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MEDIA KIT 2020

DIGITALLY COMMUNICATING TO OVER 800,000+ UNIQUE INDIVIDUALS ON A DAILY BASIS WITH A NET WORTH IN EXCESS OF 4 TRILLION US DOLLARS



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“MEA PRIVATE WEALTH TO HIT A COLOSSAL
\$6.5 TRILLION BY 2017 AND STOOD AT A SOLID
\$4.8 TRILLION IN 2012” – BOSTON CONSULTING GROUP 2013.

WELCOME TO YOUR PASSPORT TO PURE LUXURY



Chairwoman of The Swatch Group: Mrs Nayla Hayek

“Wonderful. It’s really wonderful, congratulations. Really nice publication.”



Francois Graff - CEO GRAFF

Simply Abu Dhabi is an elegant and informative publication, which provides the perfect platform for us to ensure continued awareness for Graff’s fabulous jewels across the UAE.”



Founder & President of TechnoGym: Mr Nerio Alessandri

It was a pleasure having the opportunity to talk to you magazine. I really like Abu Dhabi, its innovation approach, its capability to invest and its vibrant atmosphere. In such a dynamic city I believe Simply Abu Dhabi represents a key publication in a strategic region of the world; a real compass for luxury and contemporary lifestyle.



Alison Leohnis Managing Director at Net-A-Porter.com:

“I love it! Every time I read it I am transformed into a world of pure luxury and escapism.”

<http://simplyabudhabi.com/SimplyAbuDhabiMagazines/Issue9/index.html#/136/>



Alessandro Sartori Artistic Director at Berluti:

“I think it is a beautiful magazine which knows exactly how to convey the sensibility and taste of Abu Dhabi. It brings the best and the exclusive to an audience who knows what it wants.”



Managing Director Rosewood Abu Dhabi; Mr Luigi Romaniello

Simply Abu Dhabi is a luxury publication that I consistently enjoy reading to keep up to trend with latest news and novelties in the ultra-luxury segment.



SIMPLY ABU DHABI: “CONNECTING THE WORLD TO ABU DHABI & THE UAE.”

READ WHAT SOME OF THE WORLD’S CAPTAINS OF LUXURY HAVE TO SAY ABOUT SIMPLY ABU DHABI:



Domenico Dolce & Stefano Gabbana of DOLCE & GABBANA:

“We like it a lot. It’s beautiful, interesting and furthermore represents the culture of the UAE.”

<http://simplyabudhabi.com/SimplyAbuDhabiMagazines/Issue9/index.html#/78>



Abdul Hamied Seddiqi Vice Chairman of Ahmed Seddiqi & Sons & Chairman of Al Manara International Jewellery:

“I am delighted to see a lifestyle publication of this calibre emerging from Abu Dhabi with interesting content and the fact it has an on-line portal makes it an easier access for everyone, especially for someone who is a frequent traveller like me.”

<http://simplyabudhabi.com/SimplyAbuDhabiMagazines/Issue7/index.html#/108/>



Philippe Zuber, Chief Operating Officer of Emaar Hospitality Group:

“Simply Abu Dhabi is brilliant; its high standard and quality, complemented by the integrated technology of its online version, makes this one top-notch publication.”

<http://simplyabudhabi.com/SimplyAbuDhabiMagazines/Issue12/index.html#/93/>



Torsten Müller-Ötvös Chairman Rolls-Royce Motors Global:

“I have looked through your magazine and must say it is of the highest quality both in terms of content and presentation. It is the perfect platform for our products”



Giuseppe Cipriani Chairman of Cipriani Restaurants Worldwide:

“I had a chance to see this publication during the most recent F1 event. It’s classic, elegant and a solid read!”

