A photograph of the Abu Dhabi skyline at dusk, featuring several illuminated skyscrapers and a body of water in the foreground. The sky is a mix of blue and orange. A large yellow triangle is overlaid on the right side of the image.

AbuDhabiWorld

**ONLINE
MEDIA
PACK²⁰¹⁸**

THE CAPITAL'S FAVOURITE ONLINE DESTINATION

WHO ARE ABU DHABI WORLD?

No one knows Abu Dhabi like we do!

On average over **200,000 people** visit, interact and engage with the Abu Dhabi World digital team and the content we create on a daily basis.

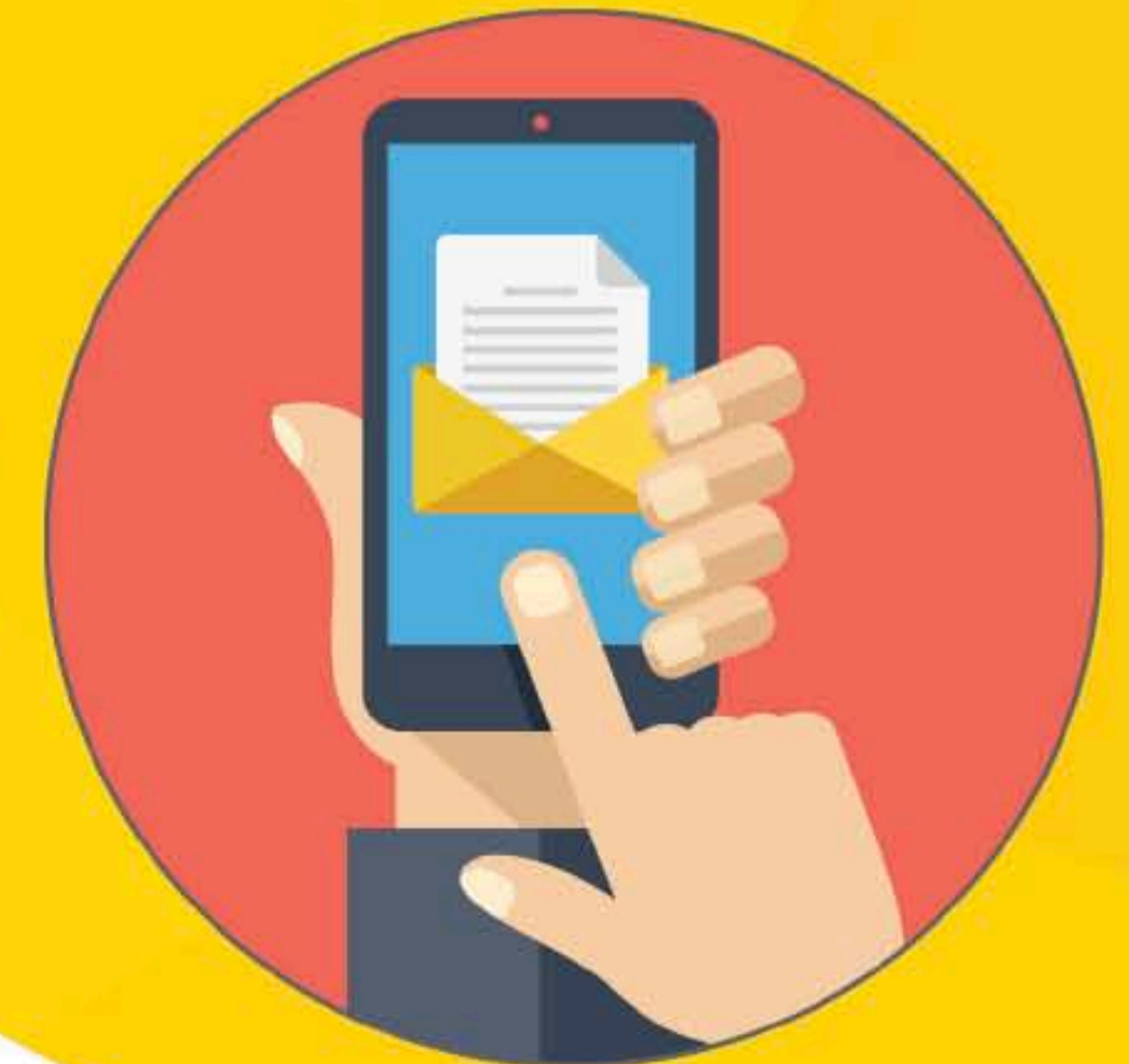
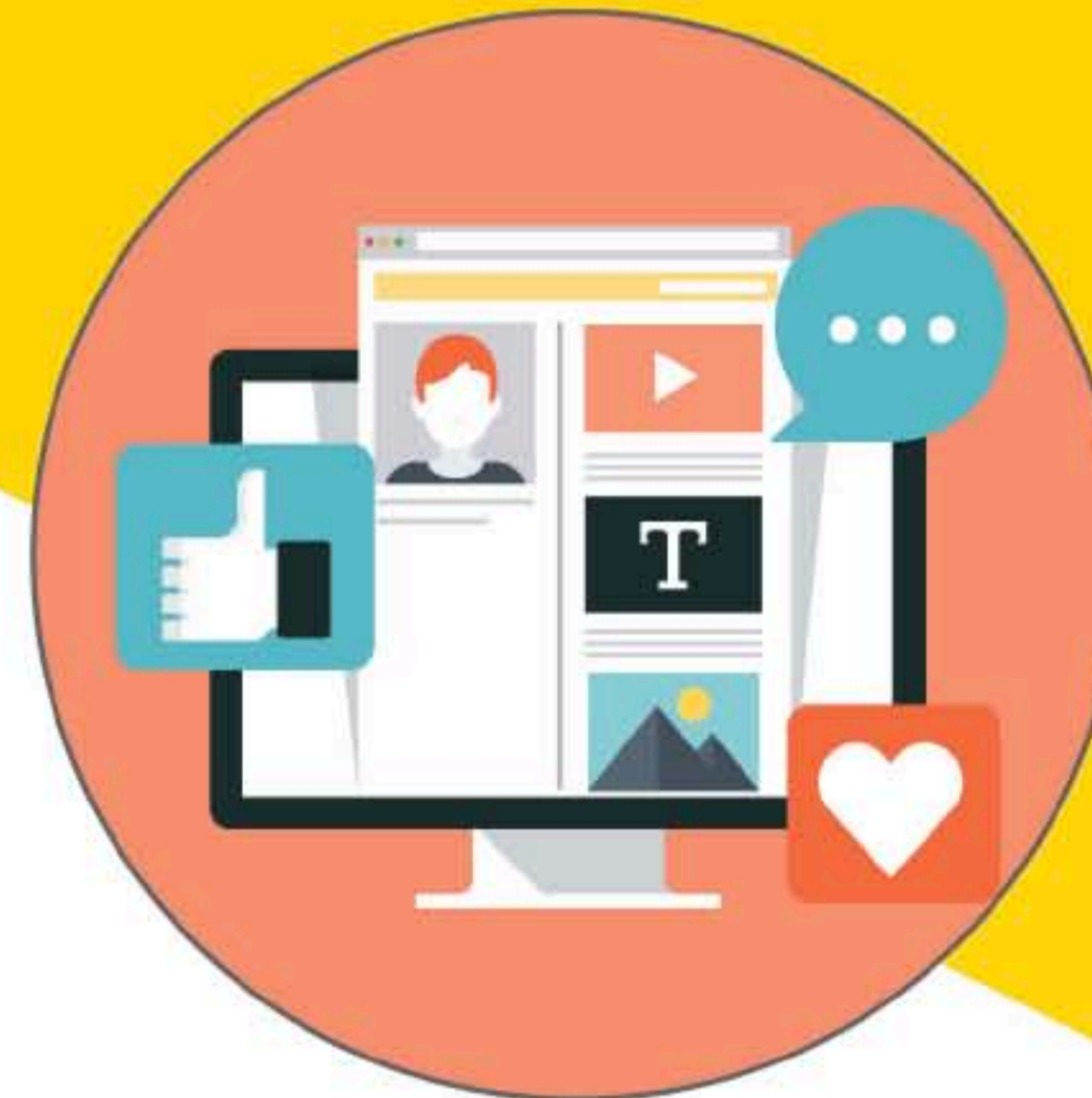
With in-house **videography, editorial** expertise, experienced **social media** managers and a growing **database** of engaged readers, ADW digital creates the sort of content from around the city that will help ignite interest in your business.

