

ARABIA **BAZZAAR** Harper's

2022 MEDIA KIT

What is **BAZAAR?**

Harper's Bazaar is the ultimate blend of fashion, fantasy and formidable women. The pinnacle of modern sophistication, our mission is to be both beautiful and meaningful; to inspire and to inform, and to do so with dynamism, verve, relevance, but more importantly – with values.

We are a community; celebrating the region and playing an essential role in supporting it, championing it, and setting agendas within it – be that through profiling the most stylish, influential and inspiring women in the GCC, or acting as a space to push game-changing creativity and conversations forward.

An unparalleled authority on style and luxury, we seamlessly combine local perspective with international vision; pedigree with a progressive outlook, to remain the most revered fashion title in the Middle East.





WHAT WE DO...

INTERNATIONAL

The world's longest established fashion magazine, *Harper's Bazaar* was launched in the United States in 1867. Today, it has 27 editions worldwide, including the United Kingdom, China, Russia and India, as well as the US and Arabia.

REGIONAL

Since launching in the GCC in March 2007, *Harper's Bazaar Arabia* has become the most prestigious and respected women's fashion magazine in the region, blending local flavour with international style to reflect its discerning readership. *Harper's Bazaar Arabia* is sold in the UAE, Kuwait, Bahrain, and Oman and is audited by BPA Worldwide.

READER PROFILE

Harper's Bazaar Arabia readers share a love of luxury fashion and style. High-spending Arab and expatriate women aged 20-years-old and upwards, they are affluent, educated and discerning. They embrace both local and international designer fashion, are regular travellers and have exceptionally high personal grooming and beauty standards.

DIGITAL

Harper's Bazaar Arabia content is published online under *HarpersBazaarArabia.com*, available in English and Arabic, joined by its Art, Interiors, Bride and Junior brand pillars. A beautifully designed, simple yet functional online space that encompasses fashion, beauty, people and lifestyle sub-divisions, alongside daily news stories and original articles. It shares a newsletter with a network of high-achieving readers, ensuring the magazine reaches a new global customer.

SOCIAL MEDIA

A vibrant and engaging presence on Instagram, Facebook, Twitter, YouTube and LinkedIn connects *Harper's Bazaar Arabia* with readers across the Middle East and beyond, providing behind-the-scenes insight and access to the region's leading fashion magazine, amassing over 2.2 million organic followers.

CELEBRITY EXCLUSIVES

As the Middle East's leading fashion title, *Harper's Bazaar Arabia* has gained exclusive access to some of the most iconic names in the world. From regional talents such as Huda Kattan, Balqees, Hanaa Ben, Abdesslem and Nancy Ajram, to international superstars like Rihanna, Kim Kardashian, Kris and Kylie Jenner, Iris Apfel, Yousra, Queen Rania, Yara Shahidi, Maya Diab and Bella Hadid, who have all been photographed and interviewed for cover stories, that in turn attracted coverage in major international news outlets including *The Daily Mail*, *Huffington Post*, *People* magazine and *E! News*.

