة
المصوّر
الأيقوني
العارضة
UGBAD ABDI

VOGUE
ARABIA
NOVEMBER 2019
أكتوبر ٢٠١٩
LIGHTEN
UP
FASHION TAKES AN UNEXPECTED
FUN TWIST - NO JOKE
FEATURING
COMEDY ICON SAMIR GHANEM
& ADRIANA LIMA
COLLECTOR'S ISSUE

VOGUE
ARABIA
JULY/AUGUST 2019
BELLISSIMA
YASMINE SABRI'S ROMAN HOLIDAY

VOGUE
ARABIA
JUNE
DOCTOR
ATHLETE
CREATOR
A
woman
disrupting
and taking
cha...
HEMS D...
Summer
dresses
through
the lens of...
model...
STRONGER TOGETHER
WINNIE HARLOW & SAUDI ARABIA'S
RISING STAR SHAHAD SALMAN EXPLORE THE KINGDOM

VOGUE
MAY 2019
ARAB
STYLE
ROCKS
JORDAN
FASHION
WEEK debuts.
Chanel's
EGYPTIAN
INSPIRED
COLLECTION
& WHAT TO
WEAR THIS...

PRINT
DISTRIBUTION

Vogue Arabia is the publication of record for the modern Arab woman and the definitive pan-Arab authority in fashion and luxury lifestyle

In addition to our regional markets, *Vogue* Arabia is available internationally through carefully selected premium points of sale, such as concept stores and high-end bookstores in relevant cities around the world
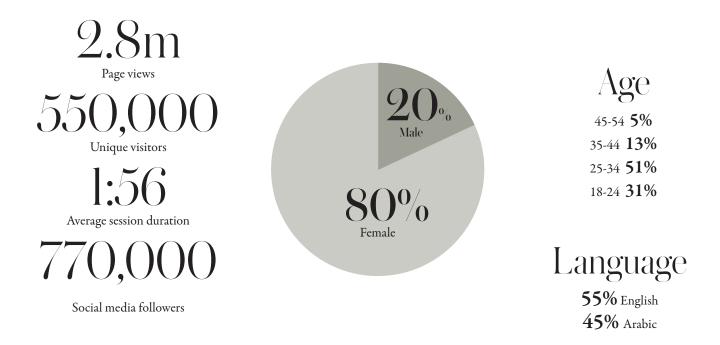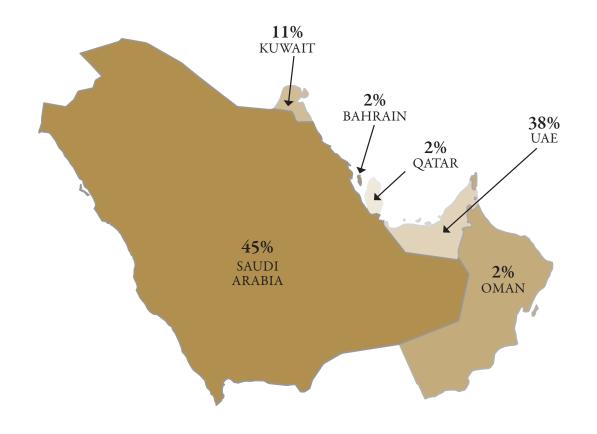
MOROCCO

TUNISIA

ALGERIA

LIBYA

LEBANON

PALESTINE

JORDAN

IRAQ

KUWAIT

BAHRAIN

QATAR

UAE

EGYPT

SAUDI ARABIA

OMAN

35,000

print run

DIGITAL
REACH

With its digital-first launch, *Vogue* Arabia has the widest and most engaged digital audience among luxury/lifestyle publications in the Middle East. Each month, we engage more than a million people across our various platforms, primarily within the GCC region