An average of **65,000** monthly page views

Reaching **15%** of the population of Abu Dhabi every single week

Social media audience **over 100,000** and growing

Active newsletter list of **100,000**

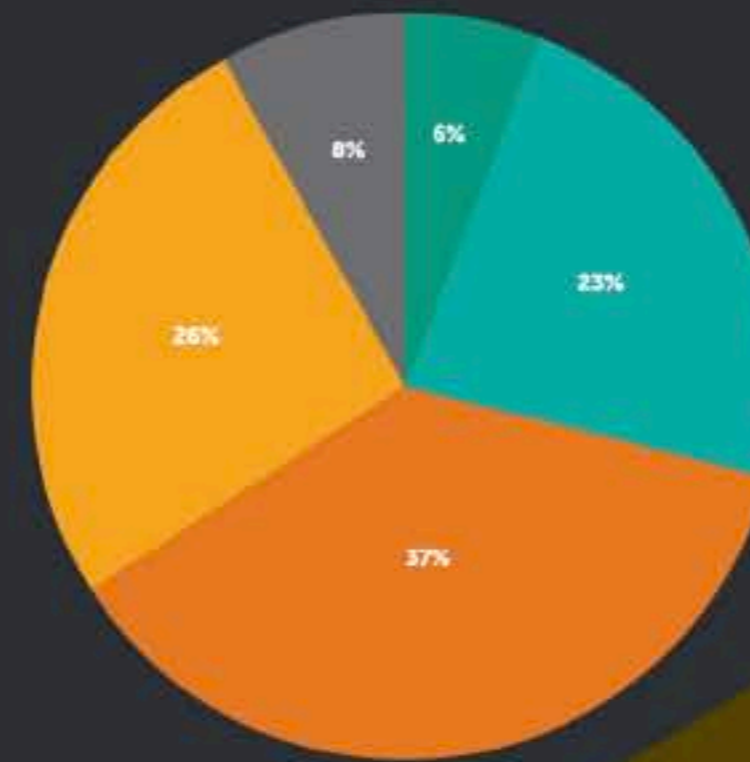
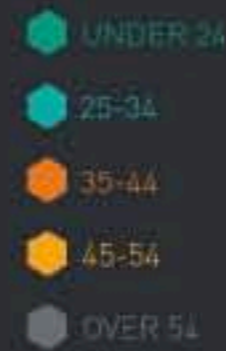


WHO READS ABU DHABI WORLD AND VISITS OUR PLATFORMS?