<http://simplyabudhabi.com/SimplyAbuDhabiMagazines/Issue8/index.html#/102/>

O U R F R I E N D S



The Crown Prince HH Sheikh Mohammed bin Zayed Al Nahyan and Arnie S Hira CEO Simply Abu Dhabi



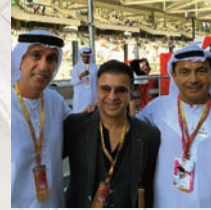
HH Sheikh Khalifa bin Sultan Al Nahyan



HH Sheikh Nahyan bin Mubarak Al Nahyan



HH Sheikh Zayed bin Suroor Al Nahyan



His Excellency Jaber Al Suwaidi - General Director at The Crown Prince Court



HH Sheikh Sultan bin Hamdan Al Nahyan



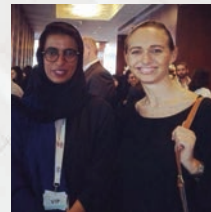
Simply Abu Dhabi CEO Arnie S Hira, Co-Founder Jordana Lynch Hira and Harvey Hira



HH Sheikh Shaqboot bin Nahyan Al Nahyan



HH Sheikh Zayed bin Khalifa Al Nahyan



Her Excellency Noura Al Kaabi and Co-Founder Jordana Lynch Hira



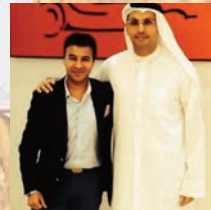
Formula 1 Driver Felipe Massa



Sir Richard Branson Founder of The Virgin Group with Simply Abu Dhabi CEO Arnie S Hira and Co-Founder Jordana Lynch Hira



Bernie Ecclestone



His Excellency Khaldoon Al Mubarak



Tony Blair



Lewis Hamilton



Bernie Ecclestone



Tamara Ecclestone



Manchester United's Nani



Dolce & Gabbana



Tim Cahill



Manchester City's Joleon Lescott



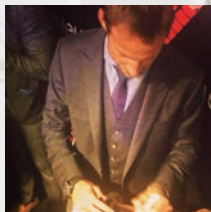
Michelle Rodriguez



Manchester United's Nani holding Simply Abu Dhabi



Marco Pierre White



Jenson Button



HRH Sheikh Mohammed bin Zayed Al Nahyan and Barack Obama President of the USA



HH Sheikh Mohammad bin Rashid, HH Sheikh Mohammed bin Zayed, and HE Mohammad Algergawi and Sheikh Mansour

Our Publication is hand delivered to all the Private Offices and Palaces of every member of the Al Nahyan family, who are the Royal and Ruling family of both Abu Dhabi and the UAE.

Our publication is also hand delivered to all the Private Offices and Palaces of the Al Maktoum family in Dubai.

Simply Abu Dhabi Publication is distributed strictly by invitation only.

Simply Abu Dhabi is hand delivered to the Royal Families and ultra-high net worth individuals across the Middle East/G.C.C.

Personal hand delivery of our publication to the Royal families, at their Palaces and our Ultra HNW audience is carried out under an exclusive distribution agreement, between Government owned Abu Dhabi Media Company & Simply Abu Dhabi.

Our Publication is hand delivered to all the Private Offices and Palaces of every member of the Al Nahyan family, who are the Royal and Ruling family of both Abu Dhabi and the UAE.

On May 26th 2013 Our CEO Mr Arnie S Hira had the esteemed great honour and privilege of meeting with His Royal Highness Sheikh Mohammed bin Zayed Al Nahyan: The Crown Prince of Abu Dhabi and deputy supreme commander of the UAE Armed Forces and presented him with Edition Ten of Simply Abu Dhabi, on May 26th 2013 at Emirates Palace.

Simply Abu Dhabi's global distribution reaches Ultra High Net Worth Individuals in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.

More than 90% of our readers are under the age of 45 and all looking to enjoy the trappings of success.

P R E S T I G E



HRH Sheikh Mohammed bin Zayed Al Nahyan and Simply Abu Dhabi CEO Arnie S Hira





CIRCULATION & DISTRIBUTION

- 4 Issues Per Annum
- Printed Copies per issue: 7,800
- Middle East/GCC Distribution: 5,800
- Global Distribution: 2,000

Prestigious Distribution Includes:
Royalty/Palaces/Private Royal Offices,
Dignitaries & Politicians/Ministries
All Official Embassies in the UAE.

“C” Level Distribution Includes:
Chairman, Chief Executives, Chief
Commercial Officers, Chief Marketing
Officer’s Chief Financial Officer’s etc.
at various Blue Chip Companies in the
UAE/GCC,

Private Residence Distribution Includes:
Abu Dhabi, Al Ain, Dubai: Emirates Hills,
Downtown Area, The Lakes, The Palm,
Jumeirah Beach Area.

Special Placement: Burj Al Arab – All
Suites/Rooms.

