

EMIRATES
WOMAN
MEDIA KIT 2023



The strategy

Emirates Woman thinks globally and supports locally. As the region's leading women's fashion and lifestyle brand and with over 40 years at the forefront of publishing in the Middle East, we remain dedicated to providing editorial excellence. *Emirates Woman* delivers high-end fashion, beauty, luxe lifestyle and travel as well as in-depth features with both a global and local focus. It pushes boundaries and leads the field with its international and local editorial content, bringing its readers innovative, inspiring and intelligent coverage. Committed to representing the many faces and nationalities of women in the Emirates, it continually seeks to celebrate, support and inspire.



CIRCULATION

- Print-run 25,000 copies
- Digital edition available for free download
- Frequency Monthly

DISTRIBUTION

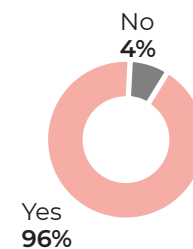
- UAE / Bahrain / KSA / Kuwait / Oman / Qatar
- All first and business class lounges and cabins on Emirates
- Retail Outlets / Hotels / Sponsored Copies / Subscriptions / Airlines



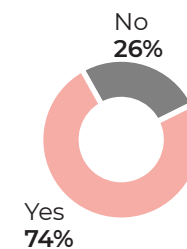
Advertising benefits

- Your message will be visible in the most optimal women's title in the region
 - Enhanced message delivery, as a result of appearing alongside slick editorial and a clean design aesthetic
 - Being associated with a highly-respected brand that has been established over 40 years

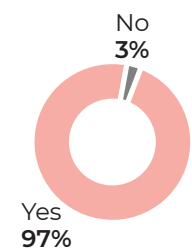
THE ADVERTISING PROVIDES INFORMATION ON BRANDS



THE ADVERTISING HELPS INFORM MY PURCHASING DECISIONS



THE ADVERTISING FITS WITH THE CONTENT OF THE MAGAZINE



Readership profile

Emirates Woman is read by the mixture of nationalities that reside in the Gulf. A typical reader is 26-40, affluent and well-educated. She purchases the magazine frequently and is heavily involved in each issue, returning to it multiple times. There is also a high rate of readership reflected by the significant pass-on rate – 58 percent of readers will pass the magazine on to at least three others.

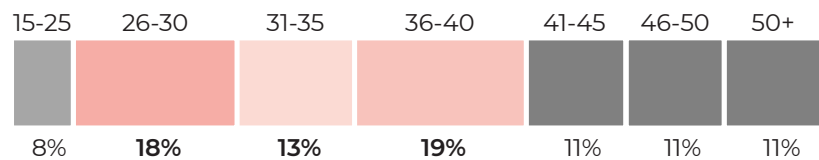
REGION OF BIRTH

Europe	40%	Middle East	20%
Subcontinent	15%	Africa	7%
Asia Pacific	10%	America	5%

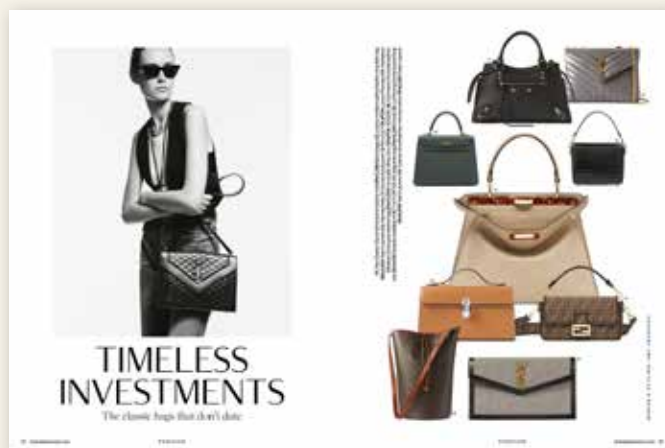
GENDER

Male	7%	Female	93%
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AGE



Editorial content




FASHION

BEAUTY


Hot New Buys

BY JESSICA COOPER


The best edit of late beauty buys to uplevel your daily routine




REJUVENATE
This hydrating cream is formulated with a blend of peptides and hyaluronic acid to help reduce the appearance of fine lines and wrinkles. It's perfect for use on the face and neck.




REPAIR
This serum is formulated with a blend of peptides and hyaluronic acid to help reduce the appearance of fine lines and wrinkles. It's perfect for use on the face and neck.




REPAIR
This cream is formulated with a blend of peptides and hyaluronic acid to help reduce the appearance of fine lines and wrinkles. It's perfect for use on the face and neck.



HOT THOPIC
This compact is formulated with a blend of peptides and hyaluronic acid to help reduce the appearance of fine lines and wrinkles. It's perfect for use on the face and neck.



The Perfect Blend
This lipstick is formulated with a blend of peptides and hyaluronic acid to help reduce the appearance of fine lines and wrinkles. It's perfect for use on the face and neck.



REPAIR
This serum is formulated with a blend of peptides and hyaluronic acid to help reduce the appearance of fine lines and wrinkles. It's perfect for use on the face and neck.

