



# fact.

ABU DHABI MEDIA KIT 2024

[WWW.FACTABUDHABI.COM](http://WWW.FACTABUDHABI.COM)

# WHO WE ARE

## 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 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.

### SOCIAL AND VIDEO REELS



**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. 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 Abu Dhabi. 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 Abu Dhabi.

### 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 market and is recognised regionally as the ultimate hallmark of reliable industry excellence.



# NEED-TO-KNOW DIGITAL STATS



## WEBSITE

**2 1 2 K +**  
UNIQUE  
MONTHLY VISITS

**4 5 5 K +**  
MONTHLY VISITS

## SOCIAL

**6 0 K +**  
INSTAGRAM  
FOLLOWERS

**1 6 . 6 K +**  
TIK TOK  
FOLLOWERS

## E-newsletter

**4 5 K +**  
ABU DHABI  
SUBSCRIBERS

**5 0 K +**  
DUBAI  
SUBSCRIBERS

## AWARDS

**4 5 K +**  
UNIQUE VOTE  
FROM ABU DHABI

**6 5 K +**  
UNIQUE VOTE  
FROM DUBAI

# NEED-TO-KNOW WEBSITE AUDIENCE



## GENDER

FEMALE ♀  
51%

MALE ♂  
49%

## AGE

18 - 24  
10%

25 - 34  
44%

35 - 44  
25%

45 +  
21%

## GEO

UAE  
31%

KSA  
22%

UK  
9%

USA  
7%

INDIA  
5%

## INCOME

AED PER MONTH

20,000  
26%

30,000  
17%

40,000  
9%

40,000  
7%



# 212K+

AVERAGE UNIQUE WEBSITE  
VISITORS PER MONTH

# WEBSITE

Maintain a consistent presence

[www.factmagazines.com](http://www.factmagazines.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 DESKTOP DISPLAY

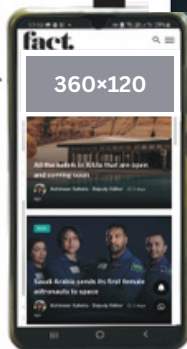
The super leaderboard banner appears as a normal leaderboard on the top of the webpage so viewers can choose to view it at any point of time. It appears on all pages and can be static or animated. This unit sells out quickly.

View sample:  
[SUPER LEADERBOARD  
BANNER \(MOBILE\)](#)



### SUPER LEADERBOARD BANNER MOBILE DISPLAY

All super leaderboards 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.



View sample:  
[SUPER LEADERBOARD  
BANNER \(DESKTOP\)](#)



## ADVERTISING

### SUPER LEADERBOARD SPECS

DESKTOP DISPLAY SIZE: 750 x 100 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

## 2.8

MINUTES ON SITE

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.

# fact.

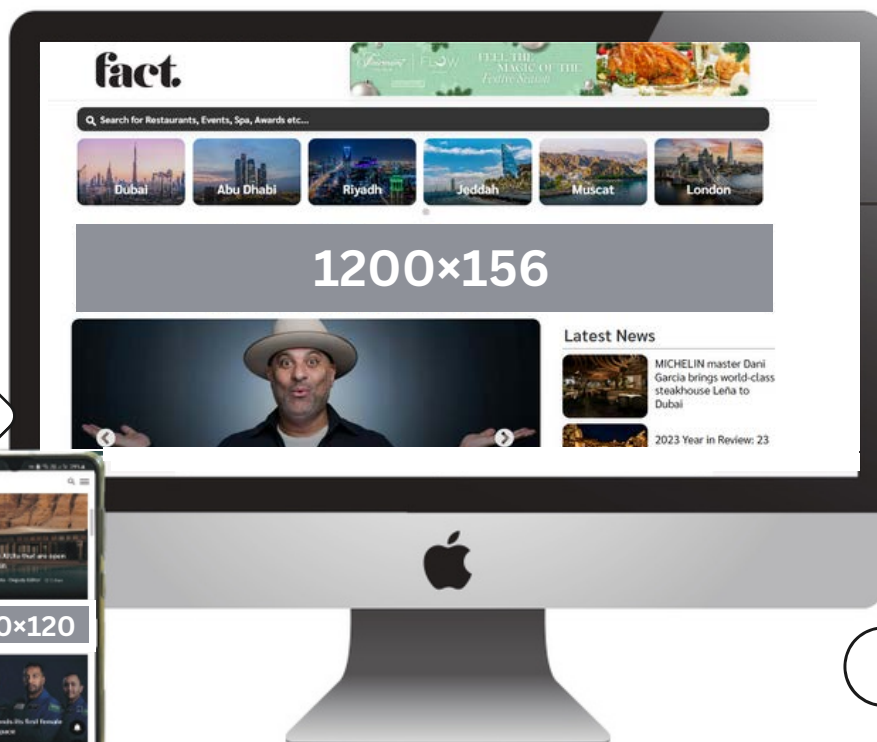
[WWW.FACTABUDHABI.COM](http://WWW.FACTABUDHABI.COM)



