

EMIRATES  
MAN  
MEDIA KIT 2026





# The strategy

*Emirates Man* is your guide to being in the know. From grooming to tech we'll ensure you're ahead of the curve when it comes to the latest gadgets. If you're into watches, our resident watch geeks will deliver all the detail you need to make the right investment, we interview the guys making moves on a global and local scale and we'll tell you where the coolest places are to hangout. Welcome to the club.

## CIRCULATION

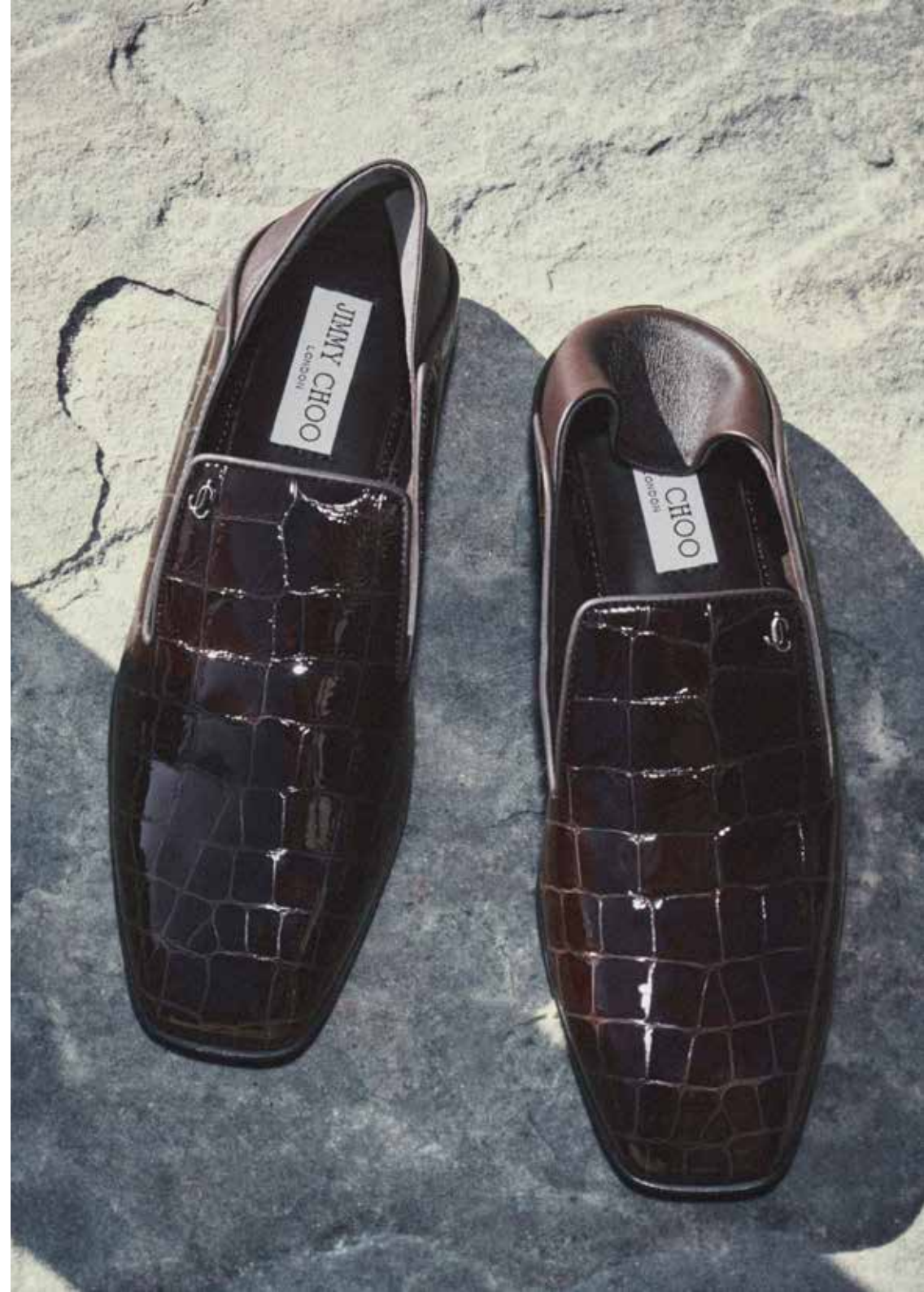
- Print-run 35,000 + copies
- Digital edition available for free download
- Quarterly – Spring / Summer; The Summer Escape Issue; Fall / Winter; The Winter Escape Issue

## DISTRIBUTION

- UAE / Bahrain / KSA / Kuwait / Oman / Qatar
- Retail Outlets / Hotels / Sponsored Copies / Subscriptions / Airlines
- All first and business class lounges and cabins on Emirates
- *Emirates Man* will be distributed with *Emirates Woman*

# Advertising benefits

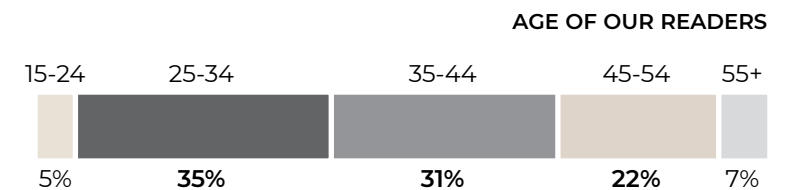
Your brand message is delivered directly to the right audience, at the right time and in the right way. Smart content for a smart man. We focus on the ROI for your brand, ensuring the optimal outcome for your investment.





## Readership profile

*Emirates Man* is designed to speak to the wide demographic nationalities that reside throughout the GCC and beyond. We speak globally and support locally with a focus on local Emirati talent and clients. Our content speaks to a broad age range from 25-45, well-traveled, well educated, modern gentlemen.





## Editorial content

Our readers know that style and substance are intrinsically linked. It's about looking smart, but living smarter. *Emirates Man* is practical and authoritative guide to getting the best out of life in the region and beyond. From fashion, culture, sport, cars, gadgets, food, fitness, current affairs, finance, politics and travel – we have you covered.

LOOK SMART. LIVE SMARTER.

# EMIRATES MAN



Matt Scinto - Founder and Managing Partner, C/A Partners

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Mike Thurston - Entrepreneur & Founder THIRST

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Giuseppe Sostri - President and Chairman of Omanair

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Adel Mattou - Founder and CEO of Jetex

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# Editorial content

WELL GROOMED  
The daily routine for hands with flavor

THE BOYS TOYS  
The latest gadget to get you up for summer

THE BOYS TOYS  
The latest gadget to get you up for summer

THE BOYS TOYS  
The latest gadget to get you up for summer

STATEMENT LEATHER

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STRONG GAINS

Fitness entrepreneur and WHOOP brand ambassador Mike Thurston discusses discipline, scaling a business and setting goals with integrity

SANDS OF TIME:  
A Chronograph for the Adventurer

DWC delivers a watch to have in an easy, rugged design with true, smooth appeal

SWEET

SUMMER

DESIGNING YOUR DOWNTIME

WHAT TO PACK



## The events

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

# Editorial calendar

## **MARCH**

Spring / Summer 2026

## **JUNE**

The Summer Escape Issue

## **SEPTEMBER**

Fall / Winter 2026

## **NOVEMBER**

The Winter Escape Issue

