



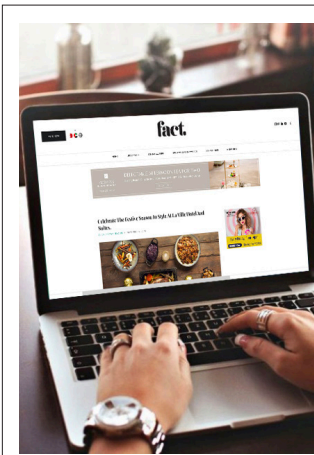
fact.

KSA MEDIA KIT 2023

FACT IS A MULTIPLATFORM MEDIA BRAND

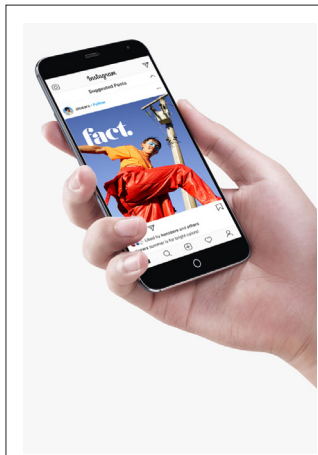
FACT is a popular website with a well-established following in Bahrain, KSA, Qatar and the United Arab Emirates. FACT is an urban culture and lifestyle brand that celebrates the GCC's food, arts, local talent and hospitality scenes. Several events are organised by FACT magazine, including its annual FACT Dining Awards and FACT Spa & Wellness Awards, celebrating the best restaurants and luxury well-being, 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 Saudi Arabia 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 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 readers in KSA. 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 KSA.

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 KSA market 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.



212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

WEBSITE

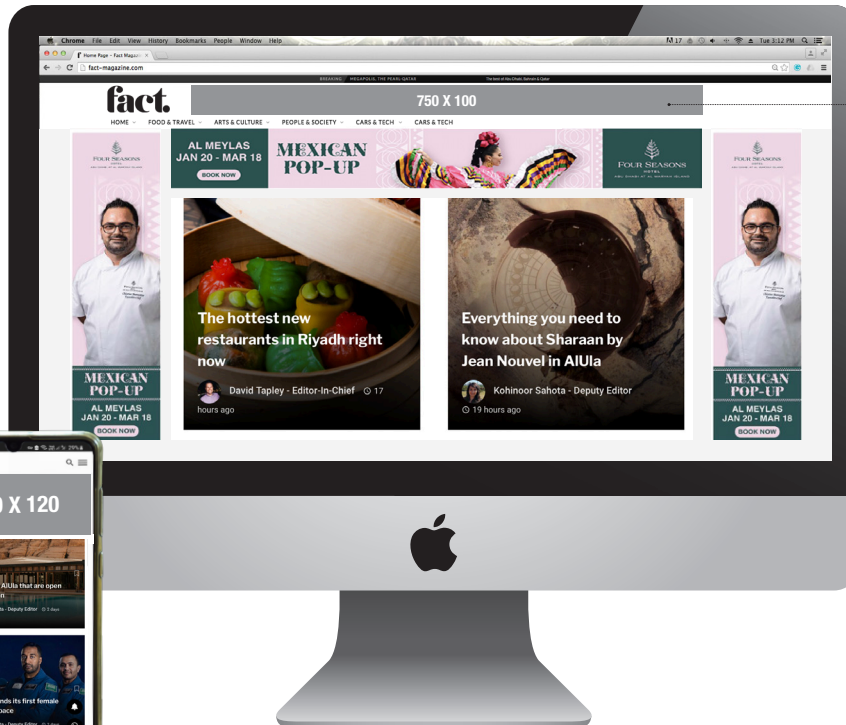
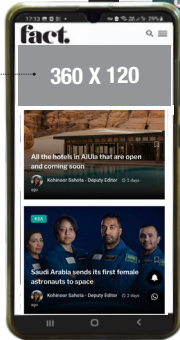
Maintain a consistent presence

www.factriyadh.com is the ultimate guide to KSA 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 advertising opportunities put your message directly in view of the people of Saudi Arabia.