2.8m
Page views

550,000
Unique visitors

1:56
Average session duration

770,000
Social media followers

20% Male

80% Female

Age
45-54 **5%**
35-44 **13%**
25-34 **51%**
18-24 **31%**

Language
55% English
45% Arabic

11%
KUWAIT

2%
BAHRAIN

2%
QATAR

38%
UAE

45%
SAUDI
ARABIA

2%
OMAN

EDITORIAL
CALENDAR

JANUARY
THE VOGUE VALUES
Celebrating Vogue's commitment towards diversity, sustainability, and the preservation of local crafts

FEBRUARY
WORKING WOMAN
An ode to the big achievers and the Arab working woman

MARCH
THE ANNIVERSARY ISSUE
Celebrating 3 years of Vogue in Arabia

APRIL
IMMIGRANTS
Cultural patchwork and Arabs around the world
PLUS *Vogue* Man Arabia supplement
PLUS *Vogue* Living supplement

MAY
THE RAMADAN ISSUE
Dedicated to the importance of family and giving back

JUNE
THE ECO ISSUE
Dedicated to the power of nature

JULY/AUGUST
COUNT ON ME
Issue dedicated to friendship

SEPTEMBER
THE FASHION ISSUE
Dedicated to the latest trends

OCTOBER
THE MAGIC OF THE UAE
Issue dedicated to the Emirates and its heroes
PLUS *Vogue* Man Arabia supplement

NOVEMBER
DIVAS!
Celebrating the biggest divas in fashion

DECEMBER
THE FUTURE ISSUE
How will our lives be in 100 years?
Closing the year looking forward

* Themes are subject to change

ADVERTISING
RATES

POSITION	GROSS RATE (US$)
Gatefold (4 pgs)	53,500
Inside Reverse Gatefold (2 pgs)	45,000
IFCS (English/Arabic)	35,000
DPS 1	29,500
DPS 1st Tunnel	28,000
Prime Single Page	17,000
LHP Facing Openers	17,000
DPS 2nd Tunnel	26,000
Full Page (First ⅓ of Book)*	16,000
Specific Position	10% Loading
Consecutive Pages	15% Loading
Special Operations	*Price on request

DIGITAL

Vogue Arabia serves media campaigns to the GCC as synchronized roadblocks across desktop and mobile

CPM	US($)
Vogue Arabia GCC Roadblock	125
Takeover	20,000

SUPPORTED FORMATS	SPECS
Leaderboard	728 x 90
Mobile Leaderboard	320 x 50
Half-page	300 x 600
MPU	300 x 250
Billboard	970 x 250

INTEGRATED PARTNERSHIPS

Vogue Arabia branded content partnerships are bespoke photo or video projects created in collaboration with our editorial team. These projects can be paired with media campaigns to maximize exposure and engagement

PRINT
PAGE SPECS

SINGLE PAGE

TRIM: 220mm WIDTH x 283mm HEIGHT
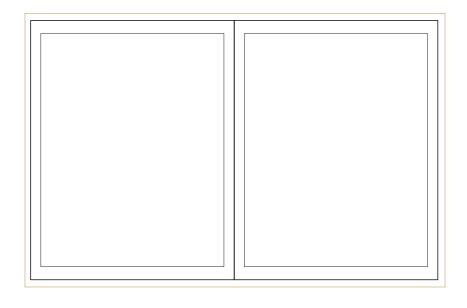
BLEED: 230mm WIDTH x 293mm HEIGHT