**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

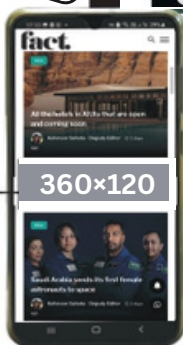
The leaderboard is located above our top story to maximize visibility. It appears on all pages and can be either static or animated. This unit sells out quickly.

The top leaderboard banner is not displayed in a carousel and is exclusive to only one client.

[View sample:  
TOP LEADERBOARD  
BANNER \(MOBILE\)](#)

### 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.



[View sample:  
TOP LEADERBOARD  
BANNER \(DESKTOP\)](#)

## 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

**2.8**

MINUTES ON SITE

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

## 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)

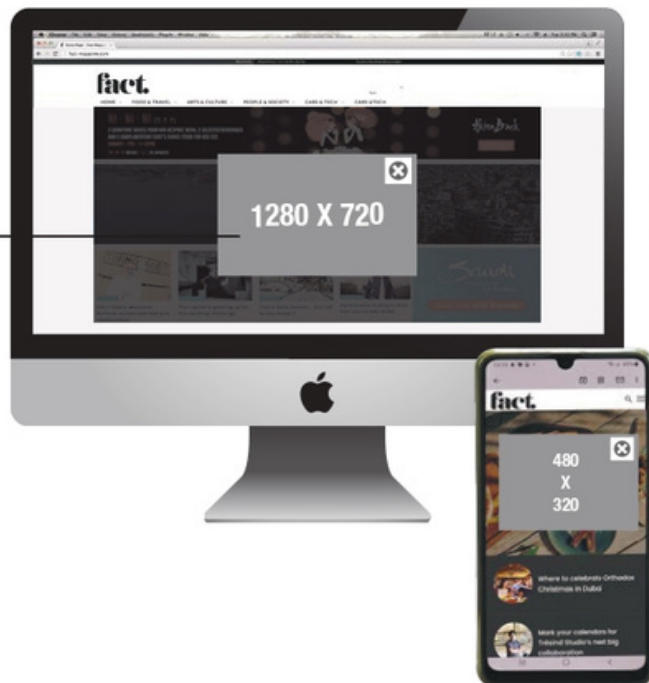
TOP  
LEADERBOARD

POP UP BANNER

SKYSCRAPER

### POP UP BANNER

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



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

[View sample:  
HOMEPAGE TAKEOVER](#)

## ADVERTISING

[View sample:  
POP UP BANNER](#)

#### POP UP BANNER

DESKTOP DISPLAY SIZE: 1280 x 720 pixels | Max File Size 70kb

MOBILE DISPLAY SIZE: 480 x 320 pixels | Max File Size 70kb

#### TAKEOVER WITH TOP LEADERBOARD + SKYSCRAPERS

##### TOP LEADERBOARD

DESKTOP DISPLAY SIZE: 1200 x 156 pixels | Max File Size 70kb

MOBILE DISPLAY SIZE: 360 x 120 pixels | Max File Size 70kb

SKYSCRAPERS: 160 x 600 pixels | 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%**

