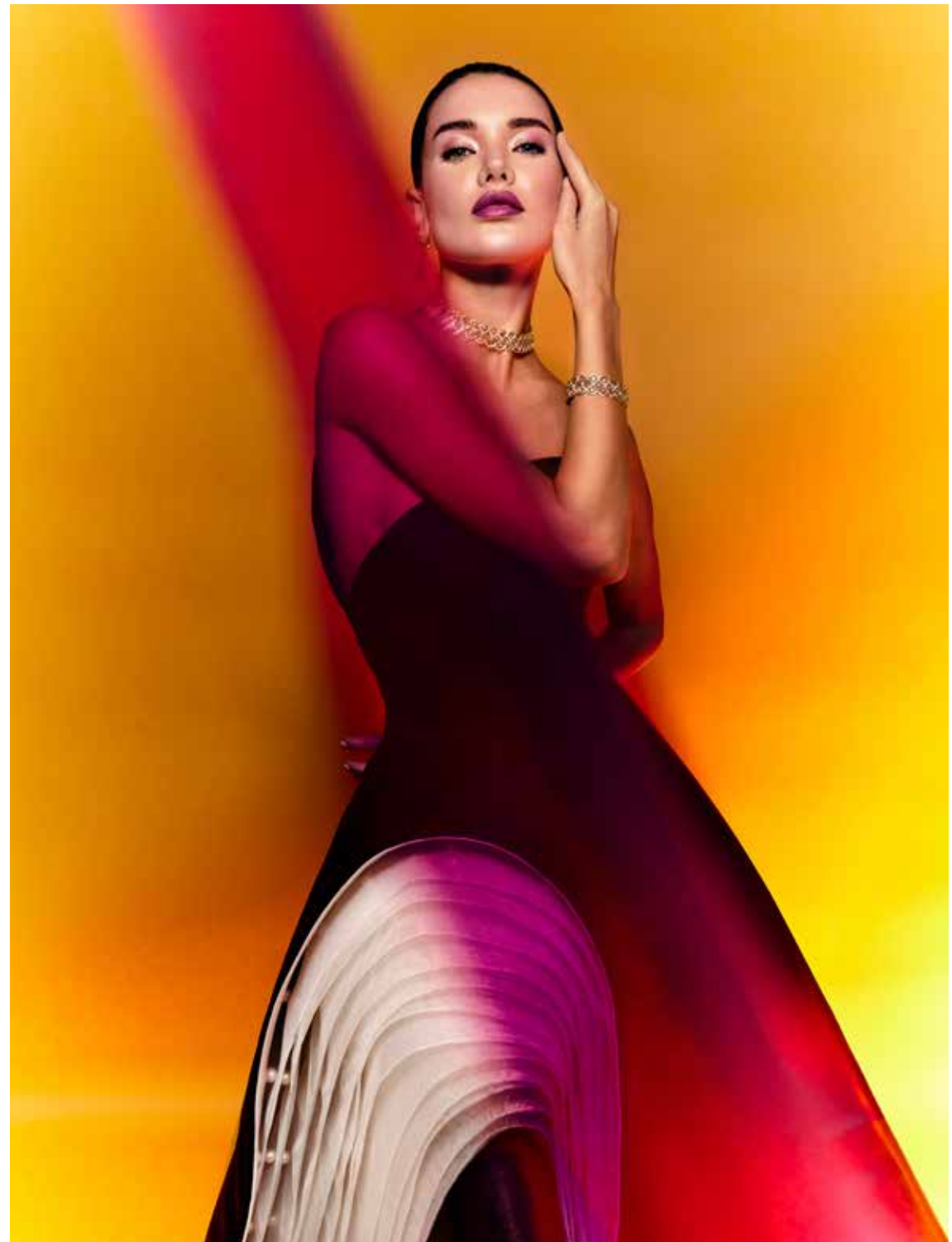


EMIRATES
WOMAN
MEDIA KIT 2026



The strategy

Emirates Woman thinks globally and supports locally. As the region's leading women's fashion and lifestyle brand and with over 40 years at the forefront of publishing in the Middle East, we remain dedicated to providing editorial excellence. *Emirates Woman* delivers high-end fashion, beauty, luxe lifestyle and travel as well as in-depth features with both a global and local focus. It pushes boundaries and leads the field with its international and local editorial content, bringing its readers innovative, inspiring and intelligent coverage. Committed to representing the many faces and nationalities of women in the Emirates, it continually seeks to celebrate, support and inspire.



