



REACHING
2 MILLION
CONSUMERS
EVERY MONTH

WHAT'S ON

DUBAI

MEDIA

INFORMATION





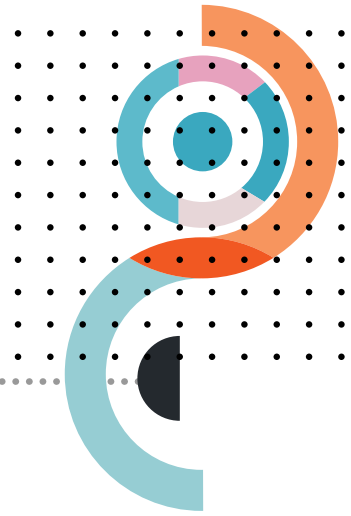
WHAT'S ON

Motivate Media Group is the region's leading multi-platform content producer, which operates across the GCC and MENA region with a diverse portfolio of media interests comprising magazines, digital, social, video, exhibitions & events, talent, cinema and books.

The UAE's first-ever magazine, What's On is the go-to brand for making the most of your time in UAE. Packed full of fun and adventure, it's all you need for the inside story on the city's big events, the food and drink scene, music, arts, fitness, well-being and much, much more! Its media platforms both in print and online reach over 2 million people a month.



What's On network



BRANDS



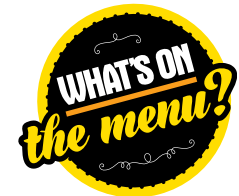
WEBSITES

WhatsOn.ae

WhatsOnSaudiArabia.com

WhatsOnSaudiArabia.com/ar

EVENTS



Why choose What's On?



RESPECTABILITY

What's On launched over 43 years ago in the UAE and was the first lifestyle magazine to enter the market in 1979. Thanks to its rich history, ads that appear on Whats On tend to be more credible than other media platforms.

REACH

What's On reaches an average of 2 million people in the GCC every month, which means we have the audience to engage with your brand.

LOYALTY

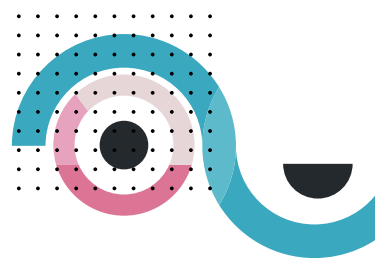
What's On has a dedicated loyal audience developed over the past 43 years.

WE KNOW OUR AUDIENCE

43 years' experience of advising audiences on the best things to do, we understand what consumers search for and how best to position your business.



Reach stats



2 MILLION+



BRAND REACH

1 MILLION+



UNIQUE WEBSITE VISITORS

900,000+



SOCIAL MEDIA FOLLOWERS

100,000+



READERSHIP - PRINT & DIGITAL

WHAT'S ON

DOWNLOAD THE LATEST DIGITAL ISSUES OF 2022

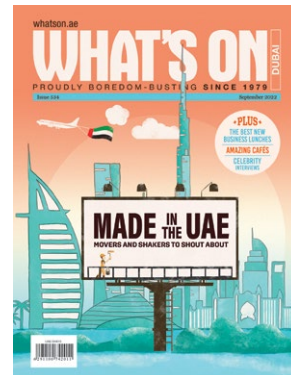
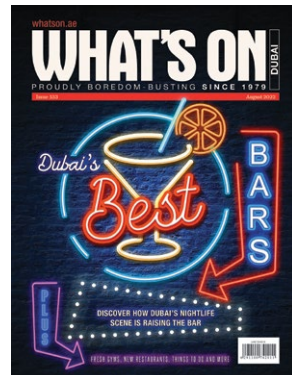
[CLICK HERE](#)
[AUG '22](#)

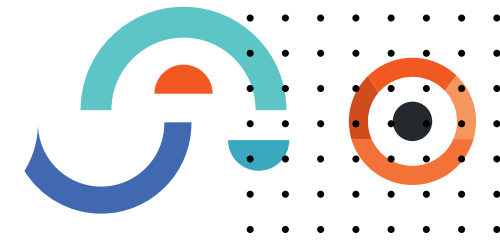
[CLICK HERE](#)
[SEPT '22](#)

