



fact.

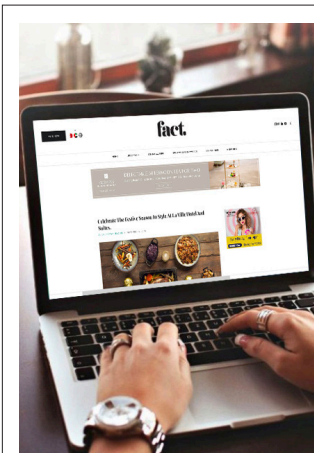
ABU DHABI MEDIA KIT 2023

WWW.FACTABUDHABI.COM

FACT IS A MULTIPLATFORM MEDIA BRAND

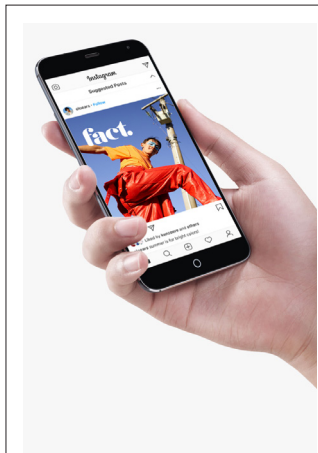
FACT is a popular website and monthly magazine with a well-established following in Bahrain, Qatar and the United Arab Emirates. An urban culture and lifestyle brand, FACT celebrates the Gulf region's food, arts, local talent and hospitality scenes. The magazine has been published regionally since 2004, alongside its sister titles: Ohlala, Ohlala Arabia and Hadag. Several events are organised by FACT magazine, including its annual FACT Dining Awards and FACT Spa & Wellness Awards, celebrating the best restaurants and luxury wellbeing, recognising two of the most thriving industries in the GCC.

WEBSITE



FACT is one of the most comprehensive lifestyle websites in the GCC, reaching over 455,000 users every month. FACT readers are intuitive and curious about cultural happenings, local events, the latest brunch, the newest art exhibition and other interesting places to check out in their free time. Our followers spend their disposable income on all the latest fashion, gadgets, dining deals, staycation offers and more. They are highly receptive to relevant advertising campaigns and messages, continuously paying attention to FACT's digital platforms, which offer a variety of cutting-edge ad tech tools to maximize return on investment: display banners, email marketing, social media advertising and more. We give the people of Abu Dhabi exactly what they are looking for.

SOCIAL



FACT prides itself on being one step ahead of its competitors when it comes to social media and reader interaction. FACT has already established itself in the digital world with an active presence on Instagram, TikTok, Facebook, YouTube and Twitter. Here, the team talks with readers, supports clients, and runs the magazine's now famous giveaways. We post pictures of unusual finds, foodie hotspots, and unique content, using appropriate hashtags and handles. FACT can also create exclusive video content for advertising clients to share and promote across our and their social media channels. This can be a themed night or brunch visit, a room review or even a special event. We'll film, edit and post!

E-NEWSLETTER AND E-BLAST



The **FACT** bi-monthly newsletter has proved an invaluable resource to Abu Dhabi readers. A collection of highlights and the most interesting editorial from FACT's website, the newsletter is the place to discover the latest restaurants, fashion trends and local news. Alongside hotel, restaurant, technology and motoring reviews. It's your one stop shop for food, art, culture and travel in the UAE.

AWARDS



The **FACT** Dining Awards was established in 2010 in Bahrain. Designed to acknowledge, reward and celebrate excellence across all key sectors of the hospitality industry. Today, the FACT Dining Awards has grown to cover the UAE markets and is recognised regionally as the ultimate hallmark of reliable industry excellence. Both the FACT Dining Awards and the FACT Spa & Wellness Awards ceremonies are regarded as milestone events on the calendar, attended by key decision makers as well as the biggest consumer media bloggers and influencers.

