

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

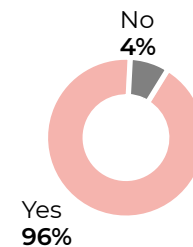
- UAE / Bahrain / KSA / Kuwait / Oman / Qatar
- All first and business class lounges and cabins on Emirates
- Retail Outlets / Hotels / Sponsored Copies / Subscriptions / Airlines



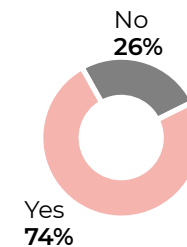
## Advertising benefits

- 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

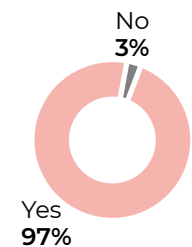
THE ADVERTISING PROVIDES INFORMATION ON BRANDS



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.

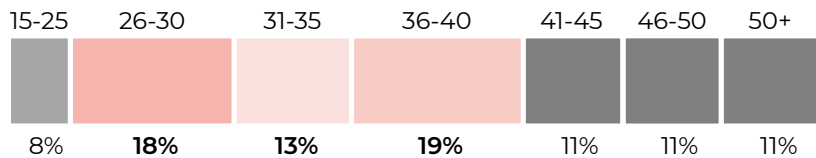
## REGION OF BIRTH

Europe	<b>40%</b>	Middle East	<b>20%</b>
Subcontinent	<b>15%</b>	Africa	7%
Asia Pacific	10%	America	5%

## GENDER

Male	7%	Female	<b>93%</b>
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## AGE



# Editorial content



CURATE

MODE



# VISION

## Hot New Buys

New-entrant beauty discoveries that feel like the height of luxury.



**After Dark**  
A perfume bottle with a dark, textured cap and a clear base containing a golden liquid.

**Gold Standard**  
A tall, slender, gold-colored tube, likely for eye cream or lipstick.

**Artistic Allure**  
A woman's face with dramatic eye makeup, next to a circular, textured object.

**Eye Cream**  
A small, white, round jar with a gold-colored lid.

**Lipstick**  
A small, dark-colored tube with a gold-colored cap.

**Skincare**  
A small, white, round jar with a gold-colored lid.



## CROWNING GLORY

With a career spanning close to half a century, the iconic beauty brand is now in the hands of a new generation of artists who will redefine the way we think about beauty.

## WORLD BUILDER

Interior and exterior designer Agnese Rinaldi is the woman that believes in how to live the way you want to live.



## Sanctuaries with Soul

Interior design ideas that are both modern and soulful.



## THE SWEET SMELL OF SUCCESS

Christelle Lau, the Creative Director of Flos, is taking the California brand global.




Three things about success: It's the company you're in, it's the people you're working with, and it's the way you work.

## THE SOFT POWER OF ELEGANCE

For Marie-Chantal, an international luxury fashion leader who serves on the boards of Dior, L'Oréal, Marni, and Prada, the French and the Italian are not just about style — it is about values. It's an age of speed and power, she believes, for elegance is a state of mind, not a collection of clothes.



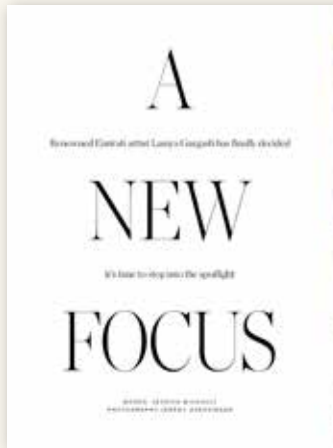
## RECALIBRATE WITHOUT BORDERS

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.