ARABIA Harper's BAZAAR

At a glance



18,000
Print run

75,600
Readership

— ENGLISH —
400,419
Unique users
1,195,788
Page views

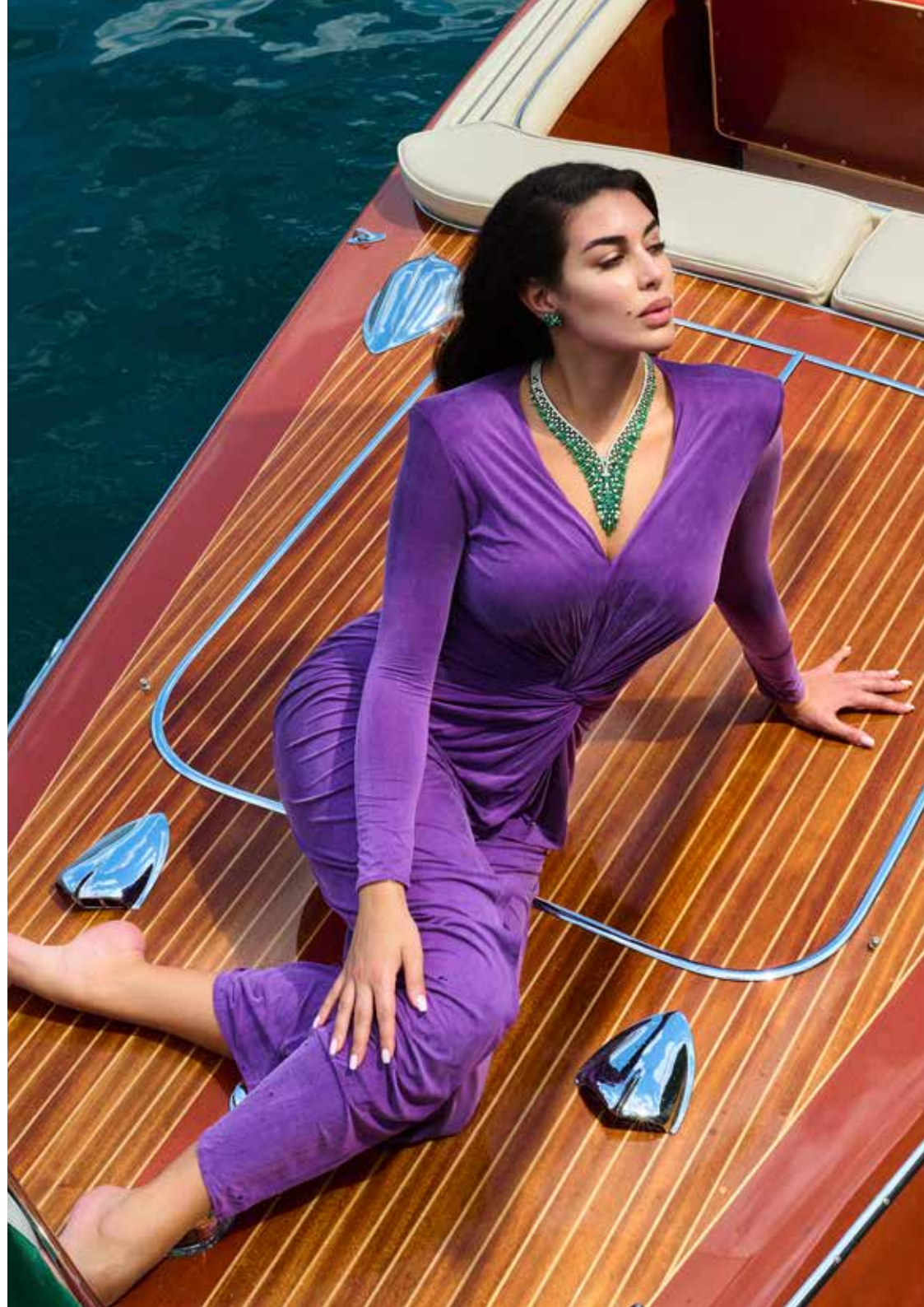
— ARABIC —
390,266
Unique users
1,187,487
Page views

📷 392,000
Instagram

📘 124,240
Facebook English

📘 1.6 million
Facebook Arabic

Harper's Bazaar Arabia is widely available to buy at supermarkets and bookshops across the UAE and GCC. Public place copies are also circulated onboard Emirates first and business class cabins, as well as lounges, beauty clinics, beauty salons, spas, ladies clubs and hotels across the UAE.





Editorial PROFILES



OLIVIA PHILLIPS
EDITOR
IN CHIEF

With over 15 years of fashion and lifestyle journalism experience, Olivia's international media expertise has seen her work for global industry leaders including Net-a-Porter, Grazia, Refinery29, Matches Fashion, Stylist (UK) and Jimmy Choo. Headhunted from London in 2014, she has spent eight years championing, supporting and engaging with the fashion landscape in the Middle East, as well as interviewing style's biggest names for print, video and live audiences – from Marc Jacobs and Stella McCartney to Angela Missoni and Victoria Beckham.



JESSICA MICHALT
DEPUTY EDITOR

Jessica Michault is an award-winning journalist, public speaker, and Fashion, Luxury, Beauty consultant. She is also the Deputy Editor of Harper's Bazaar Arabia and Harper's Bazaar Saudi. Michault's 60 Second Fashion Reviews have brought fashion show criticism to the social media sphere and her in-depth, one-on-one interviews with some of fashion's leading movers and shakers, via her Fashion Your Seatbelt podcast, has created another avenue for fashion lovers to connect with the industry. She has worked with brands such as Miu Miu.