CIRCULATION

- Print-run 25,000 copies
- Digital edition available for free download
- Frequency Monthly

DISTRIBUTION

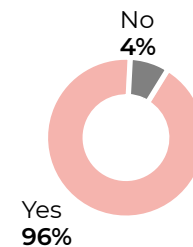
- UAE / Bahrain / KSA / Kuwait / Oman / Qatar
- All first and business class lounges and cabins on Emirates
- Retail Outlets / Hotels / Sponsored Copies / Subscriptions / Airlines



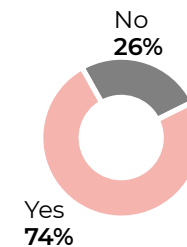
Advertising benefits

- Your message will be visible in the most optimal women's title in the region
 - Enhanced message delivery, as a result of appearing alongside slick editorial and a clean design aesthetic
 - Being associated with a highly-respected brand that has been established over 40 years

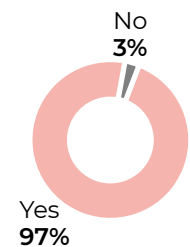
THE ADVERTISING PROVIDES INFORMATION ON BRANDS



THE ADVERTISING HELPS INFORM MY PURCHASING DECISIONS



THE ADVERTISING FITS WITH THE CONTENT OF THE MAGAZINE



Readership profile

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.

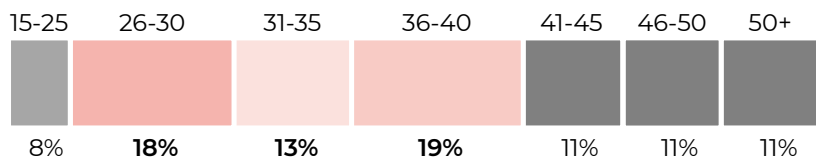
REGION OF BIRTH

Europe	40%	Middle East	20%
Subcontinent	15%	Africa	7%
Asia Pacific	10%	America	5%

GENDER

Male	7%	Female	93%
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AGE



Editorial content



CURATE

MODE



VISION

Hot New Buys

New season beauty discoveries that feel like the height of luxury.



After Dark

By *Michelle Lee*

It's a perfume that's been in the air for a while now, but it's still one of the most talked-about scents of the season. The bottle is a simple, elegant glass jar with a gold cap, and the scent is a warm, spicy blend of saffron, cardamom, and vanilla. It's a perfume that's both sophisticated and sexy, and it's the perfect choice for anyone who wants to make a statement.



Gold Standard

By *Michelle Lee*

This is a perfume that's been in the air for a while now, but it's still one of the most talked-about scents of the season. The bottle is a simple, elegant glass jar with a gold cap, and the scent is a warm, spicy blend of saffron, cardamom, and vanilla. It's a perfume that's both sophisticated and sexy, and it's the perfect choice for anyone who wants to make a statement.



Artistic Allure

By *Michelle Lee*

This is a perfume that's been in the air for a while now, but it's still one of the most talked-about scents of the season. The bottle is a simple, elegant glass jar with a gold cap, and the scent is a warm, spicy blend of saffron, cardamom, and vanilla. It's a perfume that's both sophisticated and sexy, and it's the perfect choice for anyone who wants to make a statement.



CROWNING GLORY

With a career spanning three decades, the iconic beauty brand has built a legacy that's as timeless as the products themselves. In a recent issue of *VISION*, we sat down with the brand's CEO, *Michelle Lee*, to discuss the challenges of staying relevant in a constantly evolving market. Lee shares her insights on how the brand has managed to stay ahead of the curve, and how she plans to continue to lead the industry into the future.

WORLD BUILDER

Interior and exterior designer, *Agustín Roldán*, is the master of bold solutions that bring his clients' dreams to life.



Sanctuaries with Soul

Interior design solutions that help you create a space that's truly yours.



THE SWEET SMELL OF SUCCESS

Christelle Lian, the Creative Director of *Flora*, is taking the California brand global.



Three things about *Flora*: It's the company's secret, it's just what people find something.

THE SOFT POWER OF ELEGANCE

For *Maria Elena*, an international luxury fashion leader who serves on the boards of *Elie Saab*, *Ulla Johnson*, *Milena*, and *Therese Borchert*, the brand's Global Luxury Division at *Milena* is not just about style—it's about influence. In an age of social media and fast fashion, she's found a way to stay relevant and relevant, and she's leading the way.



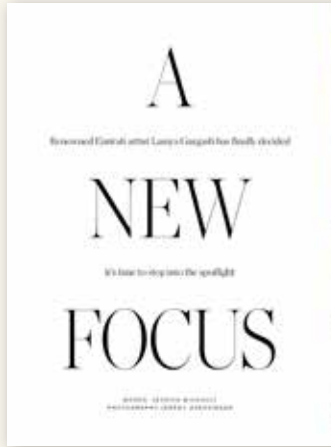
RECALIBRATE WITHOUT BORDERS

From the Maldives to the mountains, discover the world's most coveted retreats where wellness isn't a weekend indulgence, it's a rest for the year ahead.