FACT: NEED-TO-KNOW DIGITAL STATS



WEBSITE

212K+
UNIQUE MONTHLY VISITS

455K+
MONTHLY VISITS

SOCIAL

44K+
INSTAGRAM FOLLOWERS

23K+
FACEBOOK FOLLOWERS

E-newsletter

45K+
ABU DHABI SUBSCRIBERS

50K+
DUBAI SUBSCRIBERS

AWARDS

55K+
UNIQUE VOTES FROM ABU DHABI

60K+
UNIQUE VOTES FROM DUBAI



212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

WEBSITE

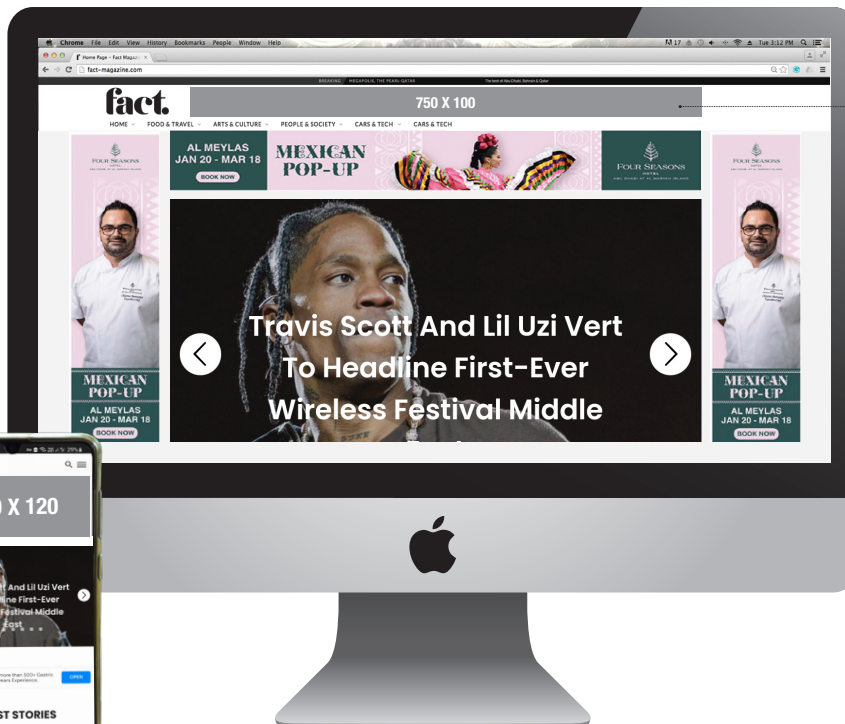
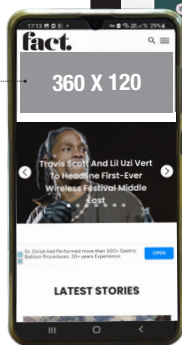
Maintain a consistent presence

www.factabudhabi.com is the ultimate guide to Abu Dhabi for locals and tourists alike. The FACT website hosts an abundance of relevant and timely content that readers use for research, reference, and expert insights. Banner ads, sponsored content and online advertising opportunities put your message directly in view of the people of Abu Dhabi.

STANDARD HOMEPAGE DISPLAY BANNER SUPER LEADERBOARD BANNER

SUPER LEADERBOARD BANNER MOBILE DISPLAY

All super
leaderboard adverts
are visible on both
desktop and mobile
devices.
The super
leaderboard appears
across the top of
a site when it first
loads, pushing down
the content.



SUPER LEADERBOARD BANNER DESKTOP DISPLAY

The super
leaderboard banner
appears as a normal
leaderboard on the
top of the webpage
so viewers can
choose to view it at
any point of time. It
appears on all pages
and can be static or
animated. This unit
sells out quickly.

ADVERTISING

SUPER LEADERBOARD SPECS

DESKTOP DISPLAY: 750 x 100 pixels | Max file size 70kb

MOBILE DISPLAY: 360 x 120 pixels | Max file size 70kb

WEBSITE STATS

212K+

UNIQUE MONTHLY VISITS

3.2

PAGES PER VISIT

455K+

MONTHLY PAGEVIEWS

2.8

MINUTES ON SITE

Price and space requirements available upon request.
Email: info@factmagazines.com

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (display banners, e-Newsletters, e-blasts, etc) will be charged a %30 cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

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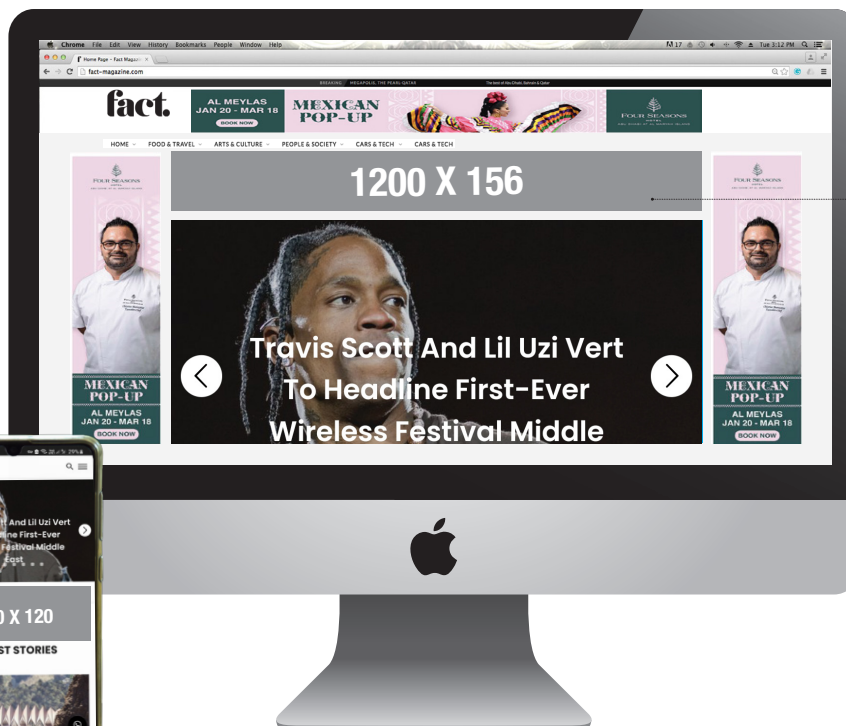


212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

WEBSITE *Maintain a consistent presence*

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STANDARD HOMEPAGE DISPLAY BANNER TOP LEADERBOARD BANNER



TOP LEADERBOARD BANNER DESKTOP DISPLAY

The leaderboard is located above our top story to maximise visibility. It appears on all pages and can be static or animated. This unit sells out quickly.