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.  
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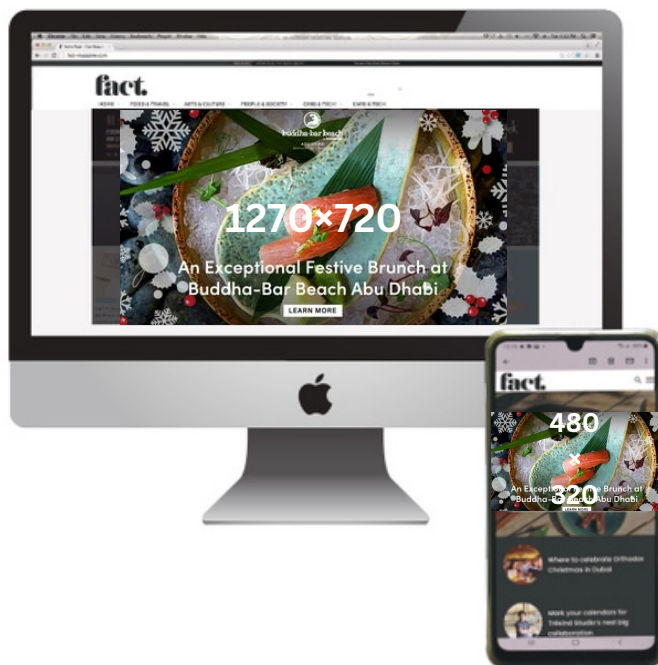
**212K+**  
AVERAGE UNIQUE WEBSITE  
VISITORS PER MONTH

**WEBSITE** *Maintain a consistent presence*

## SPECIAL HOMEPAGE DISPLAY BANNER

Interstitial rich media (loads before webpage loads)

This is a creative that appears as a fullscreen ad before the website loads.



[View sample:  
Interstitial rich media](#)



## ADVERTISING

INTERSTITIAL RICH MEDIA

**Specs:** 1270x 720 pixels | Max File Size 250kb

## 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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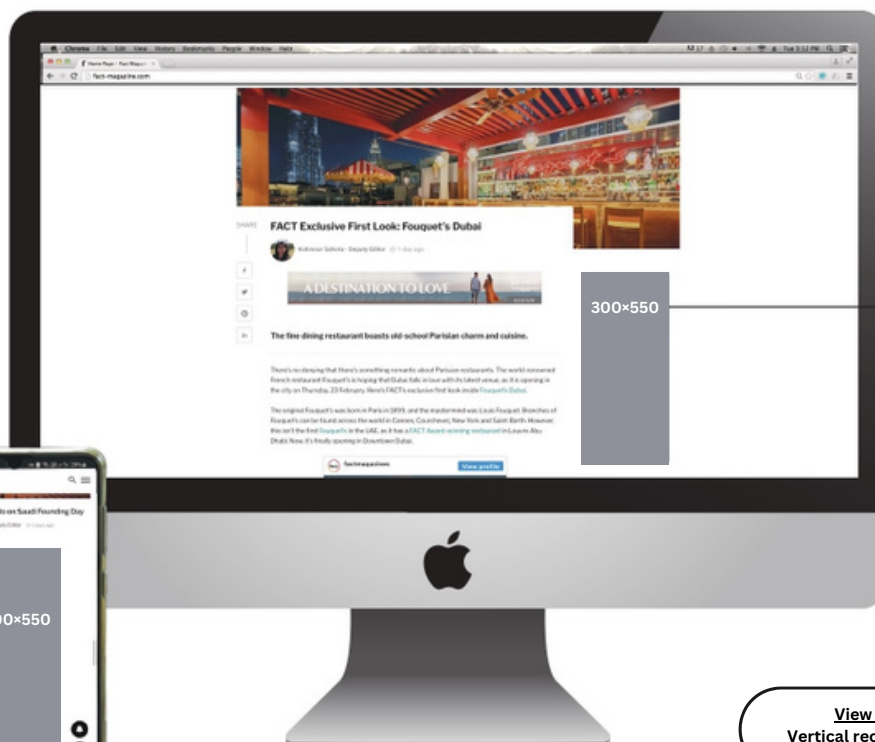
**WWW.FACTABUDHABI.COM**



**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.



[View sample:  
Vertical rectangle Banner](#)



## ADVERTISING

### VERTICAL BANNER

**DESKTOP DISPLAY SIZE:** 300 x 550 pixels | Max file size 70kb**MOBILE DISPLAY SIZE:** 300 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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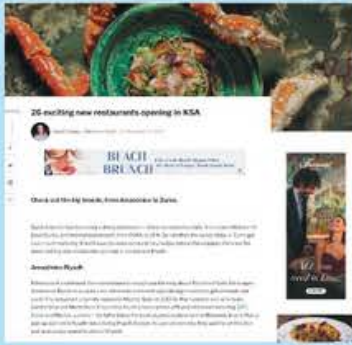
**212K+**  
AVERAGE UNIQUE WEBSITE  
VISITORS PER MONTH