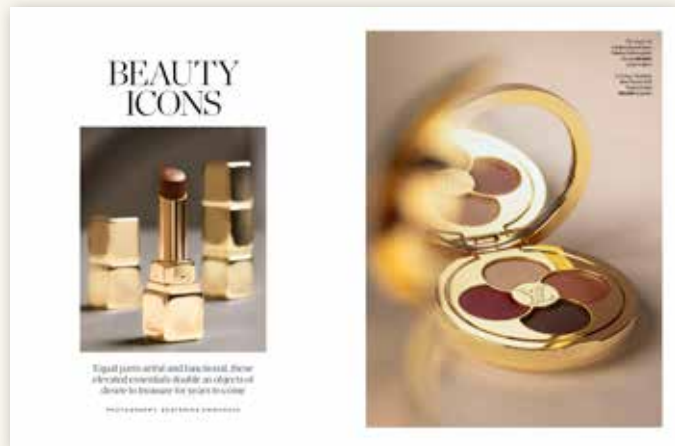



# GLOW

COMMERCIAL PARTNERSHIP -  
COVERS



# COMMERCIAL PARTNERSHIP – FASHION/STILL LIFE



# Editorial calendar

JANUARY

*The Wellness Issue*

FEBRUARY

*The Community Issue*

MARCH

*The Youthquake Issue*

APRIL

*The Female Gaze Issue*

MAY

*The Icons & Innovators Issue*

JUNE

*The Odyssey Issue*

JULY

*The Harmony Issue*

AUGUST

*The Wisdom Issue*

SEPTEMBER

*The Sartorial Issue*

OCTOBER

*The Celebration Issue*

NOVEMBER

*The Discovery Issue*

DECEMBER

*The Reverence Issue*



# 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

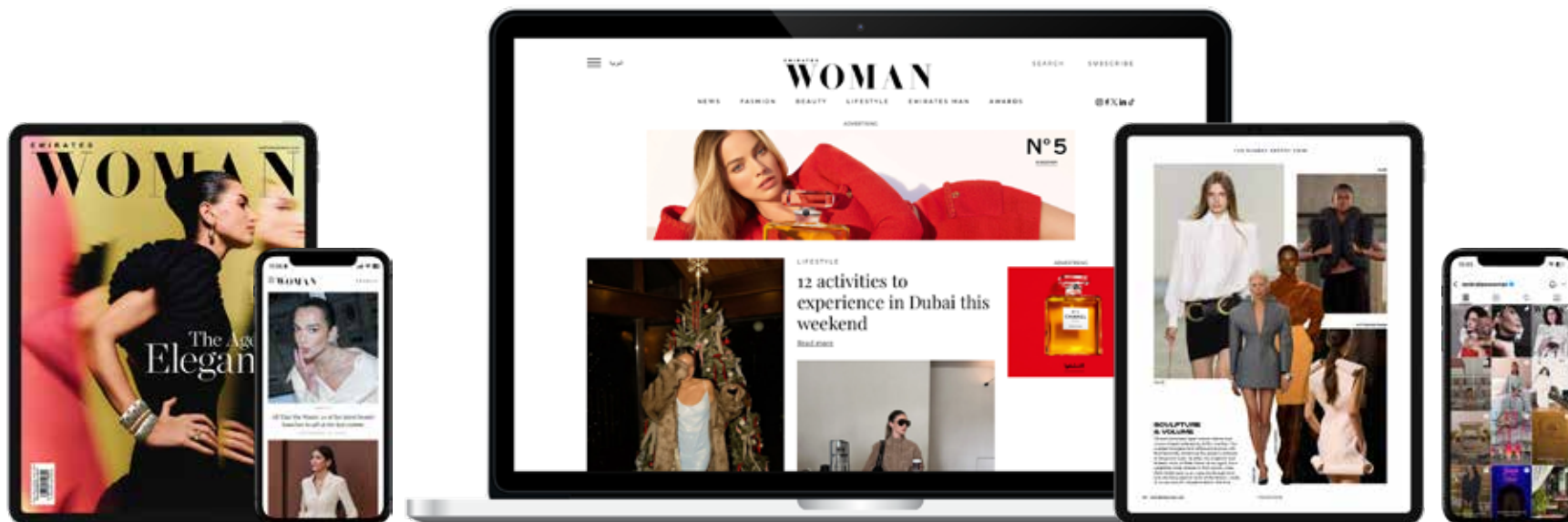
**15-20%**  
Average open rates on  
newsletters

## 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.



# Rates and specs

## PRINT

### REGULAR POSITIONS

Full Page	6,500
Double Page Spread	12,300
Half Page Solus	4,800

### PREMIUM POSITIONS

Outside Back Cover	14,100
Inside Front Cover Spread (2 pages)	23,400
Inside Back Cover	9,350
Front Cover Reverse Gatefold (2 pages)	24,675
Inside Front Cover Gatefold (3 pages)	26,700
Full Page (opposite Editor's Letter)	8,200
Full Page (opposite contents)	7,800

### DOUBLE PAGE SPREAD POSITIONS

1st Double Page Spread	18,400
2nd Double Page Spread	17,800
3rd Double Page Spread	16,500
4th Double Page Spread	15,250
5th Double Page Spread	14,250
6th Double Page Spread	13,800
7th Double Page Spread	13,100

### CREATIVE SOLUTIONS

Cover	35,000
Book Mark	16,500
Belly Band	15,600
Bound Insert	16,500
Tab / Sampling	23,000
Advertorial – Full Page	8,100
Advertorial – Double Page Spread	14,500

US\$

(mm) H x W



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

- The artwork should be a press ready PDF file 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 over print
- 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

## DIGITAL

### DESKTOP MPU

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

### DESKTOP LEADERBOARD

Width: 728PX Height: 90PX  
US\$89/CPM

### DESKTOP HALF PAGE

Width: 300PX Height: 600PX  
US\$105/CPM

### NATIVE ADVERTISING

Content produced by editorial in the *Emirates Woman* brand voice, style and theme through video, articles and/or social media.

PRICES BESPOKE PER REQUEST

### STANDARD EDM

Client to supply a custom HTML EDM creative in line with *Emirates Woman* brand that is sent to the *Emirates Woman* subscriber database.  
US\$320/CPM

### CREATIVE SOLUTIONS:

- Cover Shoot Sponsorship
  - Sponsored Shoots & Videos
  - Sponsored Video Content
  - White Label Content
  - Bespoke Events
  - Webinars
  - Website takeovers, HPTO, E-Wraps, Interscrollers
- PRICES ON REQUEST

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.

### SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

### GENERAL INFORMATION

- 11 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

### 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 CHINA Publicitas Advertising; Tel +86 10 5879 5885 HONG KONG/THAILAND Sonney Media Networks; Tel +852 2151 2351, hemant@sonneymedia.com INDIA Media Star; Tel +91 22 4220 2103, ravi@mediastar.co.in SWITZERLAND, FRANCE/ITALY & SPAIN IMM International; Tel +331 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, mediemarketingtr@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