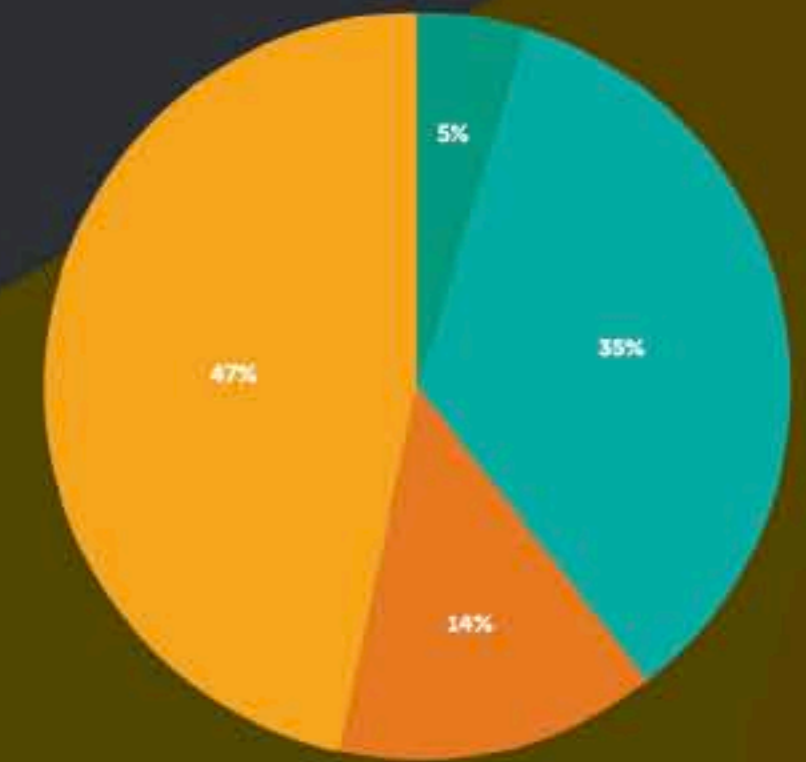
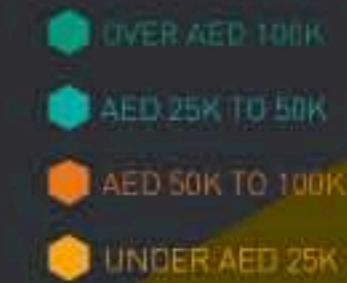
The audience engaging with our content varies between platforms in terms of gender and interests, but the mean age group remains consistent across Facebook and Twitter with the majority of followers falling in the 24-35 age group. On Facebook the male/female split is nearly equal.

FROM THE READER SURVEY: 3,119 RESPONSES

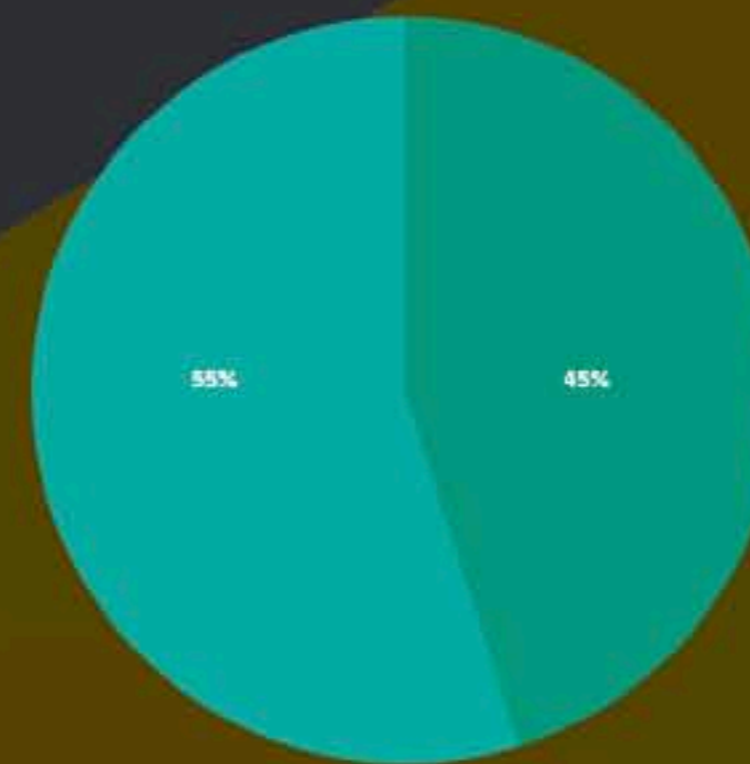
Age



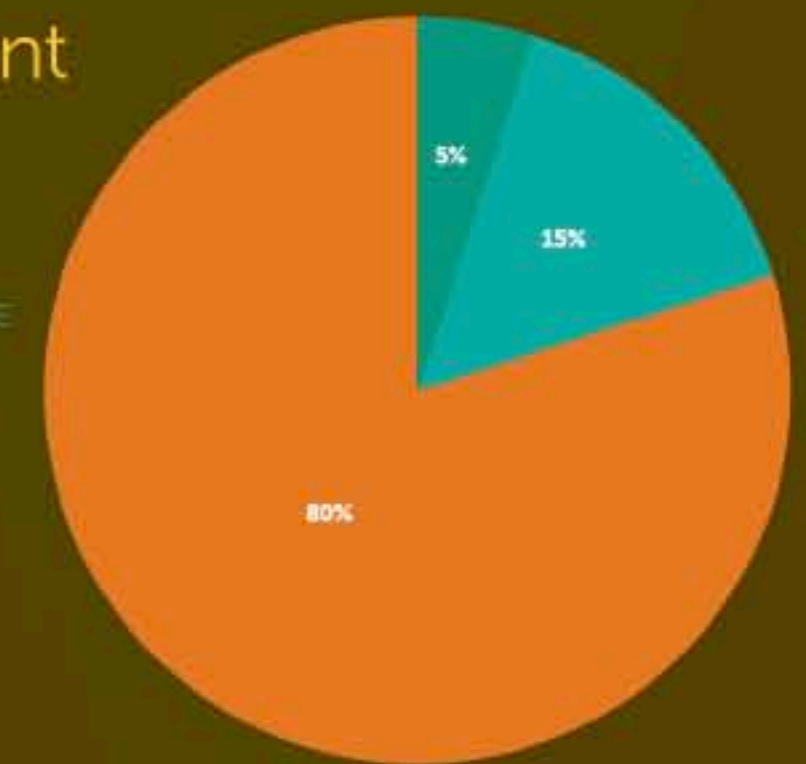
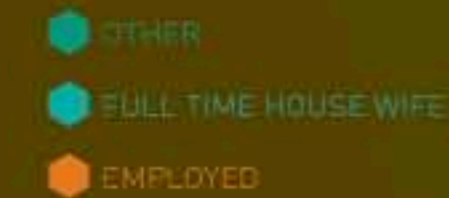
Average Income