[CLICK HERE](#)
[OCT '22](#)

[CLICK HERE](#)
[NOV '22](#)

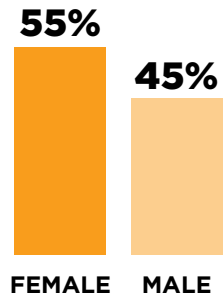
[CLICK HERE](#)
[DEC '22](#)



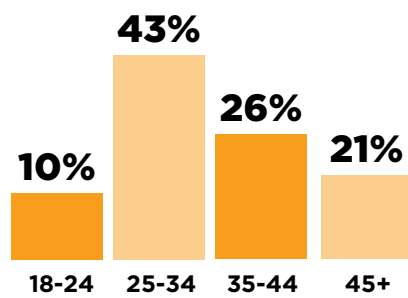


What's On audience

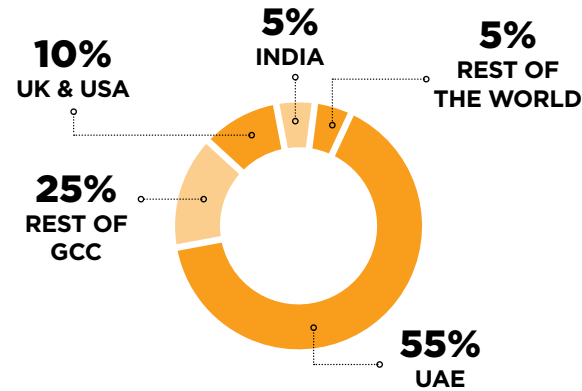
GENDER



AGE

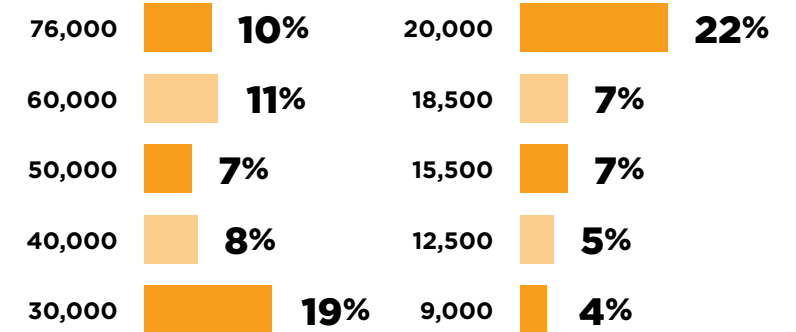


GEO



INCOME

AED PER MONTH



Instagram
265,000+
followers

Facebook
297,000+
followers

Twitter
230,000+
followers

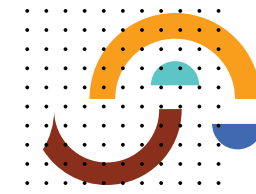
TikTok
120,000+
followers

Unique website visitors
1 MILLION+
per month



What's inside

We dive beneath the surface of the UAE to capture the details missed by other magazines in the region. We pack our sections – main features, restaurant reviews, culture and active – with practical and pertinent information from hip new restaurant launches to the latest activities and events in the Emirates.



BIG FEATURE

■ MAIN EVENTS

CULTURE

■ ARTS

■ THEATRE

■ FILM

■ NIGHTLIFE

REGULARS

■ YALLA!

■ GREAT COMPETITIONS

■ RESTAURANT REVIEWS

ACTIVE

■ SPORT AND OUTDOORS

■ WELLBEING

■ TRAVEL

WHAT'S ON





WHAT'S ON

Campaign inventory



PRINT CONTENT

We dive beneath the surface of the UAE to capture the details missed by other magazines in the region. We pack our sections – main features, restaurant reviews, culture and active – with practical and pertinent information from hip new restaurant launches to the latest activities and events in the Emirates.