ANNA CASTAN
FASHION
DIRECTOR

A creator of beautiful aesthetics, Anna's work as a stylist has featured in publications from Europe to the U.S. Moving to Dubai in 2014, she worked for magazines such as Stylist (Arabia), Condé Nast Traveller and Architectural Digest, before moving to *Harper's Bazaar Arabia* as Group Fashion Stylist, where she has collaborated with top photographers including Mariano Vivanco, Patrick Demarchelier and David Slijper, and celebrities including Kim Kardashian and Bella Hadid.



LAURA KELL
DIGITAL
EDITOR

With over 10 years of experience creating content for a multitude of digital platforms, Laura Kell joined *Harper's Bazaar Arabia* as Digital Editor in March 2020. The former Senior Content Manager on ITP Live, ITP Media Group's talent and influencer marketing division, has had her work published in Arabian Business, HELLO! Middle East and on xoJane (formerly Jane Magazine). Originally from Vancouver, Canada she has been based in Dubai since 2017.

Editorial COLUMNISTS

SUSANNE MIKHAIL ELDHAGEN UN WOMEN COLUMNIST

Susanne Mikhail Eldhagen is the Regional Director of the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) for the Arab States. With over 20 years of experience, she leads UN Women's normative programme and coordination work in the Middle East and North Africa. As a *Harper's Bazaar Arabia* columnist, she writes about topics related to gender parity, covering issues that affect women within the region and beyond.



DR. SALIHA AFRIDI PSYCHOLOGY COLUMNIST

Raised and educated in the United States, Dr. Saliha Afridi is a clinical psychologist, *Harper's Bazaar Arabia* columnist, and co-founder and managing director of The LightHouse Arabia, a Dubai-based mental health and wellness clinic. She has extensive experience consulting on a range of issues related to wellness, stress management and transformational counseling, and covers topics related to self-love, grief, anxiety and mental health in her monthly column.



ELIZABETH DOERR WATCH COLUMNIST

The co-founder of watch blog, Quill & Pad, Elizabeth Doerr has specialised in horological publishing since her first Basel Fair in 1991. She is considered a leading voice in the watch community with her primary focus centring on the technical side of high watchmaking; the place where progress meets tradition. She also often profiles the colourful personalities and historical elements that make up this surprisingly diverse and compelling world of ticks and tocks.



DEMI RAWLING PERFUME COLUMNIST

Demi Rawling is an up-and-coming perfume critic who has quickly established herself in the fragrance world. Her YouTube channel, where she focuses on reviewing scents from big-name brands in the perfume business as well as more niche labels, has earned her a devoted fan base of fellow scent aficionados. This has resulted in her channel becoming the second-highest ranked vlog on YouTube dedicated to the art of fragrance.



CARLA DIBELLO LIFESTYLE COLUMNIST

With a background in film and finance, entrepreneur Carla DiBello works across a multitude of industries, representing international companies within the Middle East. A *Harper's Bazaar Arabia* columnist since 2016, she touches on topics related to current affairs, lifestyle and mental wellbeing.



DALIA DOGMOCH FOOD COLUMNIST

Dalia Dogmoch Soubra is a Syrian-German-British food author, chef, presenter and entrepreneur living in Dubai. A self-proclaimed culinary nomad, she has contributed and written for *BBC Good Food* and *Harper's Bazaar Arabia*, while her debut cookbook *Food, Love and Life from Dalia's Kitchen* was a regional best-seller.





Harper's BAZAAR

SAUDI

Harper's Bazaar has flourished for more than 150 years by continually reinventing itself, always striving to delight our readers by being a beautiful and sophisticated muse. Last year, we embraced Saudi Arabia into our *Bazaar* family – a dynamic new chapter for a dynamic new dawn.

Rarely does a genuine culture-shifting opportunity present itself, and as KSA strides boldly towards its Vision 2030, *Harper's Bazaar* has again blazed a trail as the first international women's title to be launched within the country, published four times a year: February, April, September and November.

With the content in Arabic and English (50:50), it was the most important luxury media launch in the country's history, and we are so proud to be pioneering a dedicated title that reflects, evolves and changes the cultural landscape for good – with the Saudi people at its heart.

PAGINATION
200+
PAGES

PRINT CIRCULATION
25,000
COPIES IN URBAN AREAS

LANGUAGE
50% ARABIC **50%** ENGLISH

Harper's BAZAAR QATAR

Harper's Bazaar Qatar launched in 2012 with biannual editions published in April and October. Due to its continued success and strength in the market, 2020 saw the growth of this publication to four times a year: February, April, September, and November.