Sex



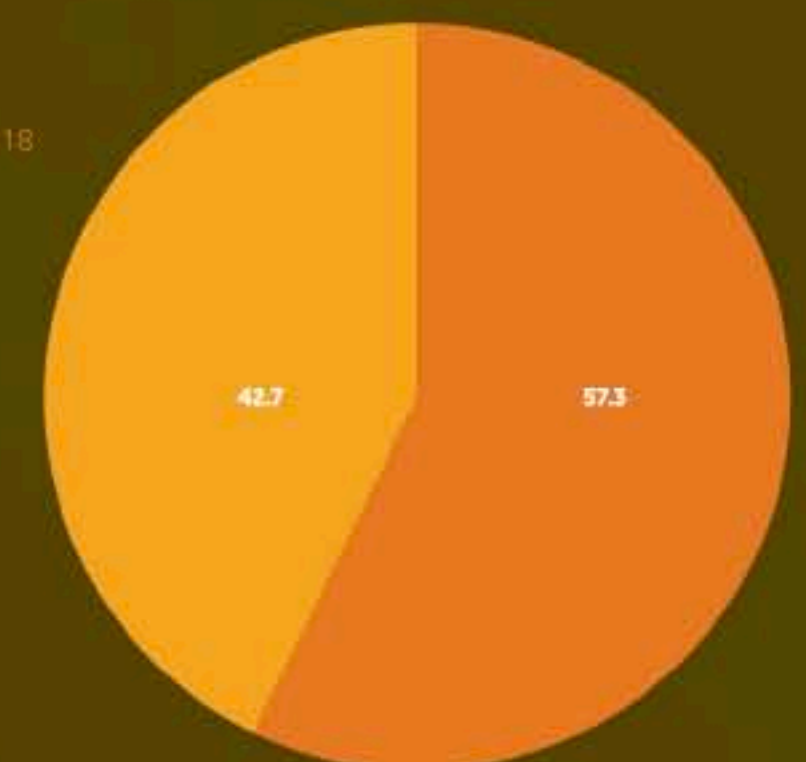
Employment Status



Nationalities



Kids



ENGAGING CONTENT

SOCIAL MEDIA

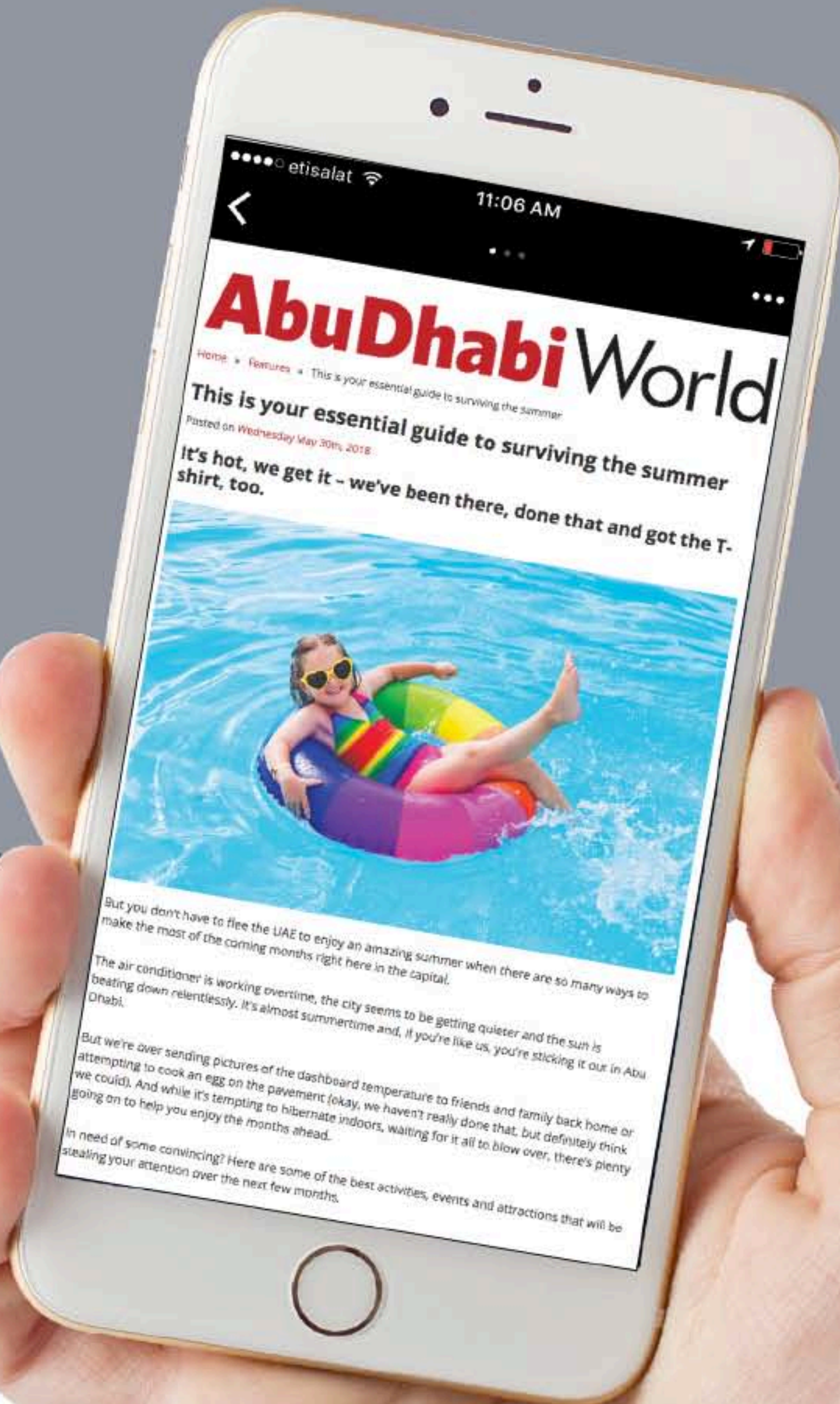
With over **100,000 followers**, we have a diverse readership who have a variety of interests including food and drink, entertainment, news and current events. Additionally, with our Instagram, Twitter and Facebook accounts and video content, we share the **best visuals** and **hidden gems** from around the city, so readers can love and enjoy Abu Dhabi as much as we do.