TOP LEADERBOARD BANNER MOBILE DISPLAY

All Top leaderboard are visible on both desktop and mobile devices. This unit appears on the homepage and the interior pages throughout the website.

ADVERTISING

TOP LEADERBOARD BANNER

DESKTOP DISPLAY SIZE: 1200 x 156 pixels | Max file size 70kb

MOBILE DISPLAY SIZE: 360 x 120 pixels | Max file size 70kb

WEBSITE STATS

212K+

UNIQUE MONTHLY VISITS

3.2

PAGES PER VISIT

455K+

MONTHLY PAGEVIEWS

2.8

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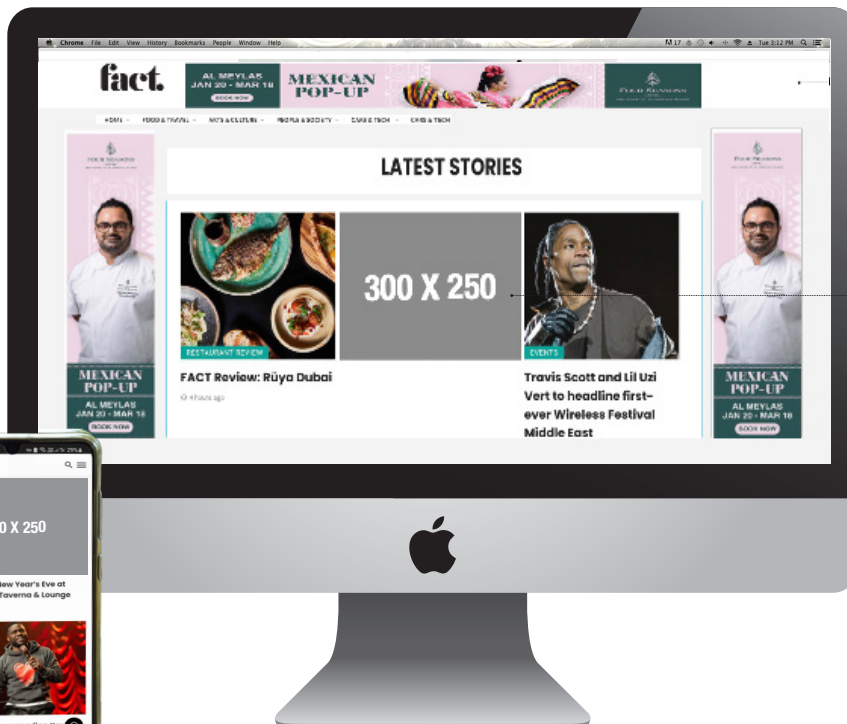


212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

WEBSITE *Maintain a consistent presence*

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STANDARD HOMEPAGE DISPLAY BANNER MPU BANNER

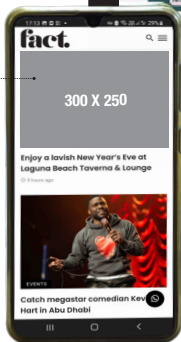


MPU BANNER DESKTOP DISPLAY

The MPU banner appears mid-page and it performs well due to its placement between organic content, which means it could potentially attract a wider audience.

MPU BANNER MOBILE DISPLAY

All MPU adverts are visible on both desktop and mobile devices. This unit has the perfect width for all mobile devices.



ADVERTISING

MPU BANNER

DESKTOP DISPLAY SIZE: 300 x 250 pixels | Max file size 70kb

MOBILE DISPLAY SIZE: 300 X 250 PIXELS | MAX FILE SIZE 70KB

WEBSITE STATS

212K+

UNIQUE MONTHLY VISITS

455K+

MONTHLY PAGEVIEWS

3.2

PAGES PER VISIT

2.8

MINUTES ON SITE

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212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

WEBSITE *Maintain a consistent presence*

SPECIAL HOMEPAGE DISPLAY BANNER

DESKTOP HOMEPAGE TAKEOVER

Own all key POSITIONS and generate a maximum number of CLICKS and IMPRESSIONS on the FACT Magazine homepage. Takeover with Standard AD units (Top Leaderboards & Skyscrapers)