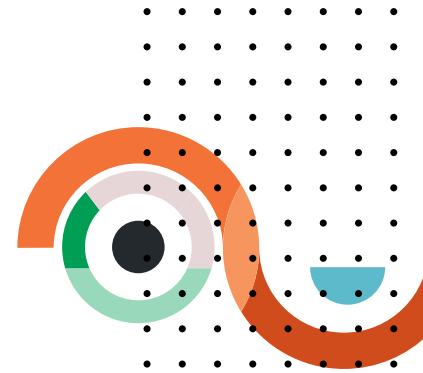


EVENTS

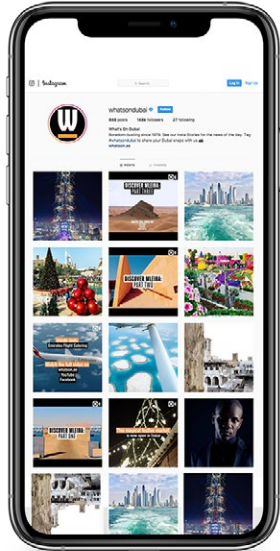
What's On has a thriving events division, with numerous high profile events staged throughout the year. From glamorous award ceremonies, to all-day music festivals, a dedicated marketing and events team ensures that all events are a valuable extension of our client's brands. Meeting specific marketing, PR or editorial objectives, events can be amplified with a 360 storytelling approach across Print, Digital, Social, Data-targeting plus post-event coverage for campaign longevity.

BESPOKE DIGITAL CONTENT

For the reader who prefers content on-demand, a sponsored content offers beautifully editorial designed articles. Built in response to a brief, the brand/product will be expertly written and inclusive of hero homepage positioning, Facebook and instastory post.



Campaign inventory



SOCIAL CONTENT

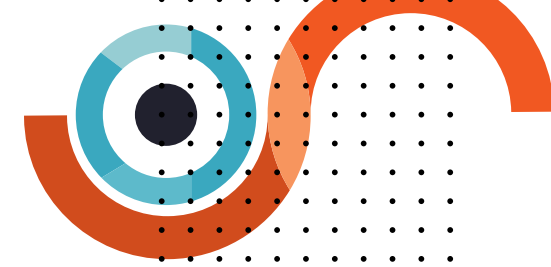
Social content gives brands an endorsement across What's On's growing dedicated following inclusive of Instagram, Facebook and TikTok. Driving further traffic to partnered digital content on whatson.ae.

VIDEO

Our team of videographers, writers, editors and producers create a vast range of engaging - and often viral - content. The service includes everything from ideas and story conceptualisation, script writing and storyboarding, to full production, which can be distributed on WhatsOn.ae & What's On social platforms - reaching over 1.8 million consumers.



In-demand executions



WEBSITE - STANDARD DISPLAY

WhatsOn.ae hosts an abundance of relevant and timely content that readers use for research, reference, and expert insights. Banner ads puts your message directly in view of our audience.

LEADERBOARD: 728(w) x 90(h)

MOBILE LEADERBOARD: 320 (w) x50 (h)

MPU: 300 (w) x 250 (h)

HALF PAGE: 300 (w) x 600 (h)

HOMEPAGE TAKEOVER

Own every position and every impression on the whatson.ae homepage.

Ad units include:

DESKTOP TAKEOVER

BILLBOARD: 970(w) x 250(h)
MPU: 300(w) x 250(h)
HALF PAGE: 300(w) x 600(h)
SKIN: 160(w) x 600(h)

MOBILE TAKEOVER:

MOBILE LEADERBOARD: 320(w) x 50(h)
MPU: 300(w) x 250(h)
HALF PAGE: 300(w) x 600(h)
MOBILE CATFISH: 320(w) x 50(h)



MOBILE CATFISH:
320(W) X 50(H)