WEEKLY NEWSLETTERS

Engaging with our readership directly to their inbox, our **bi-weekly newsletters** share the best events, competitions, features, news and need-to-know information all at the click of a mouse. **Keeping our audience up to date** and connected with our content, at the start of the week and going in to the weekend, our newsletters make sure that readers are **in the loop** with everything going on in their city.

ADWONLINE.AE

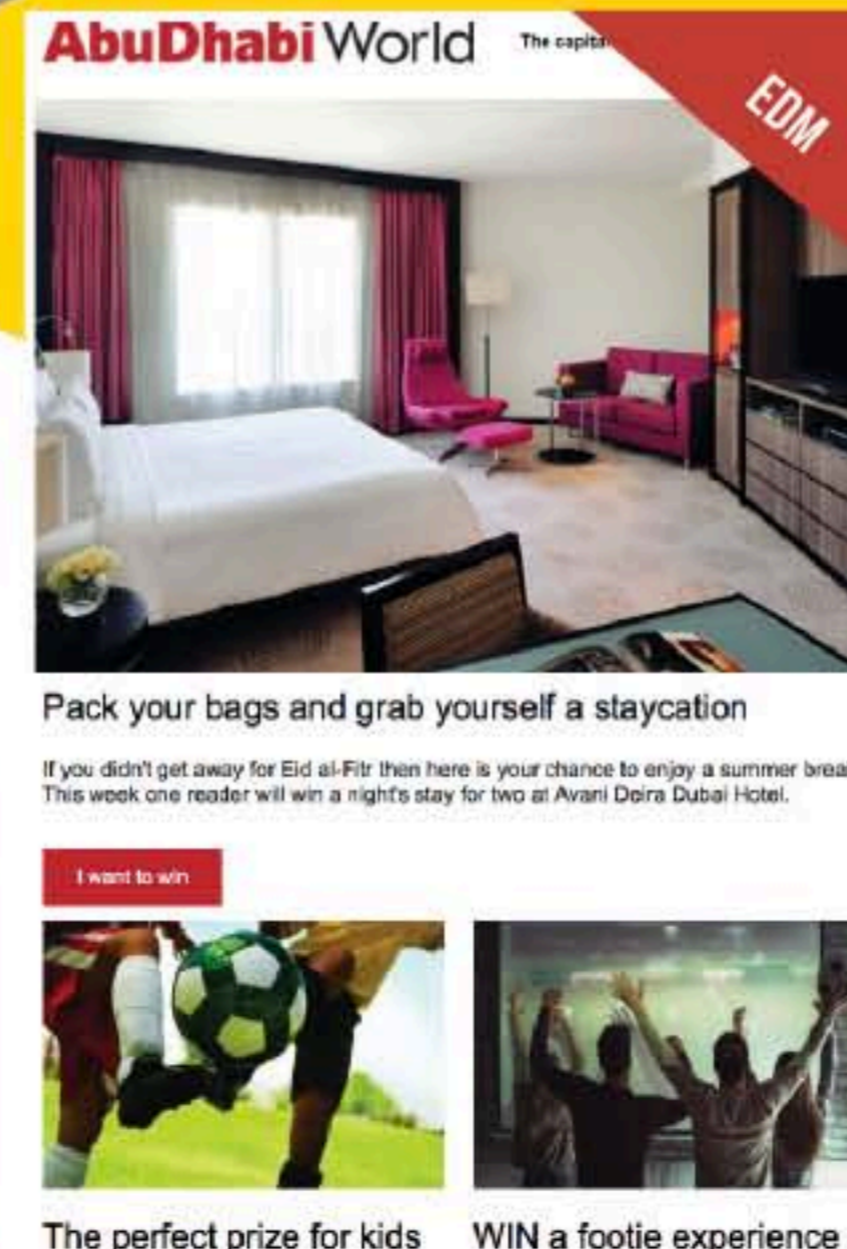
Updated daily, adwonline.ae shares Abu Dhabi **breaking news**, helpful how-to guides, **family features**, **reviews**, photo galleries, entertaining **video content** and in-depth interviews, directly to our reader's screens. As the magazine reaches stands on a Thursday a **digital flipbook** is added to the site delivering readers the latest issue of the magazine they love at the touch of a button.



WHAT CAN WE DO FOR YOU?

WE OFFER A 360-DEGREE CAMPAIGN THAT CAN CATER TO ALL OF YOUR DIGITAL MARKETING NEEDS TO REACH A WIDER AUDIENCE IN AN ENGAGING WAY.

- **Sponsored content** – supplied by the client or created by our in-house digital content team
- **Sponsored posts** – share your article on our Facebook and Instagram platforms to increase your reach
- **Videos** – a valuable form of media used to engage your audience
- **EDMs** – distributed to our 100k+ database to share your campaign directly to your audience's inbox