TYPE AREA: 10mm

DOUBLE PAGE SPREAD

TRIM: 440mm WIDTH x 283mm HEIGHT

BLEED: 450mm WIDTH x 293mm HEIGHT

TYPE AREA: 10mm

GUTTER SPACE: 10mm

DIGITAL
TECH SPECS

STANDARD FORMAT DETAILS

FORMAT TYPE/ NAME	FORMATS	MAX WEIGHT	TECHNOLOGIES	ADSERVER	CLICKTAG
Leaderboard	728x90	40kb	HTML 5	Double Click, Sizmek	on(release){ getURL (_level0.clickTAG,"_blank");} Please set the click tag to cover the entire stage
Mobile Leaderboard	320x50	30kb	HTML 5	Double Click, Sizmek	on(release){ getURL (_level0.clickTAG,"_blank");} Please set the click tag to cover the entire stage
MPU	300x250	40kb	HTML 5	Double Click, Sizmek	on(release){ getURL (_level0.clickTAG,"_blank");} Please set the click tag to cover the entire stage
Half Page	300x600	45kb	HTML 5	Double Click, Sizmek	on(release){ getURL (_level0.clickTAG,"_blank");} Please set the click tag to cover the entire stage
Billboard	970x250	50kb	HTML 5	Double Click, Sizmek	on(release){ getURL (_level0.clickTAG,"_blank");} Please set the click tag to cover the entire stage

ANIMATED FORMAT DETAILS

FORMAT TYPE/ NAME	ANIMATION (TIME + LOOP + END VISUAL)	ANIMATION BACKUP (TYPE + WEIGHT)	ANIMATION STREAMING VS EMBEDDED	ANIMATION LAUNCH
Leaderboard	30 sec across all loops	JPEG/GIF 20KB	Embedded	Automatic
Mobile Leaderboard	30 sec across all loops	JPEG/GIF 20KB	Embedded	Automatic
MPU	30 sec across all loops	JPEG/GIF 20KB	Embedded	Automatic
Half Page	30 sec across all loops	JPEG/GIF 30KB	Embedded	Automatic
Billboard	15 sec across all loops	JPEG/GIF 30KB	Embedded	Automatic

VIDEO FORMAT DETAILS

FORMAT TYPE/ NAME	VIDEO (TIME + LOOP + END VISUAL)	VIDEO MAX HEIGHT	VIDEO STREAMING VS EMBEDDED	VIDEO LAUNCH	AUDIO LAUNCH + STOP2	CONTROL BUTTONS (STOP + PLAY + PAUSE + SOUND)
Leaderboard	N/A	N/A	N/A	N/A	N/A	N/A
Leaderboard	N/A	N/A	N/A	N/A	N/A	N/A
MPU	30 sec	1 MB (polite load or user-initiated only)	Streaming	Automatic is OK if video polite loads	Sound must be off until user initiated	Play/Pause + Sound buttons required
Half Page	30 sec	1 MB (polite load or user-initiated only)	Streaming	Automatic is OK if video polite loads	Sound must be off until user initiated	Play/Pause + Sound buttons required
Billboard	30 sec	1 MB (polite load or user-initiated only)	Streaming	Automatic is OK if video polite loads	Sound must be off until user initiated	Play/Pause + Sound buttons required

PRODUCTION
DEADLINES

ISSUE	PRINT MATERIAL DEADLINE	ON SALE
FEB 2020	18 JAN 2020	01 FEB 2020
MAR 2020	18 FEB 2020	01 MAR 2020
APR 2020	18 MAR 2020	01 APR 2020
MAY 2020	18 APR 2020	01 MAY 2020
JUN 2020	18 MAY 2020	01 JUN 2020
JUL/AUG 2020	18 JUN 2020	01 JUL 2020
SEPT 2020	18 AUG 2020	01 SEPT 2020
OCT 2020	18 SEPT 2020	01 OCT 2020
NOV 2020	18 OCT 2020	01 NOV 2020
DEC 2020	18 NOV 2020	01 DEC 2020
JAN 2021	18 DEC 2020	01 JAN 2021

TERMS & CONDITIONS

PRINT

1 The payment is due on publication of the respective adverts.

2 Any discounts offered are based on a requisite number of bookings per year and only applicable to larger booking volumes.

3 Direct release by the client entitles the client to a 15% agency commission discount. Should the client choose to release through an agency, the 15% agency commission will be extended to the agency.