Commercial Distribution Includes Luxury
Boutiques at: Marina Mall, The Avenue, Mall
of the Emirates

Media/PR Distribution Includes:
Senior Executives & Officers, Brand Directors,
Media Buyers, Account Manager, Public
Relations Directors.

- Global Distribution per issue: 2,000.
- Readership: 28,000 per issue.
- Publication Longevity per issue: Minimum 6 months+.
- Total Distribution per Annum: 28,000.
- Total Estimated Readership per Annum: 112,000.
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BURJ AL ARAB®
Jumeirah

About the Burj Al Arab:

The distinctive sail-shaped silhouette of Burj Al Arab is more than just a stunning hotel, it is a symbol of modern Dubai. Yet for all the wonder this stunning structure provides when you finally see it in person, it is the service within that really makes the Burj Al Arab so extraordinary.

Repeatedly voted the world's most luxurious hotel, this magnificent destination offers you the finest service and facilities throughout – right down to an optional chauffeur-driven Rolls Royce. Burj Al Arab suite-only accommodation offers discreet check-in within your rooms, a private reception on every floor and a host of personal butlers, each a warm messenger of our unparalleled hospitality. You must go and experience it for yourself.

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STAY INDIVIDUALLY
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For more information or to make a reservation at the Burj Al Arab please visit:

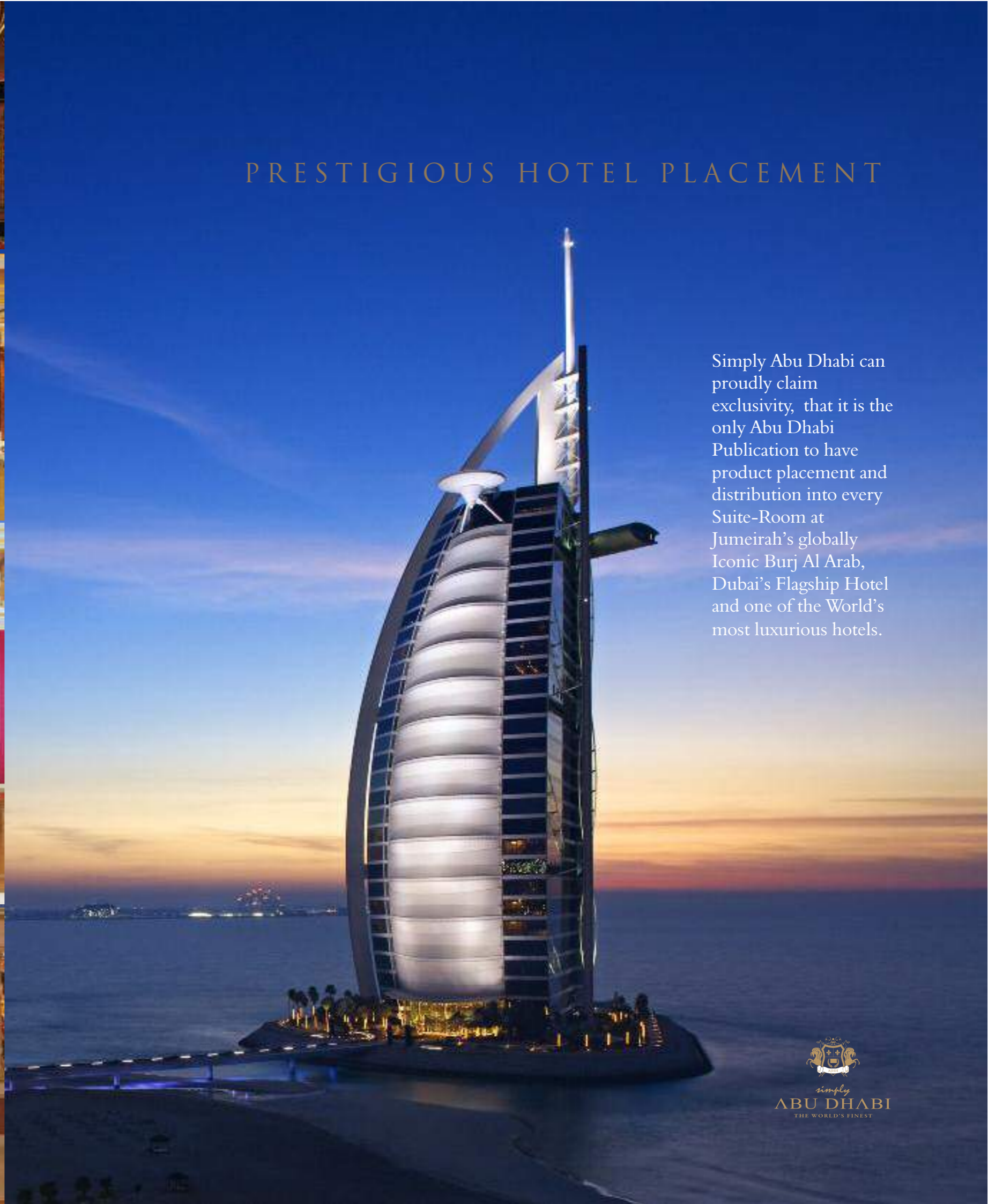
<https://www.jumeirah.com/en/hotels-resorts/dubai/burj-al-arab/>