EMAIL MARKETING

SOLUS EDM

Client branded email sent out to our consumer database of 100,000 subscribers

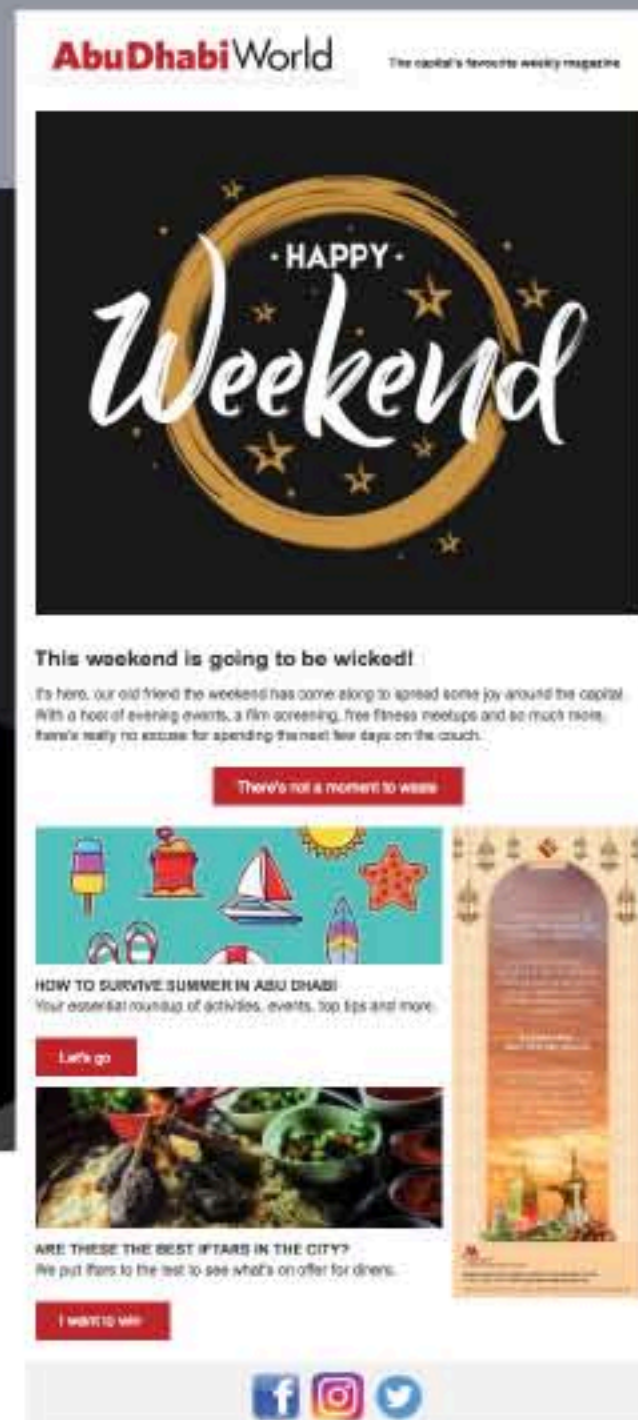
AED 9,175



THEMED EDM

Abu Dhabi World monthly themed emailer covering everything from the FIFA World Cup to brunches and festive activities.

Contact a member of our sales team for more information.



ABU DHABI WORLD BI-WEEKLY NEWSLETTER

Skyscraper
AED 3,670

Banner
AED 2,752

CUSTOM NEWSLETTER

We offer an entire newsletter service including designing, coding and email management and we work to boost your open rates and drive greater levels of interest through more engaging content.

Contact a member of our sales team for more information.

*ALL RATES STATED EXCLUDE VAT AND ARE SUBJECT TO VAT AT 5% AS OF THE 1ST JANUARY 2018.

WWW.ADWONLINE.AE



LEADERBOARD
AED 900 p/w

SKYSCRAPER
AED 3,000 p/w

MPU
AED 1,200 p/w



**EXCLUSIVE
HOMEPAGE
SITE TAKEOVER**
AED 18,350 p/w

SPONSORED CONTENT

Highlight your services on our website as original editorial content, written by our in-house team or yours. Take advantage of our video services to add more value to your sponsored content. Sponsored content can be boosted on our social media platforms for even greater exposure to our 100,000+ online followers. Please contact a member of our sales team for more information.

*ALL RATES STATED EXCLUDE VAT AND ARE SUBJECT TO VAT AT 5% AS OF THE 1ST JANUARY 2018.

VIDEOGRAPHY

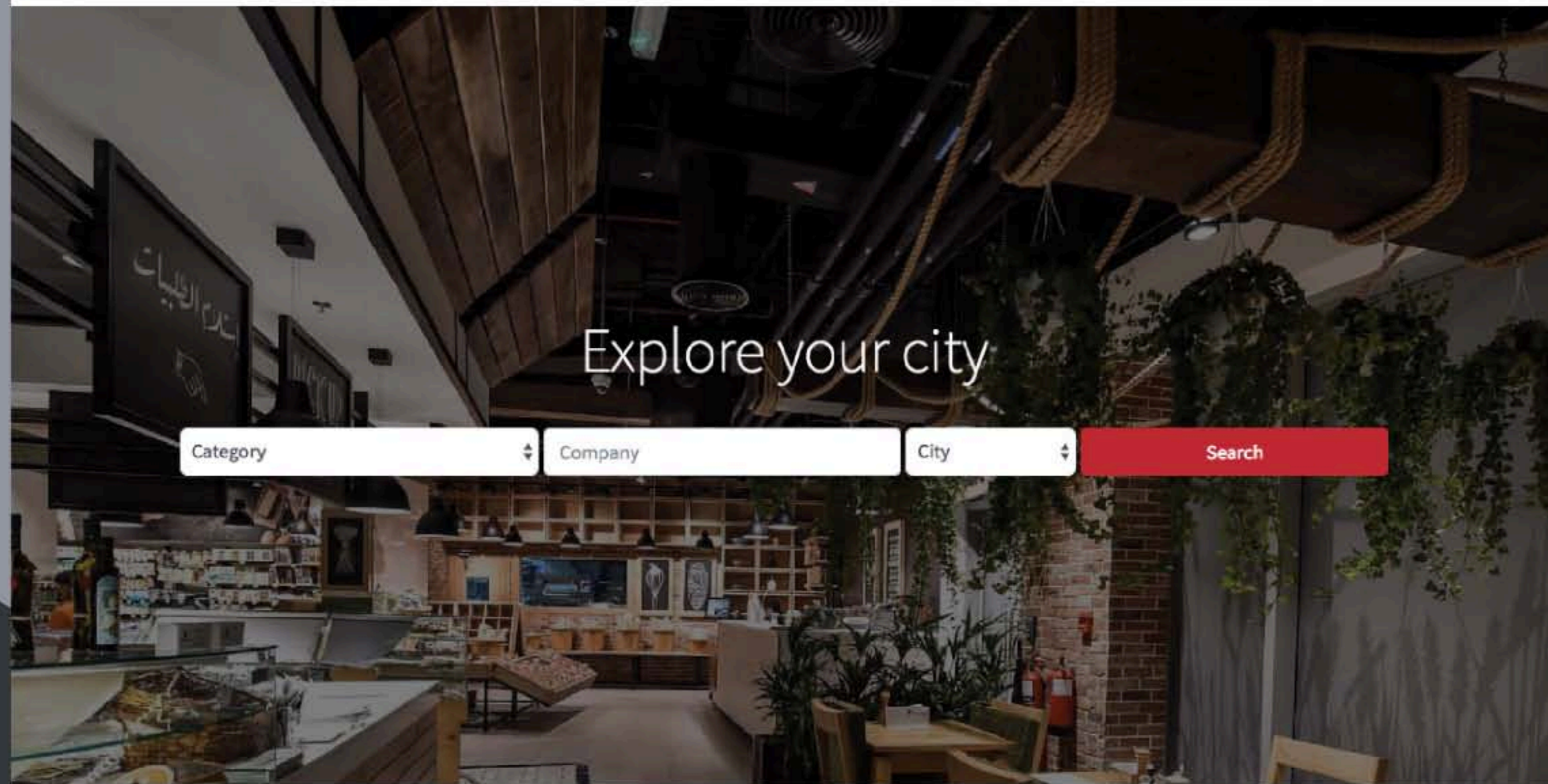
Our video content creators develop **quality promotional videos** that capture your **brand's message** and share it in a **visually appealing** way.