**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



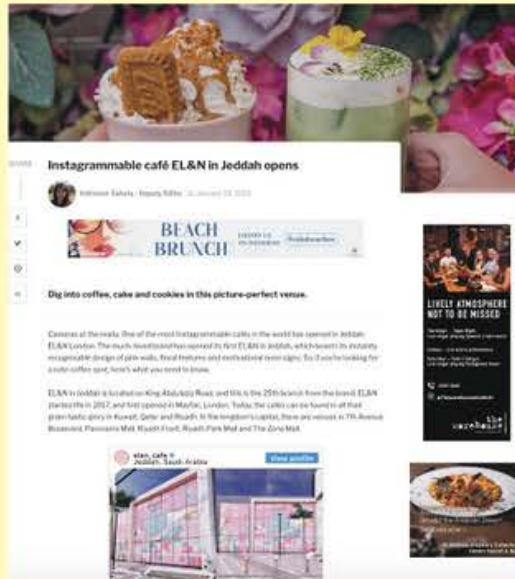
Round-up stories are a chargeable service that can be used to showcase your brand on occasions such as Valentine's Day, things to do in the UAE and Ramadan. These inclusions showcase the very best business lunches, spa deals, and staycations.

[View sample:  
Round up stories](#)



### CUSTOM CONTENT

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



[View sample:  
Sponsored Article](#)



## 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.

\*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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**50K+**  
e-newsletter  
Subscribers

# E-NEWSLETTER *Direct to readers' inboxes*

## E-NEWSLETTER

Reach our audience of 50K 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 50K 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

[View sample:  
E-NEWSLETTER](#)

[View sample:  
E-NEWSLETTER BANNER](#)

## 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

[View sample:  
TOP LEADERBOARD BANNER](#)

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 50,000+engaged subscribers (Dubai). 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

[View sample:  
DEDICATED E-BLAST](#)



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**60k+**

INSTAGRAM  
FOLLOWERS

# SOCIAL

Expand community outreach

## INSTAGRAM ADVERTISING

@FACTMAGAZINES

### 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.

## KEY IG STATS

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

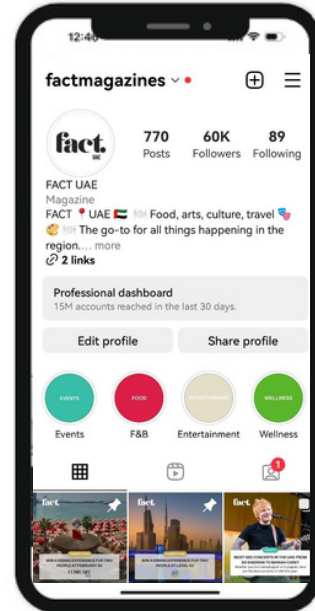
View sample:  
Instagram Competition



View sample:  
Instagram Post  
(Carousel of images)



View sample:  
Instagram Post (videos)



