

زهره
الخليج

MEDIA KIT 2023

Introduction on ADM



Abu Dhabi Media (ADM) is the UAE's leading public service broadcaster and media company that focuses on developing, producing and distributing unique premium content, covering news, entertainment, sports and culture to a wide array of demographics across the Arab World.

Established in 1969, in line with the vision of the UAE's Founding Father, His Highness Sheikh Zayed bin Sultan Al Nahyan, ADM has become one of the largest media companies in the Middle East and GCC regions and has a major role in fulfilling and promoting the key pillars of the UAE.

Focusing on digital first content, ADM's portfolio includes exclusively digital assets, as well as digital and traditional platforms for its TV, radio, and print assets.

ADM Brands





About us

Zahrat Al Khaleej has a history and legacy more profound than any other Arabic magazine, since its launch in 1979 the magazine has fast become a household name across the MENA region.

As the magazine of choice for women aged between 20-55 years old, and families alike the magazine acts as the voice of authority and substance for exclusive content, across many pillars including, Fashion, Celebrities, Current Affairs, Art, Culture, Homes and Interiors, Travel and Beauty.

Key Target Audience

Experienced



Creative



Empowered



Knowledgeable



Driven



Inspiring

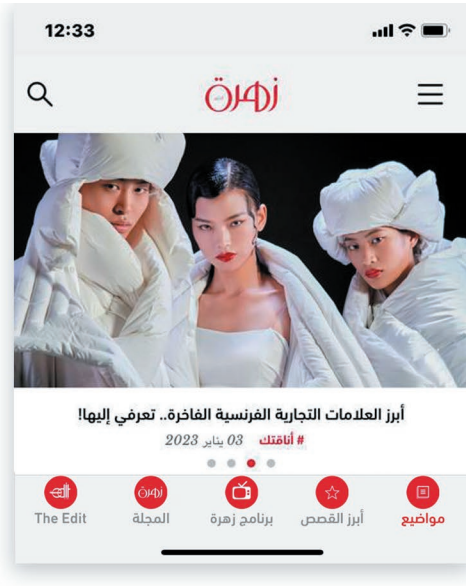
Determined

Optimistic

Energetic

The Magazine will continue to represent the Arab world staying true to its roots, however we have now increased our reach by targeting the age group of 20-55. The magazine is written and designed to resonate with our key audiences.

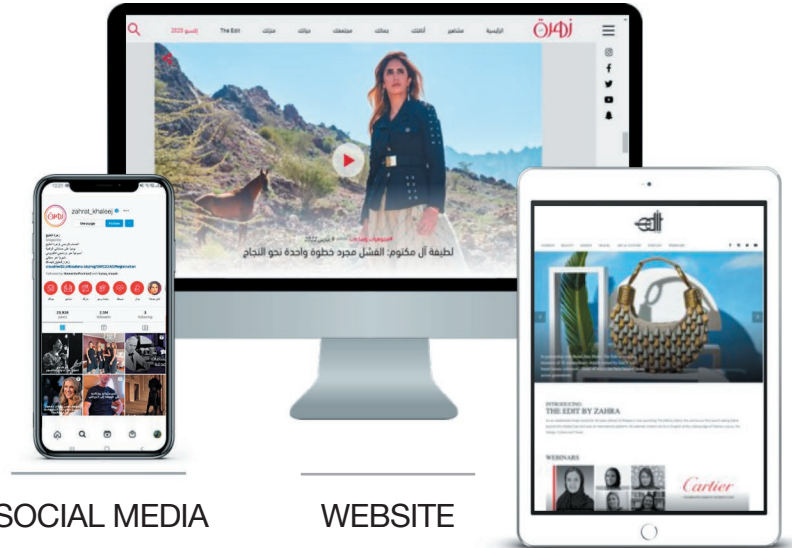
ZAK World



ZAK APP



PRINT



SOCIAL MEDIA

WEBSITE



ZAK TV



EVENTS

Editorial Calendar 2023

JANUARY Sustainability	FEBRUARY Love Conversations	MARCH Ramadan
APRIL Blooming & Thriving	MAY Family Bond	JUNE Holiday & Eid
JULY The Friendship	AUGUST UAE Women's Day	SEPTEMBER Saudi National Day
OCTOBER Art & Culture	NOVEMBER Innovation	DECEMBER UAE National Day