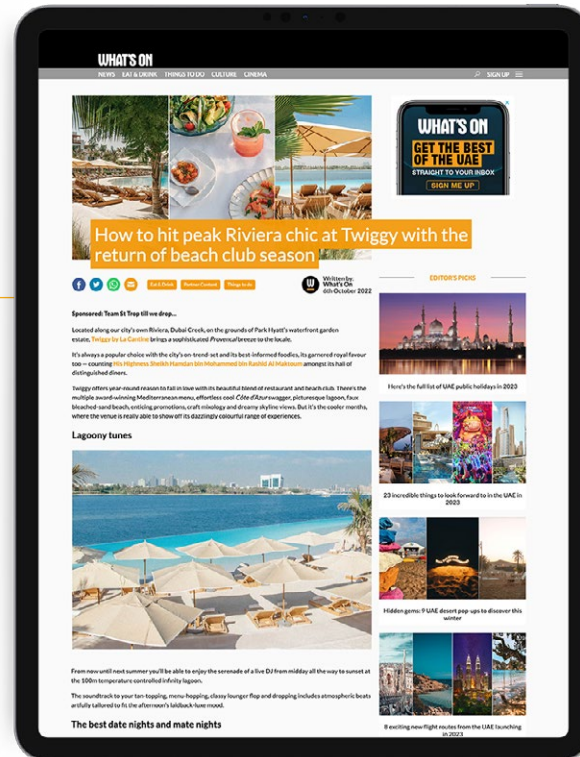


In-demand executions



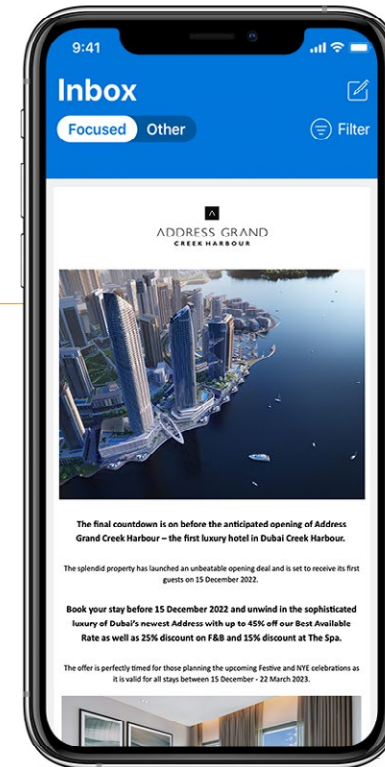
SPONSORED CONTENT

A sponsored content advertorial is written and designed by our editorial team and marked as 'sponsored', with the intent of blending into organic editorial.



EDM

Custom EDM – Own all elements of this dedicated email – all creative and click through URL(s), plus the subject line.



WHAT'S ON

What's On events



PREPARE TO GET LOCKED IN.

This is the What's On Lock In – the best UAE staycation you'll ever have.

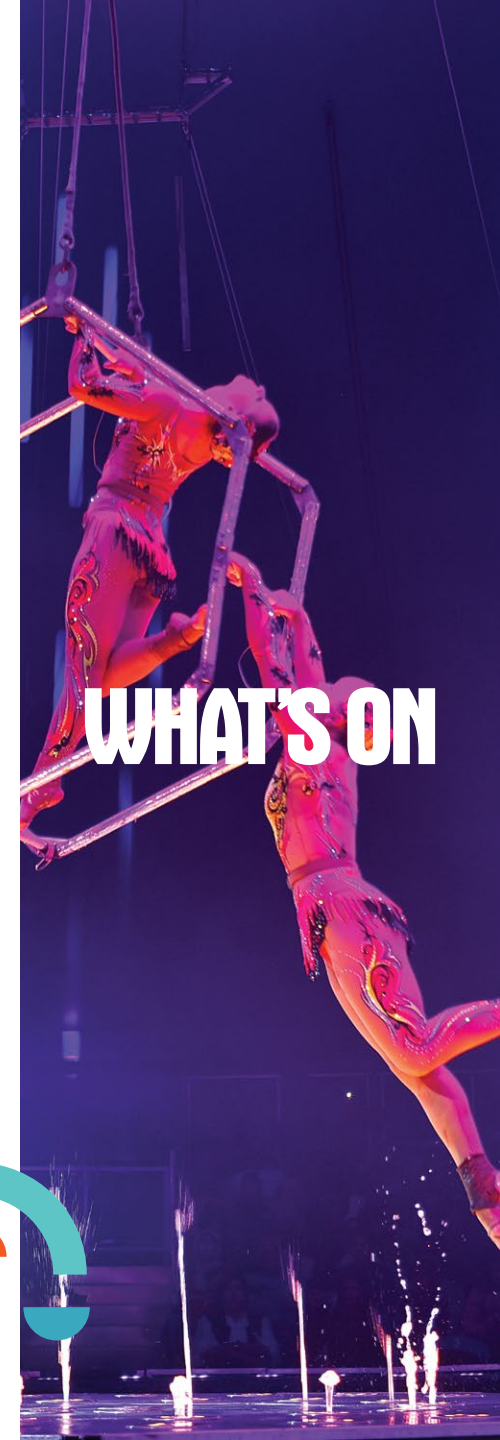
Every season, What's On takes over a different hotel and hosts an entire weekend of feasts, fun, and free activities intended to give 100 lucky guests an exclusive experience unlike any other.