Image Courtesy of Mr Beno Saradzic:
<https://www.facebook.com/Benosaradzicphotography>



PRESTIGIOUS HOTEL PLACEMENT

Simply Abu Dhabi can proudly claim exclusivity, that it is the only Abu Dhabi Publication to have product placement and distribution into every Suite-Room at Jumeirah's globally Iconic Burj Al Arab, Dubai's Flagship Hotel and one of the World's most luxurious hotels.





Simply Abu Dhabi: “Connecting The World to Abu Dhabi & The United Arab Emirates.”

Why working with Simply Abu Dhabi is so beneficial to your brand and your company?

“Through our own love of luxury and the continual maintenance of our brand ethos, combined with our strategically targeted methodology, your brands and products will be seen by what can only be described, without bias, as the world’s wealthiest audience.”

– **Arnie S Hira**

MEA private wealth to hit a colossal \$6.5 trillion by 2017 and stood at solid \$4.8 trillion in 2012.

Analytical Source: Boston Consulting Group

<http://www.bcg.com/>

Article Source: The Gulf News - <http://gulfnews.com/>

Article Link:

<http://gulfnews.com/business/general/uae-s-household-wealth-increases-by-8-2-1.1192719>

By Zaher Bitar, Senior Reporter Published: 17:11 June 4, 2013

Private financial wealth in the Middle East and Africa (MEA) is poised to grow 35 per cent to \$6.5 trillion by 2017 driven by new wealth creation linked to strong economic expansion, the Boston Consulting Group (BCG) said on Tuesday in a report that ranked the UAE as having the world’s ninth highest density of millionaires.

The UAE’s household wealth increased by 8.2 per cent in 2012 while the total value registered at \$400 billion belonged to 57,000 families across the emirates, according to The Boston Consulting Group’s (BCG) thirteenth annual global wealth management report, *Maintaining Momentum in a Complex World: Global Wealth 2013*.

While the report mentioned that 52 per cent of the wealth value are in offshore investments while other countries like Japan Western Europe and north America most of the wealth are invested locally.

The report said that the country has the world’s ninth highest density of millionaires, with 40 out of every 1,000 households (4 per cent) holding private wealth of at least \$1 million.

The UAE also ranks fifteenth in the world by ultra-high-net-worth (UHNW) households, defined as households with more than \$100 million in private wealth, with 3 out of 100,000 households falling into this category.

On a regional level, the report shows that private

financial wealth in the Middle East and Africa (MEA) grew to \$4.8 trillion in 2012, an increase of 9.1 per cent from \$4.4 trillion in 2011. Wealth held in equities in the MEA region grew by 18.3 per cent in 2012, as compared to increases of 9.2 per cent in bonds and 5.2 per cent in cash and deposits.

“Qatar ranks first in the world with the highest density of millionaires, with 14.3 per cent holding private wealth of at least \$1 million. Kuwait ranks third with 11.5 per cent, while Bahrain (4.9 per cent) and the UAE (4 per cent) ranks seventh and ninth, respectively,” said Markus Massi, Partner and Managing Director at BCG Middle East.