PACKAGES	PREMIUM	STANDARD
Out of office hours shooting (weekends and evenings)	✓	✗
Animation services	✓	✗
Music catalogue available	✓	(limited)
Post production (Logos, Subtitles & Titles)	✓	✓
Longer form videos (over one minute)	✓	✗
Video clips under 1 minute	✓	✓
Interviews	✓	✗
Briefer interactions (Q&A - 15 seconds)	✓	✓
Requires completed storyboard	✓	✓
Overhead fixed frame for shooting top down videos	✓	✗
Creative consultation for storyboarding	✓	Additional charge
Length of shoot	FLEX	1 hour
Turn around time	FLEX	1 week
Cost starting from	AED 7,000	AED 1,500

ABU DHABI DIRECTORY

AbuDhabiWorld
Directory



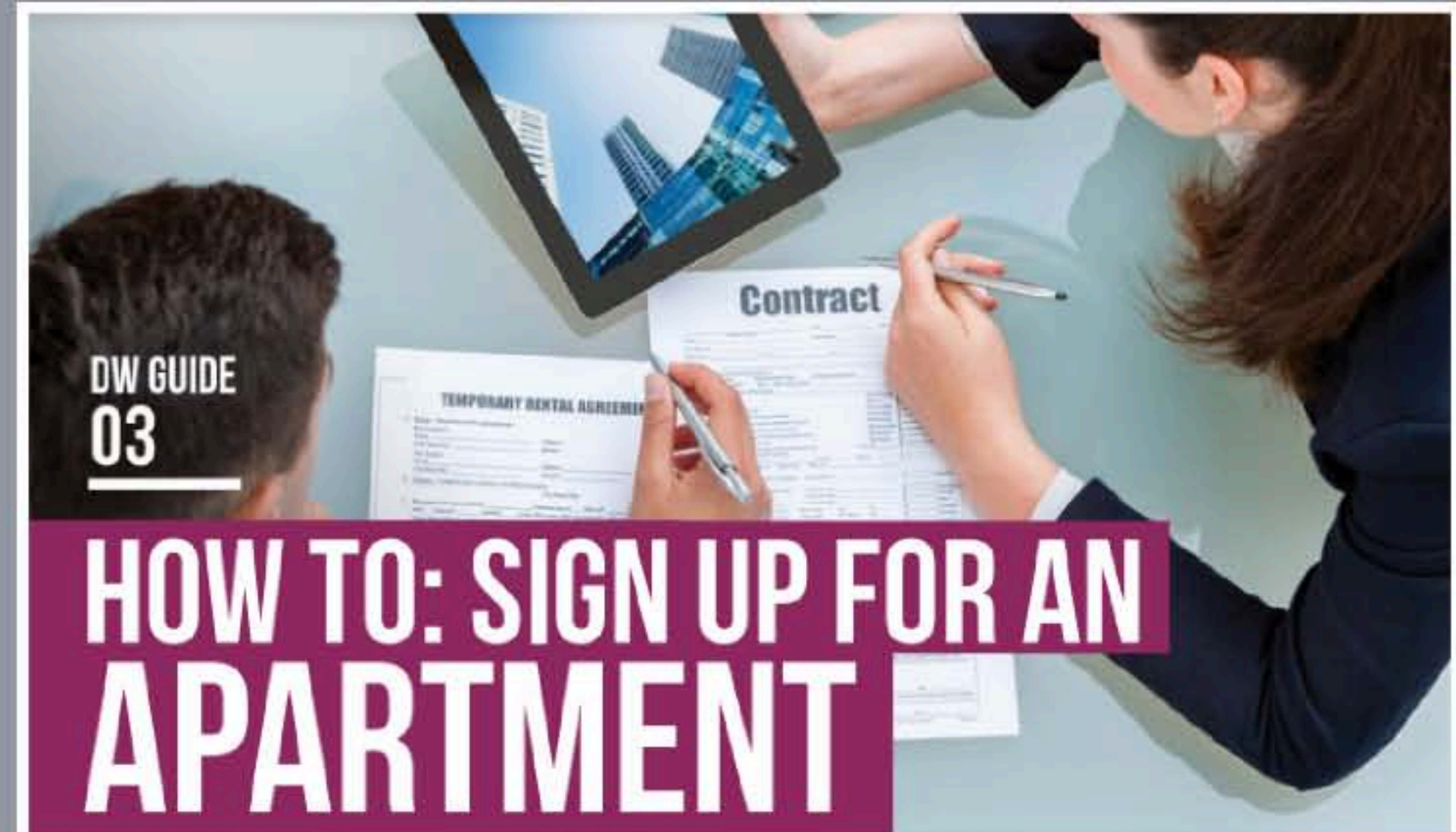
Popular Categories

A useful and practical go-to for Abu Dhabi residents, Abu Dhabi Directory helps users find local **services, facilities** and **businesses** at the click of a button. The online classifieds platform lists **education** facilities and brands, as well as companies in the **food and beverage** sector, with **details** of the company, a promotional **video** and **links** to features and reviews on adwonline.ae

Please contact a member of our sales team for more information.