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

455K+

MONTHLY PAGEVIEWS

3.2

PAGES PER VISIT

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

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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

455K+

MONTHLY PAGEVIEWS

3.2

PAGES PER VISIT

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212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

WEBSITE *Maintain a consistent presence*

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SPECIAL HOMEPAGE DISPLAY BANNER 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

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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AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

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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

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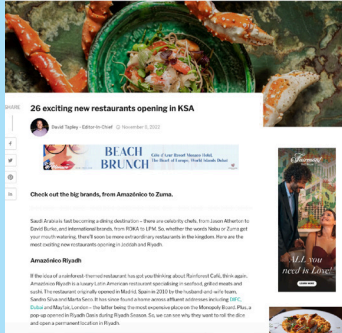
212K+
AVERAGE UNIQUE WEBSITE
VISITORS PER MONTH

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

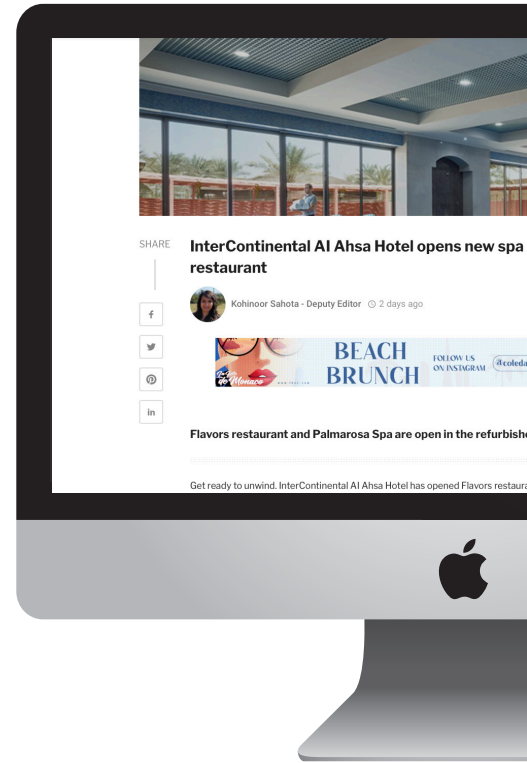
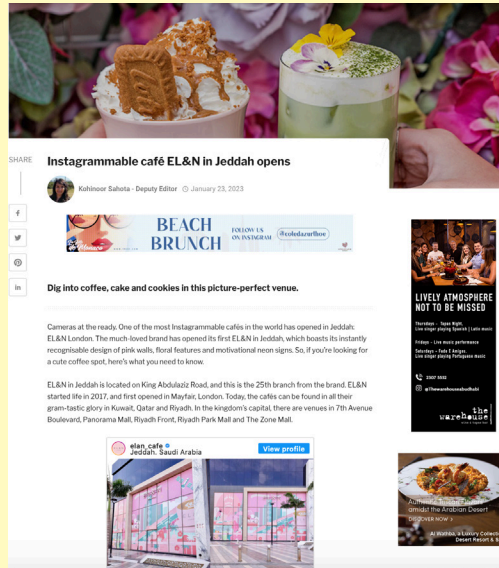
ROUND UP STORIES



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

CUSTOM CONTENT

Whether it is developing content for a brunch, the launch 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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20K+
e-newsletter
Subscribers

E-NEWSLETTER *Direct to readers' inboxes*

E-NEWSLETTER

Reach our audience of 20K 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

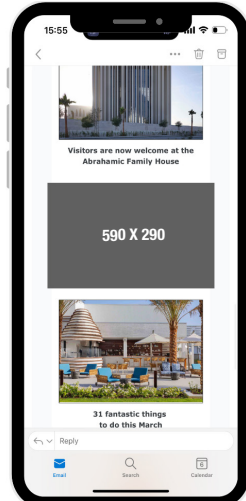
Reach our audience of 20K with a clickable panel on our fortnightly e-newsletter that takes readers to your bespoke article hosted on our website.

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:

18 - 22%

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 advertising space in a premium position.