Brand Extension: 'Bridal' October | 'Watches & Jewelry' November | 'National Day' December



Market Leader

PRINT

Readership:

1,000,000+

CIRCULATION BREAKDOWN

UAE	58,700	Lebanon	4,200
KSA	54,850	Egypt	11,750
Kuwait	10,300	Jordan	3,000
Oman	9,100	Morocco	8,200
Bahrain	7,200	Algeria	2,800
Qatar	14,950	Tunisia	4,200
Iraq	2,500	Other Countries	1,525

Total Circulation: **193,275** Copies



Digital Stats

www.zahratakhaleej.ae

Average users:

368,099

Average Page Views:

547,707

Avg. time spent on page

1 Minute **25** Seconds

Average age of user

18-24 (8%)

25-34 (41%)

35-44 (28%)

45-54 (11%)

55-65+ (12%)

Gender Split

Females (70%)

Males (30%)

SOCIAL MEDIA FOLLOWING

 **4.2M**

 **2.4M**

 **300K**

 **3.3M**

 **102.9K**



Issues

2022



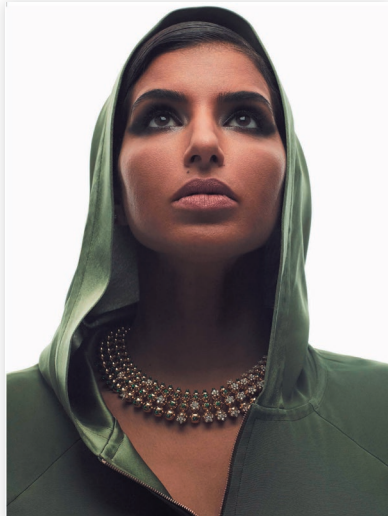
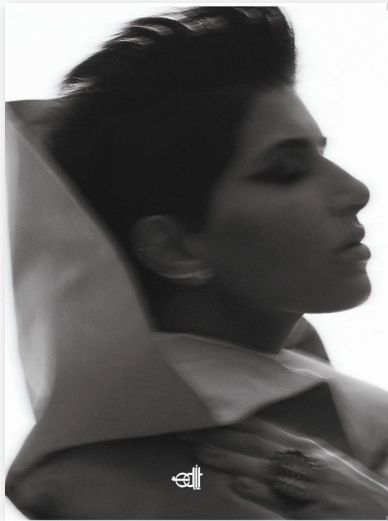
Creative Direction

Editorial Content



• Editorial Features • Fashion • Jewellery • Beauty • Home & Interiors • Art • Travel

Special Executions



Branded content print and digital, organic look and feel, designed, written and published within our guidelines to sit alongside our editorial pages

Social Media campaigns, from takeovers on our channels to sponsored content

Supplement Sponsorship tailored content and distribution for your brand

Digital Advertising on our website through skyscrapers, banners, buttons, click throughs

Bespoke Videos with full storyboard, cast selection and execution

Private Events producing intimate events for 10 people through to conferences for 200 people we can ensure we conceptualise, manage the guest list and execute to meet your brand needs across multiple regional and international locations

Rate Card 2023

COVERS	AED	USD
Front Cover Gate fold (2 pages)	105,000	28,590
Front Gate Fold Cover (4 pages)	157,000	42,750
Inside Front Cover Spread (IFCS)	110,000	29,953
Inside Back Cover (IBC)	33,700	9,177
Outside Back Cover (OBC)	108,000	29,408
Outside Back Cover Gate fold (4 pages)	157,000	42,750

DOUBLE PAGES

Premium	AED	USD
1st Double Page Spread	82,500	22,465
2nd – 10th Double Pages Spread	79,000	21,512