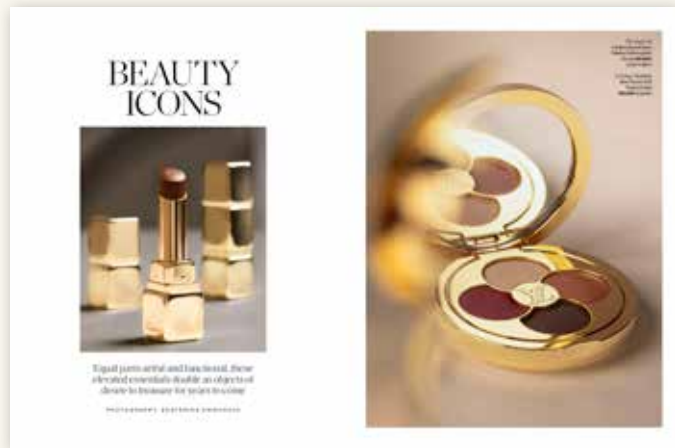
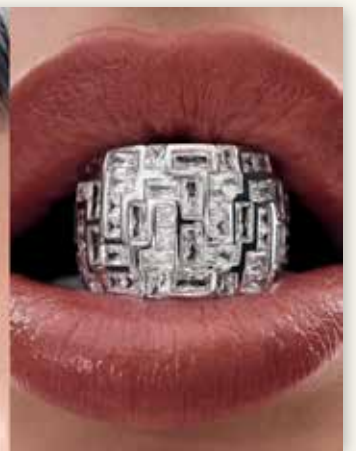


GLOW

COMMERCIAL PARTNERSHIP -
COVERS



COMMERCIAL PARTNERSHIP – FASHION/STILL LIFE



Digital

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.

WEBSITE

3.1 million
page views

824,000
Unique visitors per month

SOCIAL

Facebook
115,900
followers

TikTok
48,000
followers

Instagram
203,600
followers

EDM

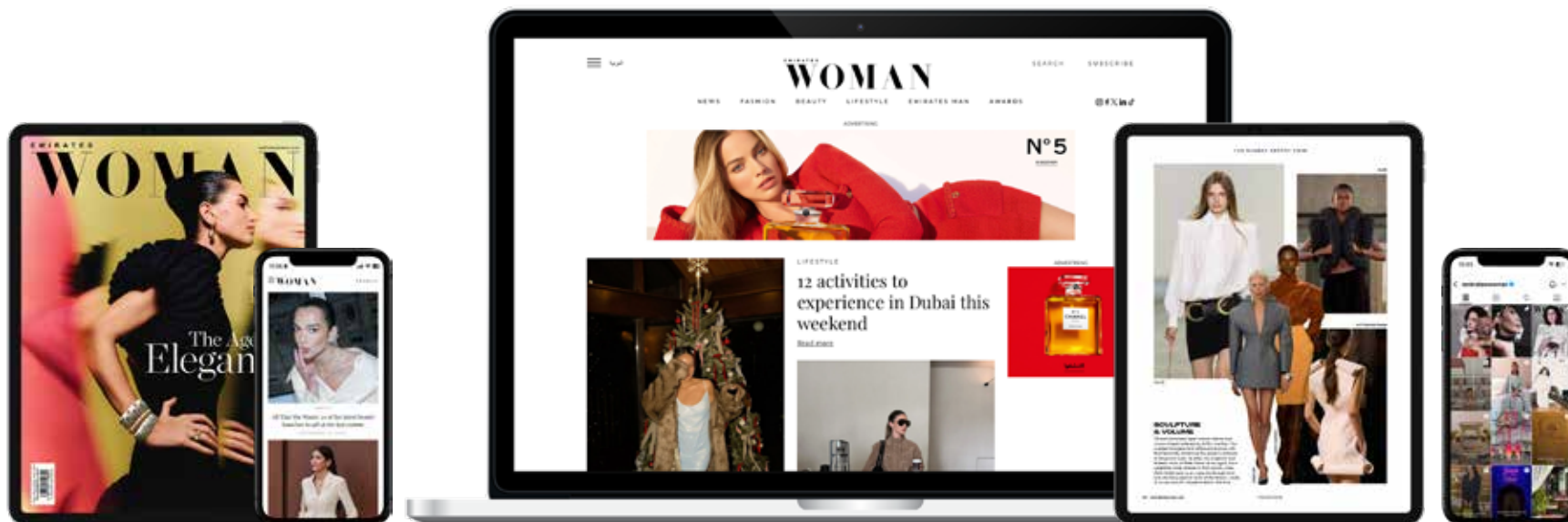
15-20%
Average open rates on
newsletters

OTHER CAPABILITIES

Ability to run targeted, personalized
campaigns for specific target
audience segments using our data
management platform.



@emirateswoman





Events

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 14 years.





Events

BESPOKE MICRO EVENTS

We will be hosting a series of events throughout the year. These will be a small, private, affairs in collaboration with Tier 1 brands and individuals. For partnership details please contact us directly.