“The growth of private wealth in the region has been largely driven by a buoyant GCC equity market and an improvement in the global equity markets overall. Additionally, the recovery of the local real estate markets has helped to free up additional liquidity for financial investments. Wealth held in equities saw strong growth in 2012, although individual markets in the GCC region posted sharply different results. The Dubai Financial Market (DFM) Index enjoyed growth of 19.9 per cent and the Abu Dhabi Exchange (ADX) improved by 9.5 per cent, while other GCC exchanges have seen moderate growth (6 per cent for Tadawul) or as low as 2 per cent in the case of the Kuwait Stock Exchange (KSE),” Massi added.

The Middle East also ranks highly by ultra-high-net-worth (UHNW) households, defined as households with more than \$100 million in private wealth. Qatar ranks fourth in the world, with 8 out of 100,000 households falling into this category. Kuwait ranks seventh and UAE comes in fifteenth with 7 and 3 households per 100,000 in this segment, respectively.

Globally, private financial wealth grew by 7.8 per cent in 2012 to a total of \$135.5 trillion. The rise was stronger than in 2011 and 2010, when global wealth grew by 3.6 per cent and 7.3 per cent, according to the report.



Arnie Jordana

SIMPLY ABU DHABI: “CONNECTING THE WORLD TO ABU DHABI & THE UNITED ARAB EMIRATES.”

Online Audience

A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.

Conservative estimates would easily value our '7,800 By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.

Social Networks

Facebook: Simply Abu Dhabi's facebook page has over 516,000 organic likes/followers.

Instagram:

We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following:

95,000 followers on @AmazingAbuDhabi
101,000 followers on @SimplyDubai

Circa 80% of instagram audience are Middle Eastern Arabic followers with an estimated 15% Expat demographic with the 5% residual balance from around the world.

Linkedin:

Both founders of Simply Abu Dhabi have over 30,000 commercial connections with various Entrepreneurs, Venture Capitalists, Industry Leaders, Key Decision Makers, Marketing Officers and Brand Managers globally.

Our social media network channels are used to promote and optimise the brand awareness of all our associated partners.



Arnie Jordana



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Understanding the Publication

While many publications move exclusively across to digital, luxury lifestyle publishers such as Simply Abu Dhabi Limited deliver the best of both worlds and are still offering an inimitable sensory experience to our readers, where publications remain luxurious objects with in their own right.

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally.

Simply Abu Dhabi not only showcases the products and services available, from the most prestigious luxury brands around the globe, but it also provides detailed insight into a range of editorial subjects, including luxury hotels and gourmet restaurants, coveted destinations, opulent retail therapy, wealth management, banking, automobiles, yachts, high-profile architecture, interior designs, real estate, travel, private aircraft, fashion, fine jewellery, watches, exclusive sports events, arts and culture.

The Printed Publication is segmented as follows:

- Simply Abu Dhabi
- Simply Food
- Simply Time
- Simply Beautiful
- Simply Wonderful
(Innovative Gadgets & Technology)
- Simply Wealth
- Simply Photography
- Simply Automobiles
- Simply Aviation
- Simply Yachts
- Simply Fashion
- Simply Travel
- Simply Art & Culture
- Simply Sport



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Print & Design

Sophisticated creative direction and premium print execution perfectly fits the lifestyle of our readers and provides luxury brands a unique opportunity to present their products.

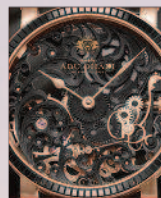
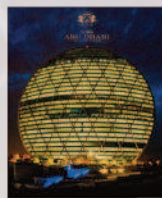
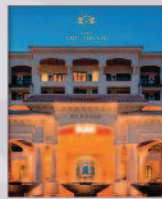
High quality materials such as spot UV, gold embossing and the finest heavy weight paper are used to produce our publication and leave everyone stunned.

Each publication is individually produced and distributed inside a bespoke Simply Abu Dhabi branded Gift Box.

Every aspect of Simply Abu Dhabi is of the highest quality.

We offer a range of tailored packages, giving you access to the “inaccessible” elite and whether you choose to partner with us through advertising, editorial, profiling or even host events, Simply Abu Dhabi will give your organisation and your brand, the personal service to deliver real results.

We have built a super network of luxury brands who provide products and services at the highest level to satisfy the demands of our ultra-high net worth audience, their lifestyles and even their businesses.



Contact Us

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Peace, Prosperity & Progress.
Arnie S Hira
CEO & Founder

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