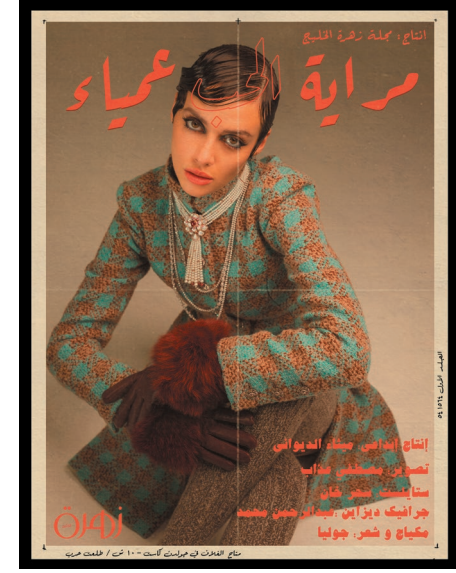
INSIDE

Double Page Spread	56,600	15,412
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INSIDE PAGES

Facing Editors Note	41,000	11,165
Facing index 1	41,000	11,165
Facing index 2,3,4	38,000	10,350
Full Page Color	28,000	7,625

The rate card does not include VAT



MATERIAL REQUIREMENTS

Format: Photoshop (JPEG or EPS or PDF).

Resolution: 300 (DPI) with color Print Material

Deadline: 14 days prior publication date.

Cancellation Terms: Any cancellation instructions must be received in writing 3 weeks prior publication date.

Prime positions & Special Covers cannot be cancelled

25% Extra for Editorial Advertisements.

15% Extra for Special Positions Request.

15% Agency commission.

Web Rate Card 2023

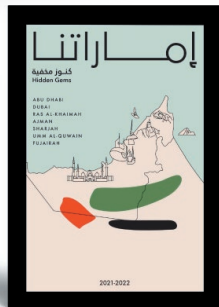
POSITION	SIZE	RATE (AED)	RATE (USD)
Double-Skyscraper/Half Page	300 x 600	441/CPM	120/CPM
Wide Skyscraper	160 x 60	441/CPM	120/CPM
MPU (Desktop & Mobile)	300 x 250	441/CPM	120/CPM
Road Block	LB: 728 x 90, HPB: 300 x 600, MPU: 300 x 250	551/CPM	150/CPM
Road Block with Branded Background	LB: 728 x 90, HPB: 300 x 600, MPU: 300 x 250, Branded Background: 1425 x 500	735/CPM	200/CPM
Home Page Takeover	LB: 728 x 90, HPB: 300 x 600, MPU: 300 x 250, Branded Background: 1425 x 500, 320 x 100, 320 x 50	36,740	10,000
Expanded Leaderboard	728 x 90 to 728 x 210 (Direction: Down)	551/CPM	150/CPM
Expanded Half Page Banner	300 x 600 to 450 x 600 (Direction: Down)	551/CPM	150/CPM
Expanded Wide Sky scraper	160 x 600 to 240 x 600	551/CPM	150/CPM
Expanded MPU	300 x 250 to 300 x 500 (Direction: Down)	551/CPM	150/CPM
Billboard	970 x 250	441/CPM	120/CPM
Super Leaderboard	970 x 90	441/CPM	120/CPM
Push Down Banner	960 x 60 to 960 x 418 (Direction: Down)	551/CPM	150/CPM
Overlay	400 x 400	551/CPM	150/CPM
MPU To Full Page	300 x 250	551/CPM	150/CPM
Interstitial-Transitional	Full Screen - 750 x 500	551/CPM	150/CPM
Side Kick Banner	850 x 700	551/CPM	150/CPM
Mobile Leaderboard	320 x 50, 320 x 100	551/CPM	150/CPM
Mobile RoadBlock	MLB: 320 x 50, MPU: 300 x 250	735/CPM	200/CPM
Richmedia Formats Desktop OR Mobile	Varies	551/CPM	150/CPM
Section Sponsorship 1 Day	LB: 728 x 90, HPB: 300 x 600, MPU: 300 x 250, Branded Background: 1425 x 500, 320 x 100, 320 x 50	18,370	5,000
Section Sponsorship 1 Week	LB: 728 x 90, HPB: 300 x 600, MPU: 300 x 250, Branded Background: 1425 x 500, 320 x 100, 320 x 50	44,088	12,000
Instream / Outstream	Varies	367.4/CPM	100/CPM
Microsites	Varies	146,960	40,000
Native Ads excluding production cost - (Mobile & Desktop)	Varies	36,740	10,000
Social Media Post	Varies	11,022	3,000
Social Media Event Coverage	Varies	36,740	10,000
Video Pre-rolls	Varies	551/CPM	150/CPM