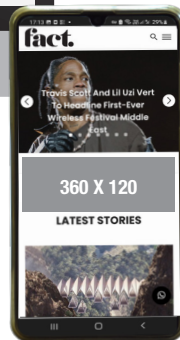


TOP
LEADERBOARD

POP UP BANNER

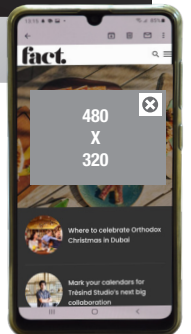
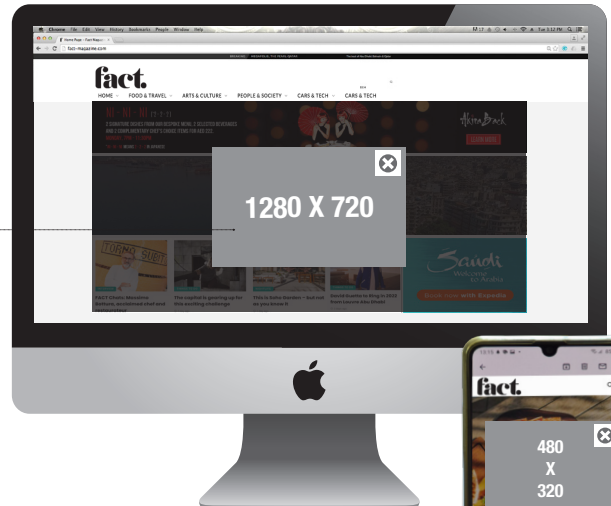
SKYSCRAPER

The perfect home for your advertising message. Takeover the FACT homepage with STANDARD AD UNITS (Top Leaderboards & Skyscrapers)



POP UP BANNER

Hides all page content, putting your message FRONT AND CENTER.



ADVERTISING

POP UP BANNER

DESKTOP DISPLAY: pixels 1280 x 720 | Max file size 70kb

MOBILE DISPLAY: pixels 480 x 320 | Max file size 70kb

TAKEOVER WITH TOP LEADERBOARD + SKYSCRAPERS

TOP LEADERBOARD

DESKTOP DISPLAY: 1200 X 156 PIXELS | MAX FILE SIZE 70KB

MOBILE DISPLAY: 360 X 120 PIXELS | MAX FILE SIZE 70KB

SKYSCRAPERS 160 X 600 PIXELS | MAX FILE SIZE 70KB

Price and space requirements available upon request.
Email: info@factmagazines.com

WEBSITE STATS

DEVICE TYPE USED

MOBILE
72%

DESKTOP
26%

TABLET
2%

AUDIENCE
FEMALE
51%

AVERAGE USERS AGES
25-44 YEARS OLD

MALE
49%

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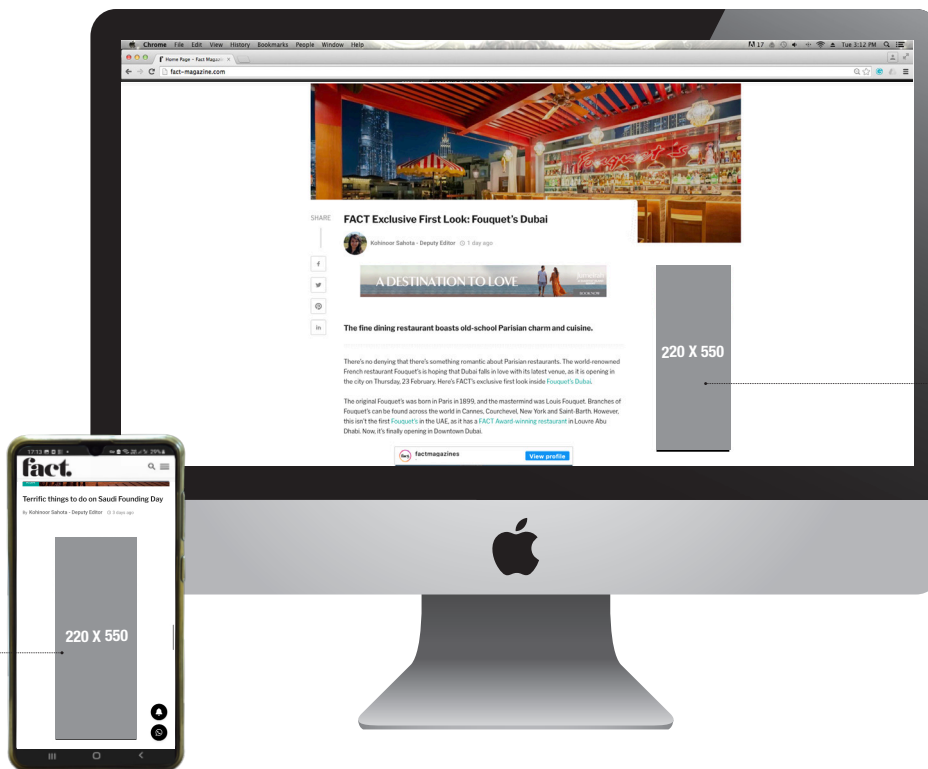


212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

WEBSITE *Maintain a consistent presence*

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INNER/ARTICLE PAGE DISPLAY BANNER VERTICAL BANNER



**VERTICAL BANNER
DESKTOP DISPLAY**

This display banner is placed on the inner/article page only and it is running on all displays (desktop/mobile).