THE BEAUTY PIONEERS

The pioneering beauty products you need to know about



REPAIR
This cream is formulated with a blend of peptides and hyaluronic acid to help reduce the appearance of fine lines and wrinkles. It's perfect for use on the face and neck.



REPAIR
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The Invisible Details

By Jessica Cooper

Discover the hidden details of the new season's beauty products. From the most innovative skincare to the most luxurious makeup, we've got you covered.



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FOUNDATION

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The Beauty Shelf

Every month we pick an industry gem to share with you. This month's pick is a beauty product that's worth the hype.

BY JESSICA COOPER



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Self-Care

Relax, unwind and take some time out for yourself this month

BY JESSICA COOPER




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JEWELLERY & WATCHES



The Pad
Respect, additions that add color to your interior

The Pad is a collection of modern, minimalist furniture pieces. It includes a chair, a table, and a lamp, all designed with clean lines and a focus on functionality and style.



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Forefront of Design

There's no doubt that designer Shomee Mukherjee has shaped the design landscape in the U.S. more than we know it is today. Having launched her eponymous brand in 2013, Shomee Mukherjee has only grown from strength to strength, creating striking, otherworldly pieces at the forefront of design.




Sitting comfortably?

With so much to choose from, we have to be diligent and pick the most comfortable. Make sure you're not just sitting down, but sitting right. Here are some of the best chairs to sit in for a while, from a classic to a modern, ergonomic masterpiece.



Tasteful Aroma

An exceptional edit of fragrant essences




Integral Design



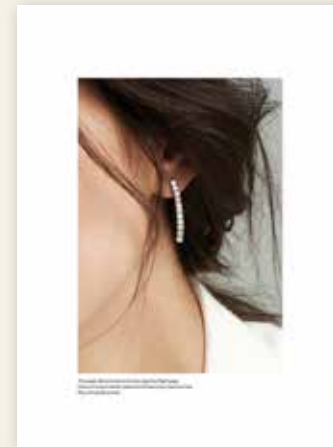

THE GOLD RUSH

Field of statement pieces in brilliant and finished gold



LIFESTYLE

COMMERCIAL PARTNERSHIP -
COVERS



COMMERCIAL PARTNERSHIP - STILL LIFE

QUALITY OVER QUANTITY

BRÉSAC IS FORMED AROUND A CONSCIOUS, CONSIDERED STRUCTURE, WITH PRODUCTS PRODUCED IN LIMITED QUANTITIES

Photo:
SILVIA SUTER



BRÉSAC A COLLECTION LIMITED, PAR PRODUITS
RESTRICTEMENT QUANTITÉS



LA COLLECTION PRIVÉE

Des parfums de haute qualité, conçus par BRÉSAC, en quantités limitées, pour les amoureux du bien-être et de la beauté.



BRÉSAC A COLLECTION LIMITED, PAR PRODUITS
RESTRICTEMENT QUANTITÉS

CULT-PROFUSION

Les parfums de haute qualité, conçus par BRÉSAC, en quantités limitées, pour les amoureux du bien-être et de la beauté.



THE LEGACY



LECLERCQ'S DESIGN, OF THE 1950S, REPRODUCED IN BRÉSAC'S
STYLING AS A MODERN, TRAVEL-READY, DISTINCT, ACCESSORY.



Editorial calendar

JANUARY

The Reset Issue

FEBRUARY

The Innovation Issue

MARCH

The Style Issue

APRIL

The Elevate Issue

MAY

The Horology Issue

JUNE

The Skin Issue

JULY / AUGUST

*The Summer Escape
Issue*

SEPTEMBER

The Trailblazers Issue

OCTOBER

The Fearlessness Issue

NOVEMBER

The Refinement Issue

DECEMBER

*The Winter Escape
Issue*



Digital

With a topical combination of style, substance, fashion, beauty, culture, entertainment and current affairs, *emirateswoman.com* is essential reading for the modern woman in the Middle East.

