Market your brand to an audience of 1 million every month.
Content

Style, substance, contemporary luxury. 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.

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 35 years

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.
About our readers...

**REGION OF BIRTH**
- Europe: 40%
- Subcontinent: 15%
- Asia Pacific: 10%
- Middle East: 20%
- Africa: 7%
- America: 5%

**AGE**
- 15-20: 1%
- 21-25: 7%
- 26-30: 18%
- 31-35: 13%
- 36-40: 19%
- 41-45: 11%
- 46-50: 11%
- 51+: 11%

**GENRE**
- Male: 7%
- Female: 93%

**CIRCULATION**
- Frequency Monthly
- Print-run 25,000 copies*
- BPA 11,592 (Jan-Jun 2018)

**DISTRIBUTION PROFILE**
- Retail Outlets
- Hotels
- Sponsored Copies
- Subscriptions
- Airlines

**DISTRIBUTION**
- UAE
- Bahrain
- Oman
- Kuwait

*Publisher's own data
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.
March
The Art Issue (Guide to Art Dubai, regional artists, features, Art Meets Fashion)

April
The Muse Issue (Fashion icons, local muses and inspirational women from the region)

May
The Digital Issue (Apps, websites, leading e-commerce sites, influencer generation, Instagram, beauty videos)

June
The Wanderlust Issue (Vacation fashion, holiday essentials, travel destinations)

July/August
The Creative’s Issue (Co-created together with local creatives)

September
The Sustainable Fashion Issue (Eco fashion brands, honest beauty brands)

October
The Health Issue (Mental health, exercise, sportswear, beauty)

November
The Design Issue (Design-led fashion products, Zaha Hadid)

December
The Glitter Issue (Party Issue, Festive Fashion)

*Please note that the above themes are a guideline and are subject to change throughout the year.*
emirateswoman.com

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.

<table>
<thead>
<tr>
<th><strong>Average Age</strong></th>
<th>21-45</th>
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<tbody>
<tr>
<td><strong>Average wage PM</strong></td>
<td>25,000 dHs</td>
</tr>
<tr>
<td><strong>Newsletter subscribers</strong></td>
<td>33,000</td>
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<tr>
<td><strong>Unique website visitors per month</strong></td>
<td>3,000,000</td>
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<tr>
<td><strong>Social Reach</strong></td>
<td>75,000 Facebook followers, 135,000 Instagram followers, 24,000 Twitter followers</td>
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<tr>
<td><strong>Average open rates</strong></td>
<td>15-20%</td>
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<tr>
<td><strong>Twitter followers</strong></td>
<td>25,000</td>
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<tr>
<td><strong>Unique website visitors per month</strong></td>
<td>75,000</td>
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<tr>
<td><strong>Facebook followers</strong></td>
<td>2,450,000</td>
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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 12 years.
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