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:

16 - 20%

DEDICATED E-BLAST (EDM)

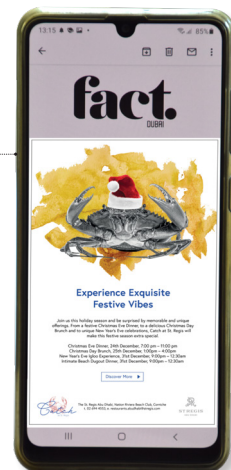
Deliver special offers and targeted messages to highly engaged FACT magazine readers who are actively seeking products, services and offers

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 20,000+engaged subscribers (KSA). 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



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6K+
INSTAGRAM
FOLLOWERS



23K+
FACEBOOK
FOLLOWERS

SOCIAL *Expand community outreach*

INSTAGRAM ADVERTISING

@FACTRIYADH

KEY IG STATS

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

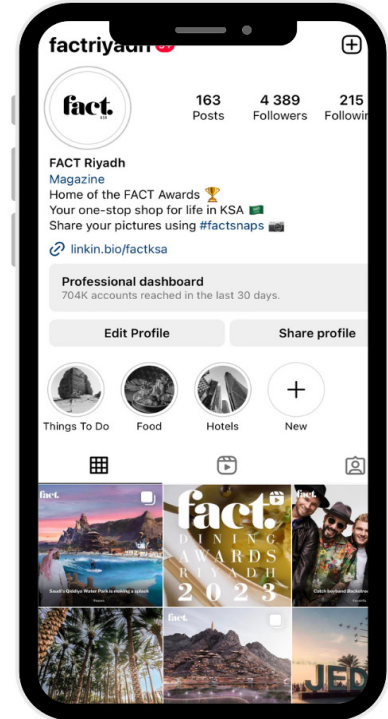
ABOUT

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 newest art exhibition and other interesting places to check out in their free time.

Price and space requirements available upon request.
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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

Max image size: 30MB

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



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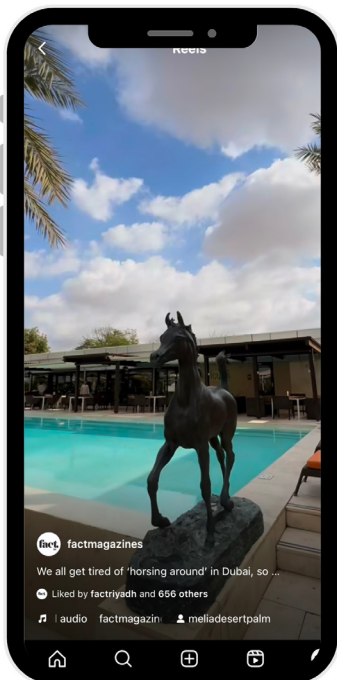
WWW.FACTRIYADH.COM

VIDEO CONTENT CREATION FOR SOCIAL MEDIA REEL @FACTRIYADH

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 Reel and share across our social media feeds, to connect your brand to a new audience.

Our Instagram 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.



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



6K+

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 press releases.

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:

- The best places to eat healthy in KSA
- Things to look forward to this year



FEBRUARY

Valentine's

Round-ups:

- Where to celebrate Valentine's Day KSA
- Where to celebrate Founders Day



MARCH

Ramadan

Round-ups:

- Where to go for Iftar in Riyadh
- Where to go for Suhoor in Riyadh



APRIL

Foodies Unite

Round-ups:

- Where to celebrate Eid in Riyadh
- The best restaurants in Riyadh

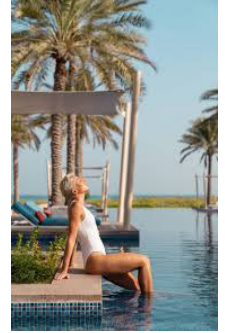


MAY

Wellness

Round-ups:

- KSA's best spas, gyms and fitness centres



JUNE

Wanderlust

Round-ups:

- Travel destinations within four hours of KSA



JULY

Summer Fun

Round-ups:

- Summer activities in KSA
- Beat the heat, indoor fun in KSA



AUGUST

Go Local

Round-ups:

- KSA summer staycations

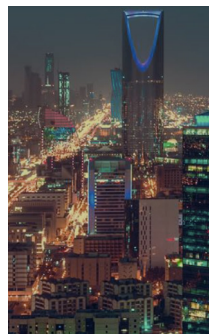


SEPTEMBER

Let's Go Outside

Round-ups:

- Outdoor activities in KSA
- How to celebrate Saudi National Day



OCTOBER

Riyadh Season

Round-ups:

- The best things to do during Riyadh Season



NOVEMBER

Jeddah, AlUla
and AlKhobar

Round-ups:

- The best things to do in Jeddah
- The best things to do in AlUla
- The best things to do in Al Khobar



DECEMBER

Dining Award

Round-ups:

- The best restaurants in KSA
- Where to celebrate NYE



CONTACT DETAILS

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