Harper's Bazaar Qatar is dedicated to the style and cultural highlights of Doha. From the ultimate luxury must-buys to insights into Qatar's lifestyle influencers, the Middle East's leading magazine continues to shine the spotlight on this growing and affluent market, last year securing the most high-profile local talent, from Sheikha Asma Al Thani to Amal Ameen Almechain.

PRINT CIRCULATION

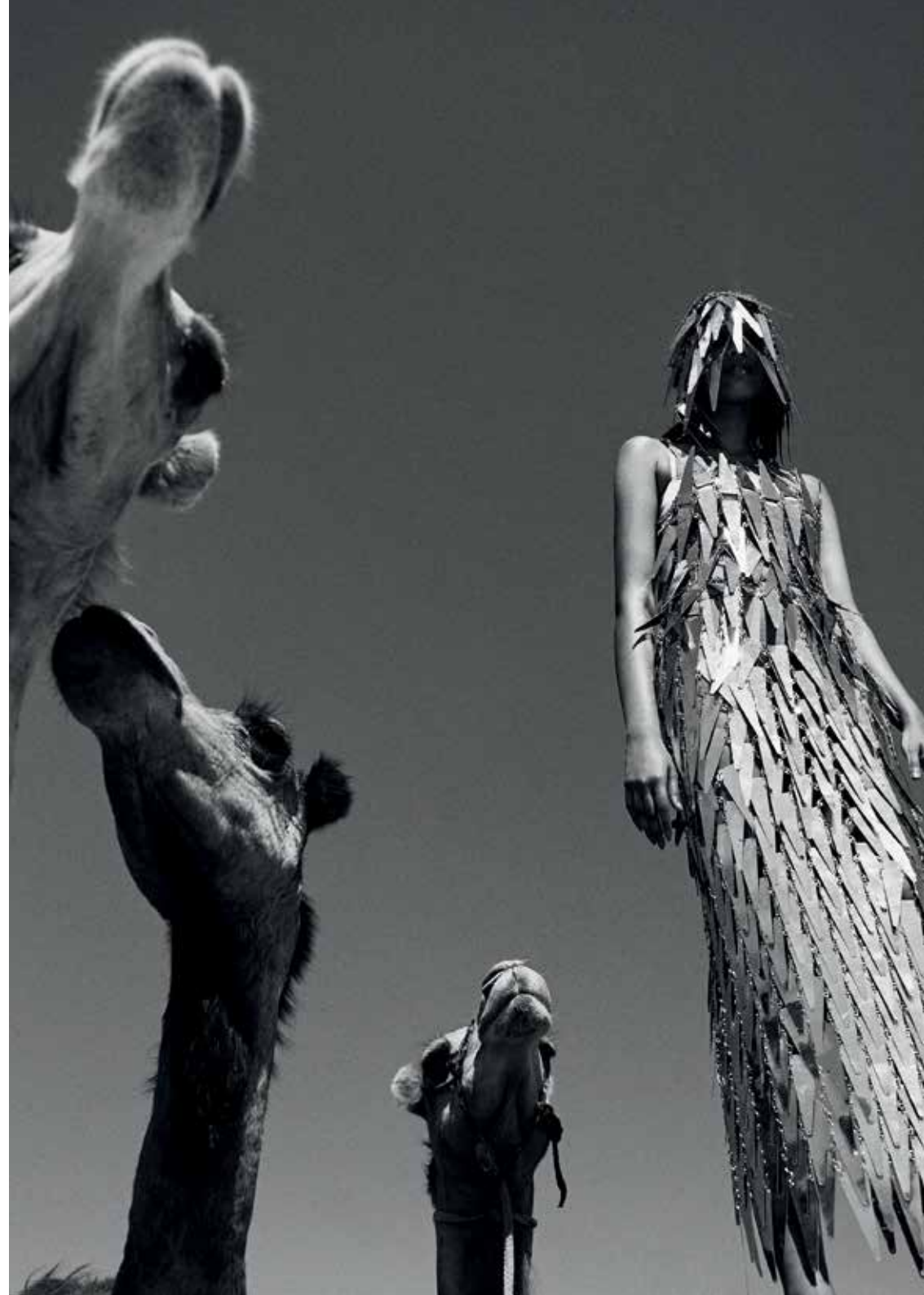
10,000

Top Advertisers

Rolex	Richard Mille
Hermes	Tiffany & Co
Gucci	Cartier
Van Cleef & Arpels	Graff

Private events

Messika
Charlotte Tilbury





ARABIA ^{Harper's} BAZAAR

Events

Growing at a considerable pace, *Harper's Bazaar Arabia's* events division has become an instrumental and powerful pillar of our brand. From bespoke tailored breakfasts and intimate trunk shows to private dinners with leading designers and brand founders, we host across the UAE, Qatar, Saudi Arabia, Kuwait, and have even successfully expanded into London, connecting with Arab women who travel the world. All our events are created based on specific brand briefs and have tailored audiences, objectives and moodboards aligned with both the overall vision and *Harper's Bazaar Arabia*.

During the pandemic, we successfully pivoted to hosting both virtual and phygital events, maintaining a strong presence in the events space whilst being mindful, agile and innovative in their creation and execution. Heading back into fully fledged events last year saw us host them for Van Cleef & Arpels, Gucci and Vacheron Constantin, where we illuminated the Burj Khalifa with our May cover reveal.