**VERTICAL BANNER
MOBILE DISPLAY**

The vertical banner is running on both desktop and mobile devices.

ADVERTISING

VERTICAL BANNER

DESKTOP DISPLAY SIZE: 220 x 550 pixels | Max file size 70kb

MOBILE DISPLAY SIZE: 220 x 550 pixels | Max file size 70kb

WEBSITE STATS

212K+

UNIQUE MONTHLY VISITS

455K+

MONTHLY PAGEVIEWS

3.2

PAGES PER VISIT

2.8

MINUTES ON SITE

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212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

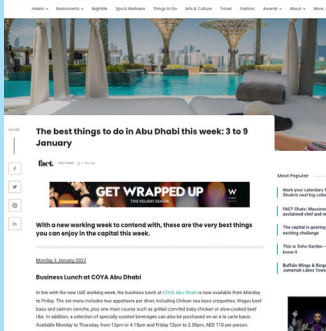
WEBSITE

Distribute specialised information

A sponsored content advertorial is written and designed by our editorial team and marked as sponsored, with the intent of blending into organic editorial.

SPONSORED CONTENT

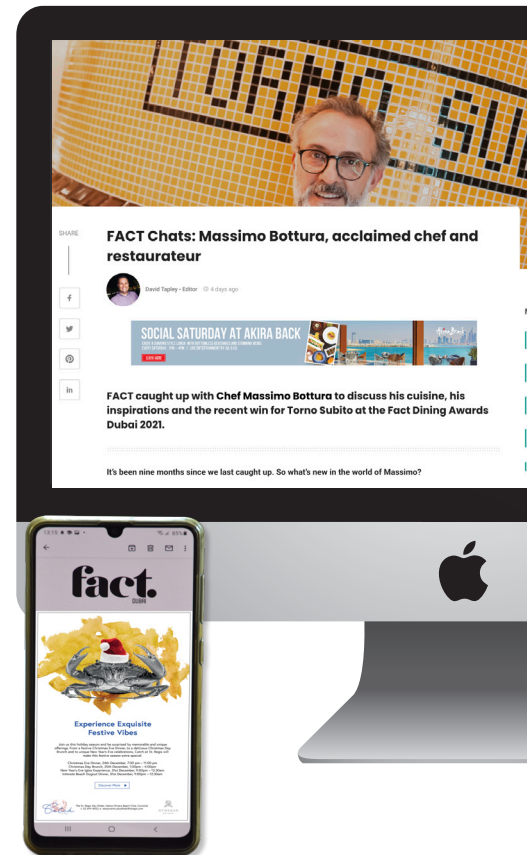
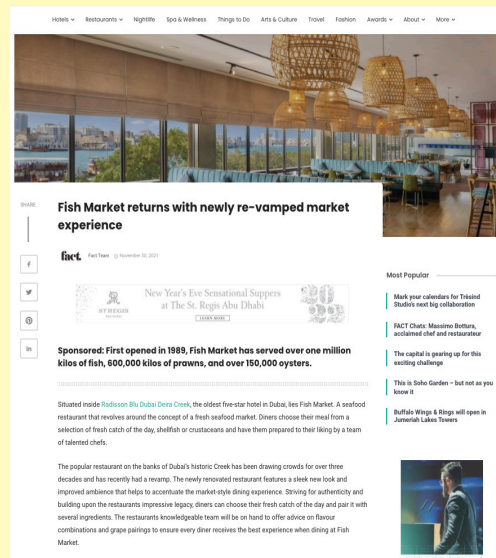
ROUND UP STORIES



Round-up stories are a chargeable service that can be used to showcase your brand on occasions such as Valentine's Day, Ramadan and the festive season. These inclusions showcase the very best brunches, ladies' nights, business lunches, spa deals, and staycations.

CUSTOM CONTENT

Whether it is developing content for a brunch, the launch of a new venue or an interview with your CEO, the FACT team is equipped to assist with all aspects of developing your custom content.



SPONSORED CONTENT

We have two basic options for you to choose from:

OPTION 1

PROVIDED CONTENT

Advertiser supplies the content (write-ups/press releases) and the FACT's editorial team will edit the content to match FACT's style and target audience.

OPTION 2

BESPOKE CONTENT

The advertiser chooses a selected topic and FACT's editorial team will produce a bespoke article based on the chosen topic.

Price and space requirements available upon request.
Email: info@factmagazines.com

*The article will be published permanently.

**2-1 do-follow-links to be featured in the article.

***We will email you beforehand and discuss the client link and topic of the article

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E-NEWSLETTER

Reach our audience of 45K who have opted-in to receive the latest news and offers with a clickable panel or a newsletter banner on our fortnightly e-newsletter that takes users to either a bespoke editorial or a specified landing page.