Because free meals in fancy places aren't just for celebrities, influencers and ahem, restaurant reviewers, we organise What's On The Menu?

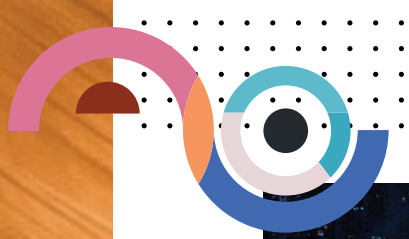


It's a very special night of gastronomic delights at some of the city's top venues. Our venues are exquisite restaurants in the region serving their specialities tingling the guests taste buds.





WHAT'S ON



WHAT'S ON NIGHTLIFE AWARDS

The What's On Nightlife Awards celebrate the very best of the region's nightlife industry. From the DJs and promoters, to the bars and the clubs, and everyone in them, the awards recognise a nightlife industry that can hold its own alongside the best in the world.

Expect a VIP guest-list of nominees, industry professionals, sponsors and special guests in what's sure to be a fun, action-packed and exciting evening.

Brought to you by the team at What's On, What's On Nightlife Awards is all you'll ever need for the best in music, club life and cutting-edge culture in the Emirates.

WHAT'S ON AWARDS DUBAI

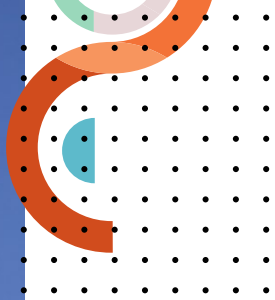
The What's On Awards attracts hundreds of entries from outlets and individuals hoping to take home a coveted trophy. Attended by the crème de la crème of the country's hospitality and

entertainment professionals, it is the industry's most glamorous night of the year.

With the Awards unique outdoor venue, the What's On Awards Dubai hosts Consul Generals, Managing Directors, Hotel GM's, Marketing and PR professionals, bloggers and other media.

To register your company for the What's On Awards please contact our team.





Editorial calendar



	MAIN FEATURE*	SUPPLEMENTS*	EXTRA DISTRIBUTION* / EVENTS*
JAN	YEAR OF YOU		
FEB	FESTIVAL FEVER		WHAT'S ON LOCK IN
MAR	OFF THE BEATEN TRACK		WHAT'S ON AWARDS DUBAI
APR	WHAT'S ON AWARDS	RAMADAN GUIDE	WHAT'S ON THE MENU
MAY	STEP BACK IN TIME	BRUNCH GUIDE	WHAT'S ON LOCK IN
JUN	SUMMER TRAVEL SPECIAL	TRAVEL GUIDE	
JUL	THE SUSTAINABILITY ISSUE		WHAT'S ON LOCK IN
AUG	INSIDE THE KITCHEN		
SEP	GET GAMING		WHAT'S ON LOCK IN
OCT	FAMILY FUN	BRUNCH GUIDE	WHAT'S ON NIGHTLIFE AWARDS
NOV	BEACH PLEASE		WHAT'S ON LOCK IN
DEC	FESTIVE	NEW YEAR'S EVE GUIDE	

Rate Card - Digital



RATES

STANDARD BANNERS

	US\$
MPU	89/cpm
Leaderboard	89/cpm
Half page	105/cpm
Skin	120/cpm
Billboard	120/cpm