ARABIA ^{Harper's} BAZAAR

Special Editions

FEBRUARY

HARPER'S BAZAAR QATAR
HARPER'S BAZAAR SAUDI

MARCH

HARPER'S BAZAAR INTERIORS

APRIL

HARPER'S BAZAAR ART BOOK - DOHA
HARPER'S BAZAAR BRIDE
HARPER'S BAZAAR JUNIOR
HARPER'S BAZAAR QATAR
HARPER'S BAZAAR SAUDI

MAY

HARPER'S BAZAAR INTERIORS

JULY

HARPER'S BAZAAR ART BOOK - RIYADH

SEPTEMBER

HARPER'S BAZAAR QATAR
HARPER'S BAZAAR INTERIORS
HARPER'S BAZAAR JUNIOR
HARPER'S BAZAAR SAUDI

OCTOBER

HARPER'S BAZAAR ART BOOK - RIYADH

NOVEMBER

HARPER'S BAZAAR BRIDE
HARPER'S BAZAAR INTERIORS
HARPER'S BAZAAR QATAR
HARPER'S BAZAAR SAUDI





Editorial CALENDAR

MARCH

THE HEROINE ISSUE
INTERNATIONAL WOMEN'S DAY/
NEW-SEASON FASHION/ ART DUBAI FOCUS

APRIL

THE RAMADAN ISSUE
WELLNESS/ SELF-IMPROVEMENT FOCUS

MAY

THE TRAVEL ISSUE
SKINCARE/
WATCHES & WONDERS FOCUS

JUNE

THE DIASPORA ISSUE
COLLABORATION FOCUS

JULY

THE MOTHERHOOD ISSUE

AUGUST

THE BODY NEUTRALITY ISSUE

SEPTEMBER

THE FEELGOOD ISSUE
NEW-SEASON FASHION FOCUS

OCTOBER

THE MENTAL HEALTH ISSUE
SPA/ EGYPT FOCUS

NOVEMBER

THE REBEL ISSUE
WATCH WEEK/ ABU DHABI ART/ NFTS
& THE FUTURE FOCUS

DECEMBER

THE EMIRATI ISSUE
NATIONAL DAY/ CLASS OF 2022/
RED SEA FILM FESTIVAL KSA FOCUS

Ten reasons to advertise in

ARABIA Harper's
BAZAAR

BAZAAR is the
NUMBER-ONE-selling
premium FASHION
magazine in ARABIA

1
2

BAZAAR
gives readers the
AUTHORITY on
FASHION and
BEAUTY

BAZAAR offers
ORIGINAL local content

3
4

BAZAAR
uses the BEST
JOURNALISTS and
PHOTOGRAPHERS
in the world

BAZAAR
readers are big
spenders. They spend
five times more than
the average on fashion,
leather goods and
accessories.