ZERO TWO

Our Services:

- *360° Campaign Creation*
- *Digital Futures*
- *Film Production*
- *Bespoke Publishing*
- *Experiential & Event Activations*
- *Transcreation and Content Syndication*

Leading on creative concept through to execution and content distribution strategy.



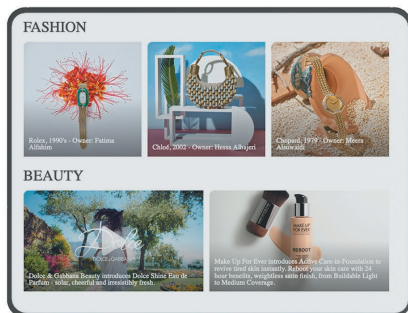
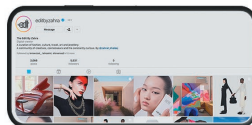
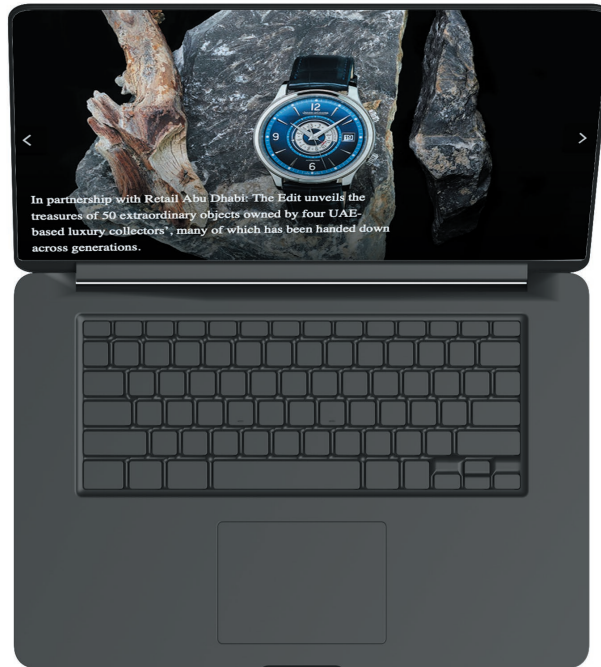
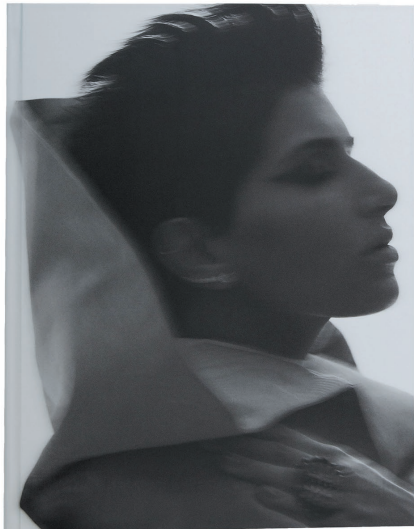
THE EDIT

General Overview

The Edit by Zahra is the voice of luxury, creativity and cutting-edge ideas for savvy, smart and well-traveled women and men in the Arab region and wider world. We are a digital platform that is well-researched, cutting edge, and we constantly strive to distinguish ourselves from the noise of generic luxury men and women's content which is present online.