EDITORIAL & SOCIAL

Sponsored video package	11,500
Content (300 words)	5,500/post
Content (600 words)	7,250/post
Instagram/TikTok/Reel post	6,000/post
Instagram stories	2,000/post
Instagram Dark Post	4,000/post
In read videos	120/cpm

RICH MEDIA

- Bespoke E-wraps
- Interscrollers
- Bespoke rich media creation
- Bespoke video creation (mini doc)
- Video show sponsorship

INSTREAM VIDEO

- Pre-roll

OUTSTREAM VIDEO

- In-line video

TAKEOVERS

- Home page
- Section page
- Full website

E-MAIL

- Targetted emails to native database
- Eloqua multistep campaign

Rates available on request

TECHNICAL DATA

(PIXELS) W X H



LEADERBOARD

728 x 90



MPU

300 x 250



HALF PAGE

300 x 600



MOBILE LEADERBOARD

320 x 50

DIGITAL MEDIA FORMAT

FILE TYPE:

Jpeg, Png, gif, Javascript tags or Html5 tags

FILE SIZE:

Max 100Kb

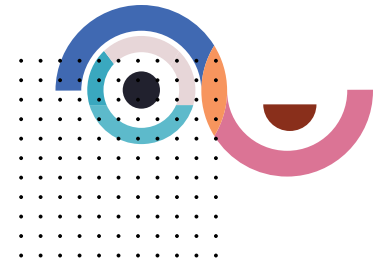


All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.





Rate Card - Print



ADVERTISING RATES

REGULAR POSITIONS	US\$
Full page colour	5,000
1/2 page	3,350
Double page spread	9,150

PREMIUM POSITIONS	US\$
Inside front cover spread (2 pages)	17,950
Inside front cover	8,975
Outside back cover	10,450
1st DPS	13,750
2nd DPS	13,150
Inside back cover	8,500
Double page spread (after contents)	8,250

SPECIAL REQUESTS	US\$
Full page (opposite contents)	6,650
Advertorial - full page	8,150
Advertorial - DPS after content	13,750

CREATIVE SOLUTIONS*	
Front cover reverse gatefold (2 pages)	18,750
Inside front cover gatefold (3 pages)	25,000
ROP gatefold (3 pages)	14,550
Book mark	15,000
Belly band	14,150
False cover	available on request

TECHNICAL DATA

H X W (MM)



DPS
Trim: 270 x 412
Type: 245 x 390



FULL PAGE
Trim: 270 x 206
Type: 245 x 182



HALF PAGE HORIZONTAL
Type: 123 x 182



HALF PAGE VERTICAL
Type: 245 x 88

SERIES DISCOUNT

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

GENERAL INFORMATION

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



DIGITAL MEDIA FORMAT

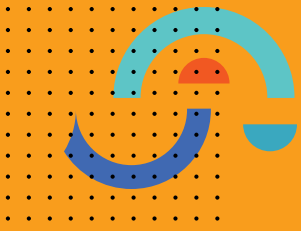
PDF (PORTABLE DOCUMENT FORMAT)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, 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
- For full page ads 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

DEADLINES

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

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.



WHAT'S ON

FOR ENQUIRIES CONTACT

+971 4 427 3000 | sales@motivate.ae



Head Office, Dubai
PO Box 2331, Dubai, UAE
T: +971 4 427 3000
F: +971 4 428 2261
sales@motivate.ae

Abu Dhabi
PO Box 43072, Abu Dhabi, UAE
T: +971 2 677 2005
F: +971 2 677 0124
motivate-adh@motivate.ae

Saudi Arabia
Office 455, 456, Regus Offices, 4th Floor, Al Hamad Tower,
King Fahad Road, Al Olaya, Riyadh, KSA
T +966 11 834 3595 / +966 11 834 3596 F +966 11 834 3501
motivate@motivate.ae

London
Motivate Publishing Ltd Acre
House, 11/15 William Road,
London, NW1 3ER, UK
motivateuk@motivate.ae



motivatemediacom