5
6

BAZAAR's heritage
DATES BACK to 1867

BAZAAR offers true
ACCESS to INTERNATIONAL
and LOCAL designers

7
8

BAZAAR readers have a
MEAN household income
of over Dhs2 million

BAZAAR offers
INTEGRATED and
unique CREATIVE
SOLUTIONS that are
FIRSTS in the market

9
10

BAZAAR brand
extensions include:
HarpersBazaarArabia.com;
BAZAAR Bride,
BAZAAR Art, Qatar Special,
BAZAAR Junior,
BAZAAR Interiors
BAZAAR Saudi



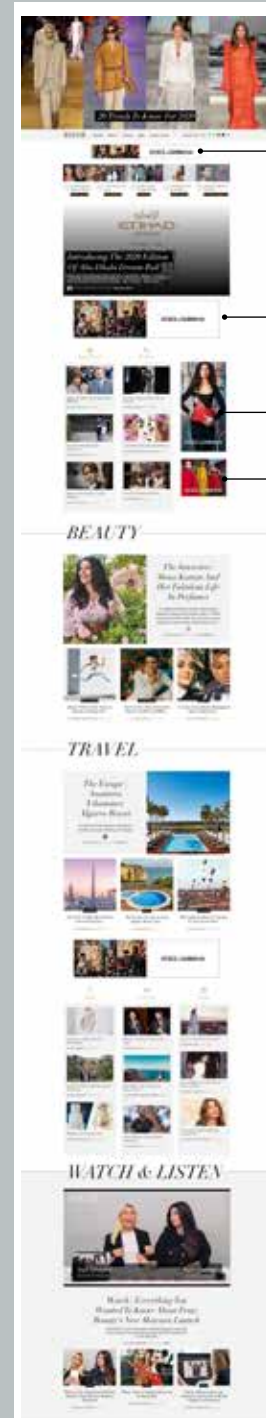


CREATIVE GUIDELINES & SPECIFICATIONS

AVERAGE AGE
25 - 34

READERSHIP
68% Female

PROFILE
Aspirational tastes in luxury with above average spending power



Ads	Type	Device	Specs	Max size
Leaderboard	Standard	Desktop	728x90	200KB
Billboard	Standard	Desktop	970x250	200KB
Mobile Billboard	Standard	Mobile	320x150	100KB
Mobile Leaderboard	Standard	Mobile	320x50	50KB
Half Page Banner	Standard	Desktop/Mobile	300x600	200KB
MPU	Standard	Desktop/Mobile	300x250	200KB
Interstitial	Standard	Desktop	750x450	500KB
Mobile Interstitial	Standard	Mobile	320x480	200KB
Mobile Interscroller	Standard	Mobile	320x500	200KB
Overlay/Eyeblander	Standard	Desktop	450x450	300KB
Inskin/Background BG	Non-Standard	Mobile/Desktop	custom	
Inread	Non-Standard	Mobile/Desktop	custom	
Native Ads	Non-Standard	Mobile/Desktop	custom	