E - NEWSLETTER SPONSORED PANEL

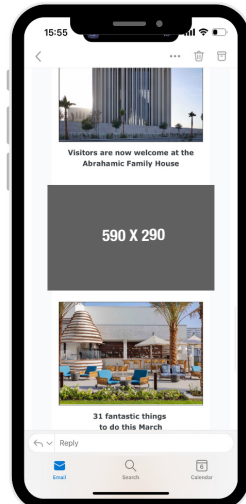
Reach our audience of 45K with a clickable panel on our fortnightly e-newsletter that takes readers to your bespoke article hosted on our website.

E - NEWSLETTER BANNER

A maximum of three paid banner advertisements are available in each e-newsletter.

NEWSLETTER SPONSORED BANNER SPECS

590 x 290 pixels | Max file size 70kb



AV. OPEN RATE:

19 - 24%

E-NEWSLETTER FREQUENCY

Distributed every other week

TOP LEADERBOARD BANNER ON E-NEWSLETTER

ABOUT

The top leaderboard banner on FACT's fortnightly e-newsletter is the first visible banner advertisement. The banner is positioned vertically above the editorial content to optimise

TOP LEADERBOARD BANNER ON E-NEWSLETTER SPECS

590 x 100 pixels | Max file size 70kb
JPG/GIF formats

TOP LEADERBOARD BANNER ON E-NEWSLETTER



AV. OPEN RATE:

17- 22%

DEDICATED E-BLAST (EDM)

Deliver special offers and targeted messages to highly engaged FACT magazine readers who are actively seeking products, services and offers

ABOUT

Custom E-blast – Own all elements of this dedicated email—all creative and click through URL(s), plus the subject line—that will go out to 45,000+engaged subscribers (Abu Dhabi). Email IDs (subscribers + previous voters).

E-BLAST SPECS

- Height is customizable per your specs
- Width: 600 pixels file size 1MB Max
- Copy and images are required minimum of 7 working days before date to be sent
- Provide email subject line heading
- Images to be supplied in highest resolution possible
- Multiple links are possible and should result in a higher CTR
- Ensure one link in first paragraph to engage readers





45K+
INSTAGRAM
FOLLOWERS



12K+
FACEBOOK
FOLLOWERS

SOCIAL *Expand community outreach*

INSTAGRAM ADVERTISING

@FACTMAGAZINES

KEY IG STATS

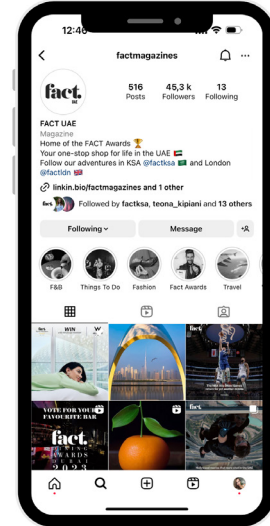
- 3% Engagement Rate
- 8% Avg. Monthly Reach

ABOUT

We post pictures of unusual finds, foodie hotspots, tagging clients and using appropriate hashtags.

AUDIENCE

FACT readers are intuitive and curious about cultural happenings, local events, the latest brunch, the newest art exhibition and other interesting places to check out in their free time.



ADVERTISING WITH TIK TOK

@FACTMAGAZINES

ABOUT

FACT will post your video to our TikTok channel and promote the video to reach a targeted audience based on location, gender, age and interests.



5.6K+

TIK TOK FOLLOWERS

META DARK POST

ABOUT

Dark posts appear as sponsored content in the social media feeds of specifically targeted users. The carousel format is available for Facebook, Instagram and Audience Network, allowing you to showcase up to five images within a single advert, each with its own headline and link.

Minimum Resolution: 600 x 1067
File types: jpg or png

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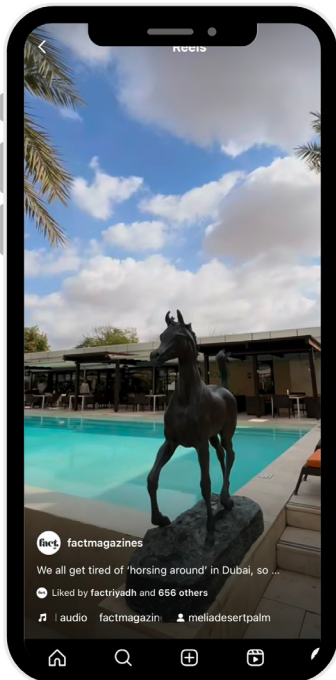
VIDEO CONTENT CREATION FOR SOCIAL MEDIA REEL