HOW-TO GUIDES

We're proud of our **city knowledge** and want to share it with our readers. Our **downloadable** How-to Guides act as an **informative** reference for residents whether they need to know how to sell their car, buy a home or prepare to leave the UAE. To **sponsor** a How-to Guide, speak with a member of our sales team.



DW GUIDE
03

HOW TO: SIGN UP FOR AN APARTMENT

01 SECURE THE APARTMENT

Before you see the rental contract, you will usually have to provide:



A COPY OF YOUR PASSPORT



PROOF OF RESIDENCY
(a photocopy of your visa or Emirates ID card)



A SECURITY CHEQUE payable to the landlord, normally for five per cent of the annual rent. It will be cashed immediately but in theory you get the money at the end of the rental period, minus any deductions.



If you've used a REAL ESTATE AGENT, their FEE will also be due - another cheque or cash, typically for around AED 5,000 or five per cent of the annual rent (sometimes more if the apartment is furnished).

02 PAY THE RENT

You will also be expected to provide a number of post-dated cheques for the actual rent. Direct bank debits are not normally available in the UAE. All rentals are available on a single cheque, pre-paying for a full 12 months. As an alternative your landlord may be willing to take two, four or six cheques but you will pay a bit of a premium for this. Monthly payments, common elsewhere, are rare in the UAE. Photocopy the cheques you are submitting as proof of what you have provided, and get a receipt.

TIP: CASHFLOW-WISE YOUR BEST OPTION MIGHT BE A ONE-YEAR BANK LOAN THAT YOU CAN USE FOR A SINGLE-CHEQUE 12-MONTHS PAYMENT TO YOUR LANDLORD. BECAUSE YOU REPAY THE LOAN MONTHLY, THIS MAY BE MORE COMFORTABLE FOR YOU TO COVER. AND YOU MAY BE ABLE TO USE THE NUMBER OF CHEQUES AS A BARGAINING TOOL TO GET A REDUCTION ON THE TOTAL RENT.

03 SIGN THE CONTRACT

Once the landlord is happy with the deal, you will get to see the contract. These are pretty standard, but you should read it carefully. You probably won't be able to alter any of the terms in it, but you should make sure you're comfortable with the rights and responsibilities of both parties spelled out in the contract. Ask about anything about which you're unsure; it could save misunderstandings later. You and the landlord each sign a copy of the contract, and you both keep a copy (don't lose it!). The rental agent may also have a signed copy but that's less usual. When you receive your copy with both signatures, you will also get keys and any access cards; you sign a handover form confirming that you've received these.



05 EJARI REGISTRATION

SPECIFICATIONS

Solus newsletters, competitions and other online collateral can be offered in standard or bespoke sizes. Requirements to be discussed when booking.

EDM FORMAT OPTIONS

HTML

IMAGES

EDM Info required:

- Subject line text
- From sender name (usually company/product/event name)
- Seed emails (people within the organisation that wish to receive the EDM)
- If the artwork is in JPEG or image based, we require footer text

NOT allowed:

- Background images
- JavaScript
- iFrames
- External CSS
- Bookmark anchor tags in HTML (They don't work in Lotus notes)
- Rich format element (e.g. Flash, HTML5, Video)
- Custom fonts

FILE SIZE

25KB
(Maximum)

200KB
(Suggested)

NOTES

- Table based
- Character encoding: **UTF-8**
- Max width: **600px**

- Static images (GIF/JPEG) only
- Animated GIFs are not recommended
- Graphic text is not recommended

SKYSCRAPER
190 pixels wide by
660 pixels high

WEBSITE ADVERTS

JPEG
PRESS QUALITY,
ALL IMAGES
300 DPI

GIF
PRESS QUALITY,
ALL IMAGES
300 DPI

MPU
300 pixels wide
by 250 pixels high

LEADERBOARD

728 pixels wide by 90 pixels high

ADVERTISING
ENQUIRIES

WINSTON LOBO

Head of Sales

Email: w.lobo@onecmg.com

Tel: 02 234 8425 | Mob: 050 158 0639

CJ HOLLAND

Sales Manager

Email: c.holland@onecmg.com

Tel: 02 234 8421 | Mob: 050 318 0015

SHAKIL NAVIWALA

Account Manager

Email: s.naviwala@onecmg.com

Tel: 02 234 8422 | Mob: 052 822 8316

KAPIL LALWANI

Account Executive - Abu Dhabi Directory

Email: k.lalwani@onecmg.com

Tel: 02 234 8487 | Mob: 055 839 0821

One CMG FZ LLC is a leading media company in the Middle East, headquartered in Abu Dhabi. One CMG's exhibitions arm has organised and managed some of the region's biggest events, including the World Future Energy Summit, Taste of Dubai, SIAL Middle East, ADIPEC and the award winning Global Forum for Innovations in Agriculture, drawing in record numbers of exhibitors, visitors, delegates, and expert speakers from across the world. One CMG is a successful multimedia publisher whose flagship title Abu Dhabi World is the capital's favorite magazine; our Publishing division has expertise in developing cross-media brands, with online presence and social media engagement. The expertise that drives One CMG is made up of industry professionals from around the world, with proven experience across all the disciplines required for the creation of successful events, publications and digital media, supported by a select range of professional service providers.

Abu Dhabi World is published weekly by



twofour54 Park Rotana Building, Level 2,
Office 201-202, PO Box 77806, Abu Dhabi, UAE | onecmg.com