4 Ad creatives are to be submitted by the specified material deadline to ensure the qualitative printing of campaigns.

5 Clients are liable to ensure the completion of their contract within the specified contract period.

6 Pending insertions cannot be carried over beyond the contract period.

7 Advertising discounts extended to a particular brand, will be valid only for that specific brand and no other within the same company/agency.

8 Should advertising creative materials be found inappropriate for reproduction in *Vogue* Arabia, we reserve all rights to refuse the advert.

DIGITAL

1 In order for any campaign to be confimed, we require our booking order to be signed, stamped and returned to us by email.

2 Payments are due 30 days from the day of invoicing. Invoices are sent when a campaign completes its flight dates and impression delivery.

3 Ad campaigns need to be submitted a minimum of 3 days before flight date in order to check that ad creatives are suitable for the *Vogue* Arabia environment and that tags are correctly implemented.

4 Digital media campaigns are sold as synchronized roadblocks only, with impressions from any roadblock formats counting toward the impression target.

5 You accept and understand that a 'roadblock' on *Vogue* Arabia means that a campaign is exclusive on screen and not on the entire infinite scroll length. A different advertising campaign will appear after each 'breaker' on the infinite scroll. A 'page' on *Vogue* Arabia is the area between two consecutive breakers.
Care has been taken to ensure that different advertisers do not appear on screen at the same time.

6 A minimum of two formats are required for any digital campaign booking. Acceptable ad combinations: Leaderboard + MPU / Leaderboard + Halfpage / Billboard + MPU / Billboard + Halfpage. If we receive single ad formats or combinations not listed above we will be unable to serve the campaign.

7 Media agencies need to share regular campaign reports so we are able to ensure that campaign results are comparable and to minimise reporting discrepancies.

8 Campaigns once confirmed with a signed booking order are non-transferrable and non-refundable.

9 Cancellations of campaigns with a signed booking order can only be accepted a minimum of 7 days before the planned flight date.

10 We serve campaigns on an impression fulfillment basis over a pre-set duration. Requests for ROS SOV based campaign serving will not be entertained for campaigns over 10 days in duration.

11 Per line item we accept a maximum of one ad tag per format per language. For instance: a roadblock consisting of a billboard and half page in English and Arabic should have 4 tags (one for each format in each language).

12 If the client desires to serve ad creative specific to a country or city, that geo-targeted creative must be implemented through the 3rd party ad tag provider (Google, Sizmek, or other approved vendors). When properly implemented, the tag provided to Nervora by the client will serve the appropriate creative based on the viewers location.

13 All campaigns are served GCC-wide and across both desktop and mobile. Country-specific geo-targeting can be applied to any campaign for an additional fee of 10%.

14 Takeovers are the only way in which we serve 100% SOV of the entire scroll length of the infinite scroll on *Vogue* Arabia.

15 *Vogue* Arabia takeovers are served globally and impressions cannot be geo-targeted. These are sold on a daily sponsorship model with an estimated number of impressions per day, and not on a CPM model.

16 Banner campaigns served around an associated native content execution are served globally and impressions cannot be geo-targeted. This is the only way in which to guarantee brand exclusivity of the banners surrounding the native content.

17 Campaigns will be invoiced based on impressions delivered and no reductions can be made based on other metrics. An industry-standard discrepancy of 10% will be applied in cases of reporting differences.

18 All campaign assets must meet our ad specifications, including but not limited to formats required and file weight. Campaigns that do not meet these requirements will be flagged prior to any launch of the campaign and campaign performance, including but not limited to viewability, cannot be guaranteed.

19 Campaign metrics, including but not limited to impressions and viewability, will be measured both through our systems and a third-party service (as applicable). An industry-standard discrepancy of 10% will be applied in cases of reporting differences.

20 *Vogue* Arabia is unable to offer guarantees on CTR and SOV.

21 Each campaign must be issued as a single booking order, framing any specific parameters within the same file. We do not accept separate BOs for the same campaign, regardless of geo-targeting, language or other dimensions.

22 Section targeting for the campaign is not offered unless specifically discussed and approved in writing in advance.

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