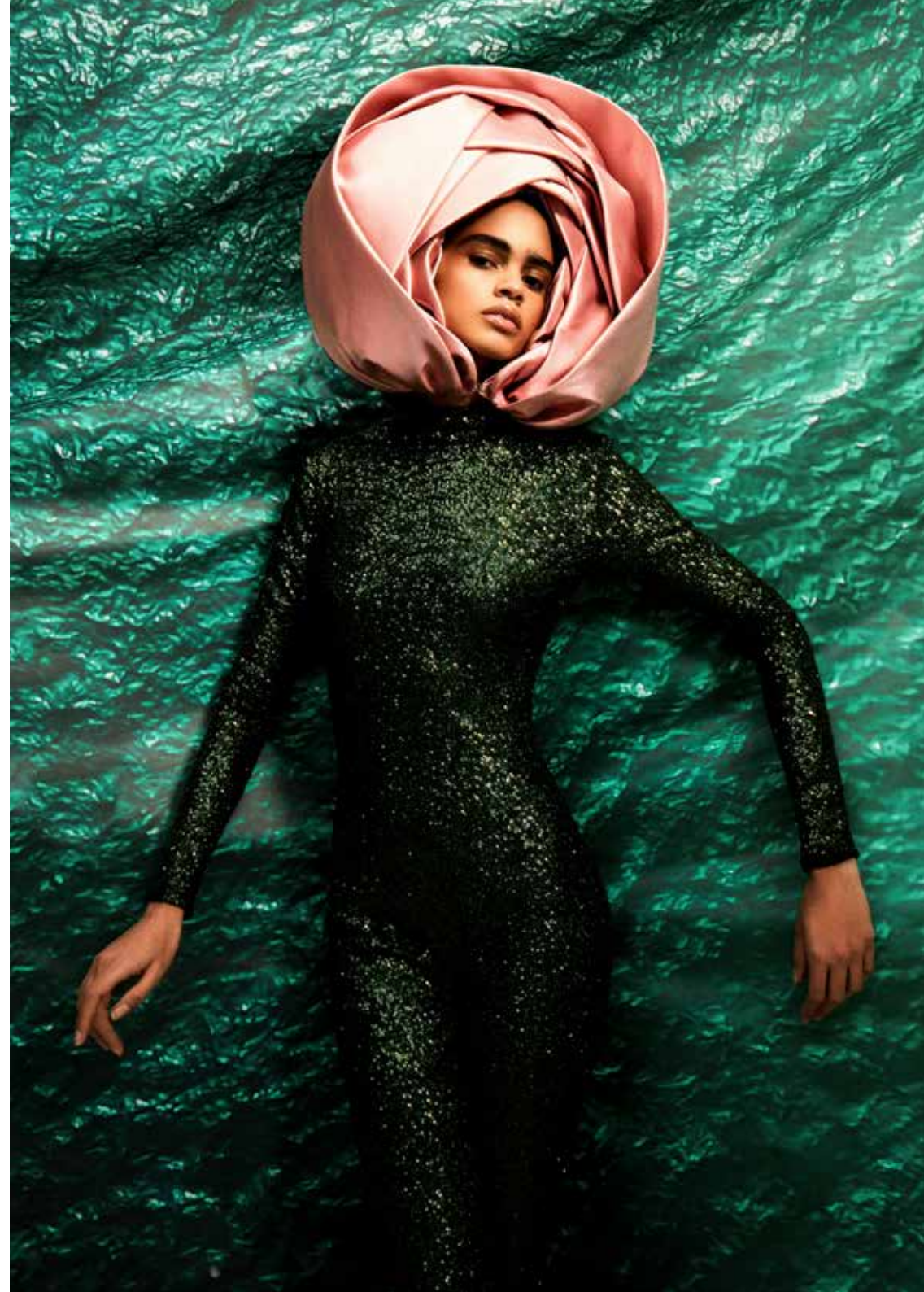
RATE CARD CPM - HOMEPAGE AND ROS

Billboard Banner: USD \$140
 MPU: USD \$100
 Half page: USD \$120
 Billboard page end/footer: USD \$120
 Branded Background: cost upon request
 +20% for video content
 +20% multiple copy (up to 5 creative changes)

RATE CARD

2022

POSITIONS	USD	AED
Reverse Gatefold	\$31,250	114,750
IFCS	\$26,250	96,390
DPS 1	\$23,000	84,456
DPS 2	\$22,500	82,620
DPS 3	\$22,000	80,784
DPS 4	\$21,500	78,948
DPS 5	\$21,000	77,112
DPS 6-10	\$19,500	71,604
Content 1-5	\$14,000	51,408
Eds Letter	\$14,000	51,408
Flannel Pannel	\$14,000	51,408
List 1-5	\$14,000	51,408
IBC	\$15,000	55,080
OBC	\$22,000	80,784
1st 40 %	\$12,000	44,064
ROP	\$10,000	36,720
DPS	\$17,500	64,260





DEADLINES 2022

PAGE SIZE

	Trim Size WxH (mm)	Type Area WxH (mm)	Bleed Size WxH (mm)
Full page	220 x 297	206 x 283	230 x 307
DPS	440 x 297	426 x 283	450 x 307

ADVERTISING DEADLINES

Issue	Booking Deadline	Cancellation Date	Material Deadline	On Sale Date
Jan	Dec 10	Dec 1	Dec 17	Jan 1
Feb	Jan 10	Jan 1	Jan 17	Feb 1
March	Feb 10	Feb 1	Feb 17	Mar 1
April	Mar 10	Mar 1	Mar 17	April 1
May	April 10	April 1	April 17	May 1
June	May 10	May 1	May 17	June 1
July/Aug	June 10	June 1	June 17	July 1
Sep	Aug 10	Aug 1	Aug 17	Sept 1
Oct	Sept 10	Sept 1	Sept 17	Oct 1
Nov	Oct 10	Oct 1	Oct 17	Nov 1
Dec	Nov 10	Nov 1	Nov 17	Dec 1

ARABIA **BAZAAR** Harper's

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