WEBSITE

450,000
Unique visitors per month

29-49
Average Age

25,000Dhs
Average salary per month

SOCIAL

Facebook
111,700
followers

TikTok
48,600
followers

Instagram
168,000
followers

EDM

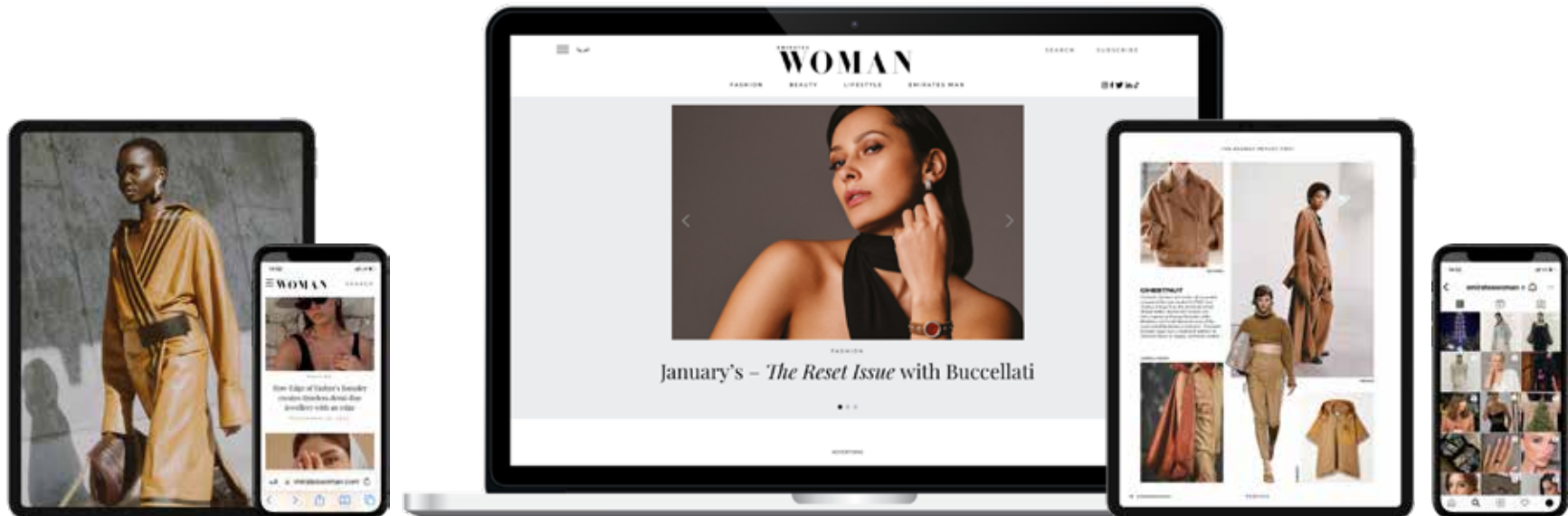
15-20%
Average open rates on newsletters

OTHER CAPABILITIES

Ability to run targeted, personalized campaigns for specific target audience segments using our data management platform.



@emirateswoman





Events

WOMAN OF THE YEAR AWARDS

The Emirates Woman Woman of the Year Awards is the region's most prestigious and inspiring annual event. The awards continue to honour and celebrate the achievements of women in the business, arts and culture, philanthropic and visionary fields in the UAE. These glamorous awards have now been running for over 13 years.





Events

BESPOKE MICRO EVENTS

We will be hosting a series of events throughout the year. These will be a small, private, affairs in collaboration with Tier 1 brands and individuals.
For partnership details please contact us directly.



Rates and specs

PRINT

REGULAR POSITIONS

Full Page	6,500
Double Page Spread	12,300
Half Page Solus	4,800

PREMIUM POSITIONS

Outside Back Cover	14,100
Inside Front Cover Spread (2 pages)	23,400
Inside Back Cover	9,350
Front Cover Reverse Gatefold (2 pages)	24,675
Inside Front Cover Gatefold (3 pages)	26,700
Full Page (opposite Editor's Letter)	8,200
Full Page (opposite contents)	7,800

DOUBLE PAGE SPREAD POSITIONS

1st Double Page Spread	18,400
2nd Double Page Spread	17,800
3rd Double Page Spread	16,500
4th Double Page Spread	15,250
5th Double Page Spread	14,250
6th Double Page Spread	13,800
7th Double Page Spread	13,100

CREATIVE SOLUTIONS

Bespoke	28,700
Book Mark	16,500
Belly Band	15,600
Bound Insert	16,500
Tab / Sampling	23,000
Advertorial – Full Page	8,100
Advertorial – Double Page Spread	14,500

US\$

(mm) H x W



DPS

Trim: 300 x 450

Type: 270 x 420

DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine



Full Page

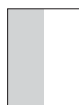
Trim: 300 x 225

Type: 270 x 195



Half Page Horizontal

Type: 130 x 195



Half Page Vertical

Type: 270 x 90

- The artwork should be a press ready PDF file saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after trim marks
- Image loss in the gutter 3mm either side
- Ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side

DIGITAL

DESKTOP MPU

Width: 300PX Height: 250PX

US\$89/CPM

DESKTOP LEADERBOARD

Width: 728PX Height: 90PX

US\$89/CPM

DESKTOP HALF PAGE

Width: 300PX Height: 600PX

US\$105/CPM

NATIVE ADVERTISING

Content produced by editorial in the *Emirates Woman* brand voice, style and theme through video, articles and/or social media.

PRICES BESPOKE PER REQUEST

STANDARD EDM

Client to supply a custom HTML EDM creative in line with *Emirates Woman* brand that is sent to the *Emirates Woman* subscriber database.

US\$220/CPM

CREATIVE SOLUTIONS:

- Cover Shoot Sponsorship
 - Sponsored Shoots & Videos
 - Sponsored Video Content
 - White Label Content
 - Bespoke Events
 - Webinars
 - Website takeovers, HPTO, E-Wraps, Interscrollers
- PRICES ON REQUEST

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

GENERAL INFORMATION

- 11 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

DEADLINES

- Booking: 15th of month prior to publication
- Material: 18th of month prior to publication

INTERNATIONAL MEDIA REPRESENTATIVES

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