Products

- Website
- Social media presence
- Podcasts
- Premium Coffee table book
- Webinars
- “Middle Eastern Majesty”





Contact Details

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EDITORIAL ENQUIRIES

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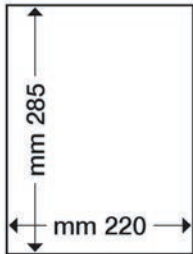
Head of Creative

LALNuaimi@admedia.ae

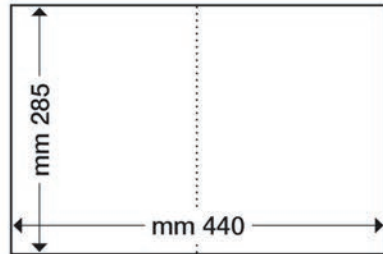
+971 50 653 1413

Technical Specifications

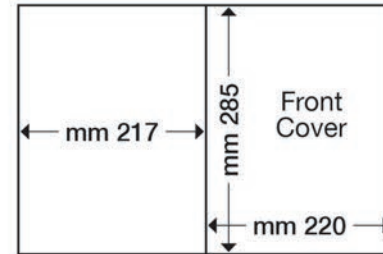
Single page



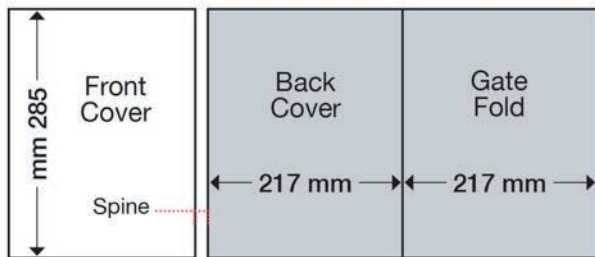
Same sizes applies on OBC & IBC



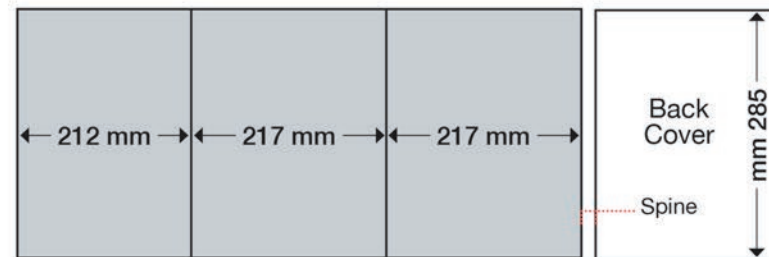
Same sizes applies on IFCS



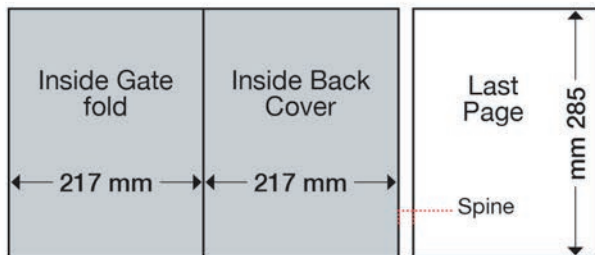
NOTE:
THE BLEED FOR ALL SIZES IS
3mm FROM EACH SIDE



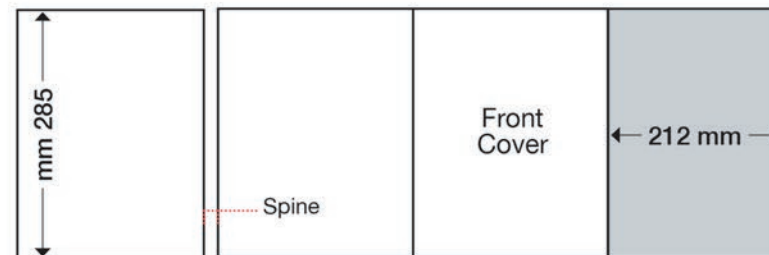
■ Ads Side-1



■ Ads Side-1



■ Ads Side-2



■ Ads Side-2

Brand Partners

Cartier

DIOR

AP
AUDEMARS PIGUET

Chopard

CHANEL

F
FENDI

👑
ROLEX

H
HUBLOT

PIAGET

GUCCI

Van Cleef & Arpels

CHAUMET
PARIS

TIFFANY & Co.

BVLGARI

C E L I N E

Roger Vivier
PARIS

🌸
HUAWEI

LV
LOUIS VUITTON

ROGER DUBUIS

BOTTEGA VENETA

PRADA

RICHARD MILLE

G R A F F

LOEWE

roberto cavalli

THANK YOU