Market your brand to an audience of 1 million every month
Target market

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.

Advertising benefits

• Your message will be visible in the only quality women’s title in the region
• Enhanced message delivery, as a result of appearing alongside cutting-edge editorial and premium design
• Being associated with a highly-respected brand that has been established for over 30 years

Content

Stylish, Smart & Sophisticated. Emirates Woman delivers luxury fashion, on-trend beauty, luxe lifestyle, travel reports, as well as in-depth features looking at both global and local issues. Committed to representing the many faces and nationalities of women in this region and celebrating the home-grown talents of its readers.

With a mix of local and internationally savvy glamour and style, cutting-edge reports and luxe lifestyle features, Emirates Woman connects with a wide demographic readership, bridging numerous cultural divides.

Sophisticated not stuffy, relevant and respected, modern yet classic, beautiful not boastful, trendsetter not follower.
### About our readers...

#### Region of Birth

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>28%</td>
</tr>
<tr>
<td>Subcontinent</td>
<td>23%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>22%</td>
</tr>
<tr>
<td>Middle East</td>
<td>15%</td>
</tr>
<tr>
<td>Africa</td>
<td>7%</td>
</tr>
<tr>
<td>America</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-20</td>
<td>1%</td>
</tr>
<tr>
<td>21-25</td>
<td>7%</td>
</tr>
<tr>
<td>26-30</td>
<td>18%</td>
</tr>
<tr>
<td>31-35</td>
<td>13%</td>
</tr>
<tr>
<td>36-40</td>
<td>19%</td>
</tr>
<tr>
<td>41-45</td>
<td>11%</td>
</tr>
<tr>
<td>46-50</td>
<td>11%</td>
</tr>
<tr>
<td>51+</td>
<td>11%</td>
</tr>
</tbody>
</table>

#### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>7%</td>
</tr>
<tr>
<td>Female</td>
<td>93%</td>
</tr>
</tbody>
</table>

#### Distribution Profile

- Retail Outlets
- Hotels
- Commercial
- Sponsored Copies
- Subscriptions
- Airlines

*Publisher’s own data*
In every issue

*Emirates Woman* aims to push the boundaries, take risks, set firsts and define trends. Our goal is to find women who have a vision and a story to tell, who bring an element of surprise to each cover we shoot. We forge paths and provide platform for emerging young creatives.

**Fashion & Beauty**
We are the leading voice of style in the region bringing you the latest in fashion and beauty trends, designer must-haves and fashion news from local and international stages. We are committed to delivering curated content for the reader with a penchant for contemporary luxury.

**Essays**
Substance is at the core of our ethos. We take hot topics currently cultivating critical discussion and bring our own think pieces to the conversation from the perils of too much self-care to how we can all be better advocates for women.

**Culture**
In each issue we’re ahead of the curve, highlighting the centre of the cultural zeitgeist, exploring the best in film, art, music and performance. We aim to bring to the fore a diverse set of creatives who are shaping our experience of where we are.

**Travel**
We take to the four corners of the globe with our insider intel and reveal the most stylish, off-beat and underground hot spots in the world, whether for fashion shoots or personal journey pieces.

**Wellbeing**
Any excuse to uncover the latest on health, wellness and fitness for the mind, body and soul, we’re on the front lines on what will add more meaning to our lives.
Editorial calendar 2018

JAN
The Muse

FEB
The Millennials

MAR
Art & Fashion Issue - S/S

APR
Urban

MAY
MENA

JUN
Women Empowerment

JUL
LA issue

AUG
Travel

SEP
Fashion Issue - F/W

OCT
Health issue

NOV
Design issue

DEC
Festive Issue

*Please note these themes are subject to change*
The must read lifestyle website for the sophisticated female in the UAE
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.

Our newsletter has over 33,000 subscribers with access to over 250,000 users from the Motivate Publishing database.

29-49
Average Age

15-20%
Average open rates

25,000 AED
Average wage PM

Our newsletter has over 33,000 subscribers with access to over 250,000 users from the Motivate Publishing database.

350,000+
Unique website visitors per month

72,896
Facebook followers

125,000
Instagram followers

23,300
Twitter followers

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.
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 11 years.
DIGITAL MEDIA FORMAT

• The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress, 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 overprint.
• 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.

TECHNICAL DATA

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

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 overprint.
• 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.
• A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifies supplied on the CD.

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

DEADLINES

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

CANCELLATION

• Prime Position: Minimum 3 months prior to publication (90 days)
• Standard Advertising: Minimum 2 months prior to publication (60 days)

INTERNATIONAL MEDIA REPRESENTATIVES

AUSTRALIA/NEW ZEALAND: Okeeffe Media; Tel: +61 894 472 734, okeeffekev@bigpond.com.au, +61 412 080 600, Licia@okm.com.au
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HONG KONG/THAILAND: Sonney Media Networks; Tel: +852 21512351, hemant@sonneymedia.com
INDIA: MediaStar; Tel: +91 22 4220 2103, ravi@mediastar.co.in
SWITZERLAND, FRANCE, ITALY & SPAIN: IMM International; Tel: +351 40 1300 30, n.devos@imm-international.com
JAPAN: Tandem Inc.; Tel: +81 3 3541 4166, all@tandem-inc.com
NETHERLANDS: giO media; Tel: +31 (0)6 22238420, giovanni@giO-media.nl
TURKEY: Media Ltd.; Tel: +90 212 275 51 52, mediamarketingtr@medialtd.com.tr
UK: Spafax Inflight Media; Tel: +44 207 906 2001, nhopkins@spafax.com
USA: WorldMedia; Tel: +001 212 244 5610, conoverbrown@worldmediaonline.com

Digital rates

MPU
Width: 300PX Height: 250PX
US$89/CPM

LEADERBOARD
Width: 728PX Height: 90PX
US$175/CPM

BANNER/STATIC BUTTON
Width: 728PX Height: 90PX
US$2,000/MONTH

HALF PAGE
Width: 300PX Height: 600PX
US$102/CPM

NATIVE ADVERTISING
Written in an editorial format. Sponsored content wording will feature on the piece.
US$4,000/PER WEEK

BESPOKE NEWSLETTER
A newsletter, written in the usual Emirates Woman house-style but made to meet brand objectives – sent across the Emirates Woman database.
FROM US$280/CPM

STANDARD EDM
Client to provide simple artwork that is sent across the Emirates Woman database.
US$220/CPM

SPONSORED SHOTS
Fashion, beauty or lifestyle shoot run as images or gallery online. PRICES ON REQUEST

SPONSORED VIDEO CONTENT/VLOGS
Videos shot and edited by Emirates Woman team.
US$6,500/VIDEO

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.