@FACTMAGAZINES

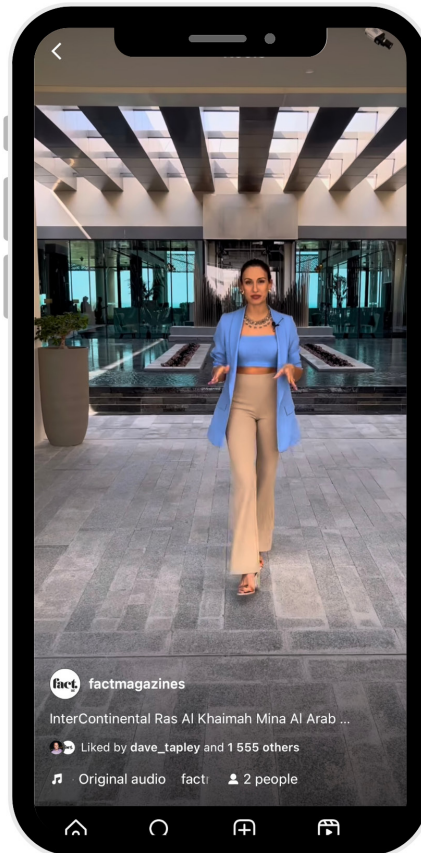
ABOUT

FACT's Reels are ideal for showcasing your venue through engaging, dynamic video content. Let us guide the FACT readership through your offering, whether that be a new restaurant, brunch or promotion. We will capture, edit and post the Instagram and TikTok Reel and share across our social media feeds, to connect your brand to a new audience.

Our Instagram and TikTok Reels can be filmed with or without a presenter. The latter option offers the benefit of having someone narrate the video, talking potential customers through the USPs of the brand.



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5K+

TIK TOK FOLLOWERS



45K+

INSTAGRAM FOLLOWERS

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60K+
UNIQUE VOTES IN 2021

AWARDS *Reach Industry Leaders*

Launched in 2014, the annual FACT Dining Awards continue to grow each year and are a transparent means of recognising the very best restaurants in the UAE. The 2022 awards season promises even more growth within the UAE's thriving restaurant scene. We endeavour to remain consistent in our principles, with category winners based on rigorous assessment from an independent judging panel and an online public vote. This year with the help of industry partners and sponsors, we aim to attract over 80,000 votes from the public.

WHY SPONSOR THE FACT AWARD?

RAISING YOUR BRAND PROFILE

Associating and affiliating your brand with The FACT Awards will generate strong brand recognition within the sector. Your presence at the awards evening, where you will present an award in person will show the sector how important you are within it. Your logo will appear on all event collateral, from the media wall, to the roll up banners and LED screen used during the winner announcement presentation



PR AND MARKETING OPPORTUNITIES

Branding does not begin and end at the event itself. We will include your brand in all the pre and post event PR material being sent to media, influencers and the industry leader alike.

KEY NUMBERS

Across the awards process your branding and marketing will reach over one million consumers and key decision-makers in the industry, via a combination of website content, social media content (competitions and posts) and email marketing campaigns.



NETWORKING

With up to 400 leading industry executives attending the awards, this premiere event is a unique opportunity for you and your team to network amongst key decision-makers. Using your role as sponsor, you can host and thank key customers, initiate new business and generate new leads and business opportunities.



SPONSORSHIP RATES

Sponsorship opportunities

PACKAGE INCLUDES AT THE AWARDS

- BRANDING: YOUR LOGO WILL BE DISPLAYED ON ALL EVENT COLLATERALS, INCLUDING
- THE MEDIA WALL (OFFICIAL PHOTO BACKDROP), LED SCREEN, ETC.
- THE NAME OF SPONSOR WILL BE MENTIONED DURING THE THANK-YOU SPEECH
- PRODUCTS WILL BE DISPLAYED DURING THE EVENT (SAMPLES OR GIVE-AWAYS CAN BE INCLUDED IN GOODIE BAGS)

PRE-/POST AWARDS

- Your name will appear in relevant editorial copy about the awards, including press releases

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EDITORIAL CALENDAR 2023



JANUARY

New Year, New Start Round-ups:

- Where to celebrate Orthodox Christmas
- The best places to eat healthy in the UAE
- The UAE's best spa, gym and fitness centers
- Things to look forward to in 2023



FEBRUARY

Valentine's Round-ups:

- Where to celebrate Valentine's Day in Abu Dhabi
- Six must-try dining experiences in Abu Dhabi



MARCH

Ramadan Round-ups:

- Where to go for Iftar in Abu Dhabi
- Where to go for Suhoor in Abu Dhabi
- Where to celebrate Easter in the UAE
- Where to celebrate St. Patrick's Day in the UAE



APRIL

Foodies Unite Round-ups:

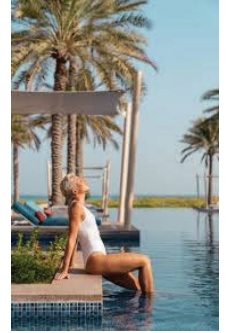
- Where to celebrate Eid in Abu Dhabi
- The best restaurants in the UAE



MAY

Spa Awards Round-ups:

- The best Spa and Wellness centers in Abu Dhabi



JUNE

Wanderlust Round-ups:

- Travel destinations within four hours of the UAE



JULY

Summer Fun Round-ups:

- Beat the heat, summer activities in the UAE



AUGUST

Go Local Round-ups:

- UAE summer staycations



SEPTEMBER

Best of the Brunch Round-ups:

- Abu Dhabi's best new brunches



OCTOBER

Let's Go Outside Round-ups:

- Outdoor activities in the UAE
- Where to celebrate Halloween in the UAE
- Six must-try dining experiences in Abu Dhabi



NOVEMBER

Dining Awards Round-ups:

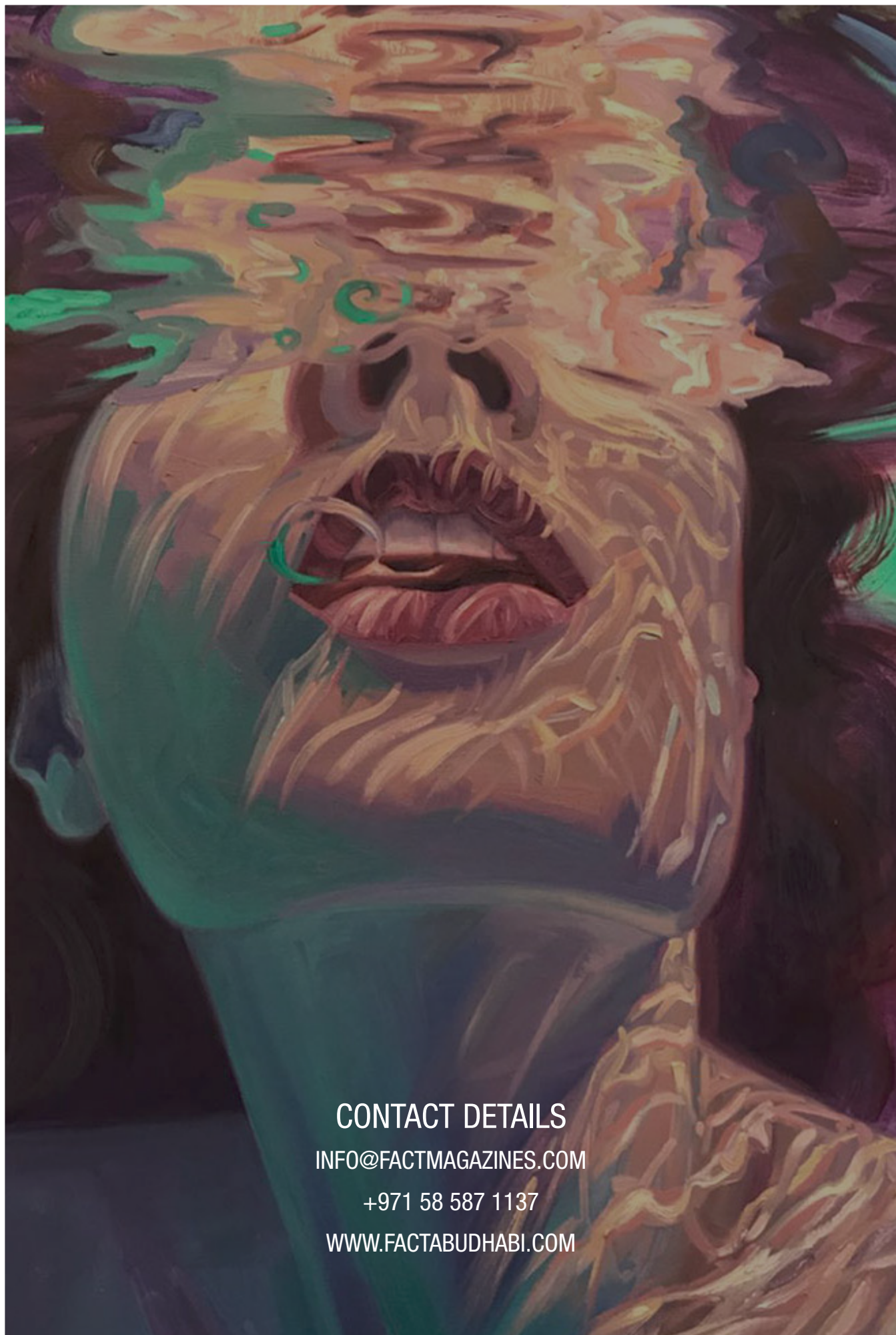
- The best restaurants in Abu Dhabi
- Where to celebrate Diwali in the UAE



DECEMBER

Festive Round-ups:

- Where to celebrate National Day
- Where to celebrate Christmas Eve
- Where to celebrate Christmas Day
- Where to celebrate Boxing Day
- Where to celebrate NYE
- Where to celebrate New Year's Day
- Festive activities
- Festive Afternoon Teas
- Festive Spa offers



CONTACT DETAILS

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WWW.FACTABUDHABI.COM