## ADVERTISING WITH TIK TOK

@FACTMAGAZINE

### 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.



**16.8k+**

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

Max image size: 30MB

View sample:  
META DARK



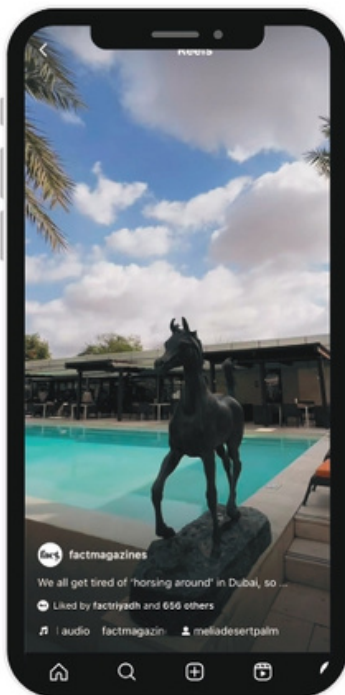
**fact.**

WWW.FACTABUDHABI.COM

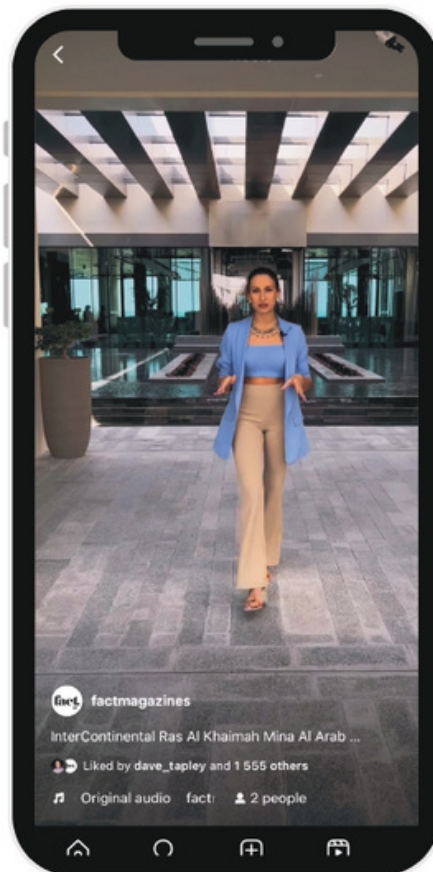
## VIDEO CONTENT CREATION FOR SOCIAL MEDIA REEL @factmagazines

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

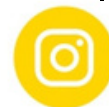


Our Instagram Reels can be filmed with or without a presenter. The latter option offers the benefit of having someone narrate the video, talking potential customers through the USPs of the brand.



[View sample:](#)  
[VIDEO CONTENT](#)

[View sample:](#)  
[ADVERTORIAL VIDEO](#)



# 60k+

INSTAGRAM FOLLOWERS

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**60K+**

UNIQUE VOTES IN 2023

**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

### 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 2024



### JANUARY

#### New Year, New Start

##### ROUND-UPS:

- 24 things to look forward to in 2024
- Things to do in January
- Where to celebrate Orthodox Christmas
- Where to celebrate Chinese New Year
- New Year Spa Treatments



### FEBRUARY

#### Valentine's

##### ROUND-UPS:

- Things to do in February
- Where to celebrate Valentine's Day



### MARCH

#### Ramadan

##### ROUND-UPS:

- Things to do in March
- Best places for Iftar
- Best places for Suhoor
- Where to celebrate Easter
- Where to celebrate St. Patrick's Day



### APRIL

#### Foodies Unite

##### ROUND-UPS:

- Things to do in April
- Best places to celebrate Eid
- The best restaurants in Abu Dhabi

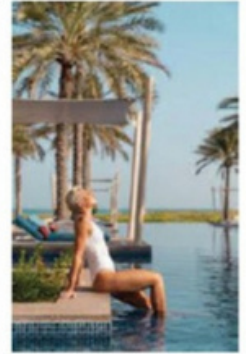


### MAY

#### Spa Awards

##### ROUND-UPS:

- Things to do in May
- The best spa and wellness centres in Abu Dhabi



### JUNE

#### Wanderlust

##### ROUND-UPS:

- Things to do in June
- Father's Day in Abu Dhabi
- The best indoor brunches in Abu Dhabi
- Eid staycation deals
- Eid dining deals
- Travel destinations within four hours of the GCC



### JULY

#### Summer Fun

##### ROUND-UPS:

- Things to do in July
- Indoor activities in Abu Dhabi
- Summer Spa Deals



### AUGUST

#### Go Local

##### ROUND-UPS:

- Things to do in August
- The best pool and beach days in Abu Dhabi
- Summer staycation deals
- Emirati Women's Day Offers



### SEPTEMBER

#### Best of the Brunch

##### ROUND-UPS:

- Things to do in September
- Abu Dhabi's best new brunches
- The best beach clubs in Abu Dhabi
- The best places to celebrate Oktoberfest
- The best places to go glamping



### OCTOBER

#### Let's Go Outside

##### ROUND-UPS:

- Things to do in October
- Outdoor activities in Abu Dhabi
- Where to celebrate Halloween



### NOVEMBER

#### Dining Awards

##### ROUND-UPS:

- Things to do in November
- Al fresco dining/terraces in Abu Dhabi
- Where to celebrate Diwali
- Where to celebrate National Day



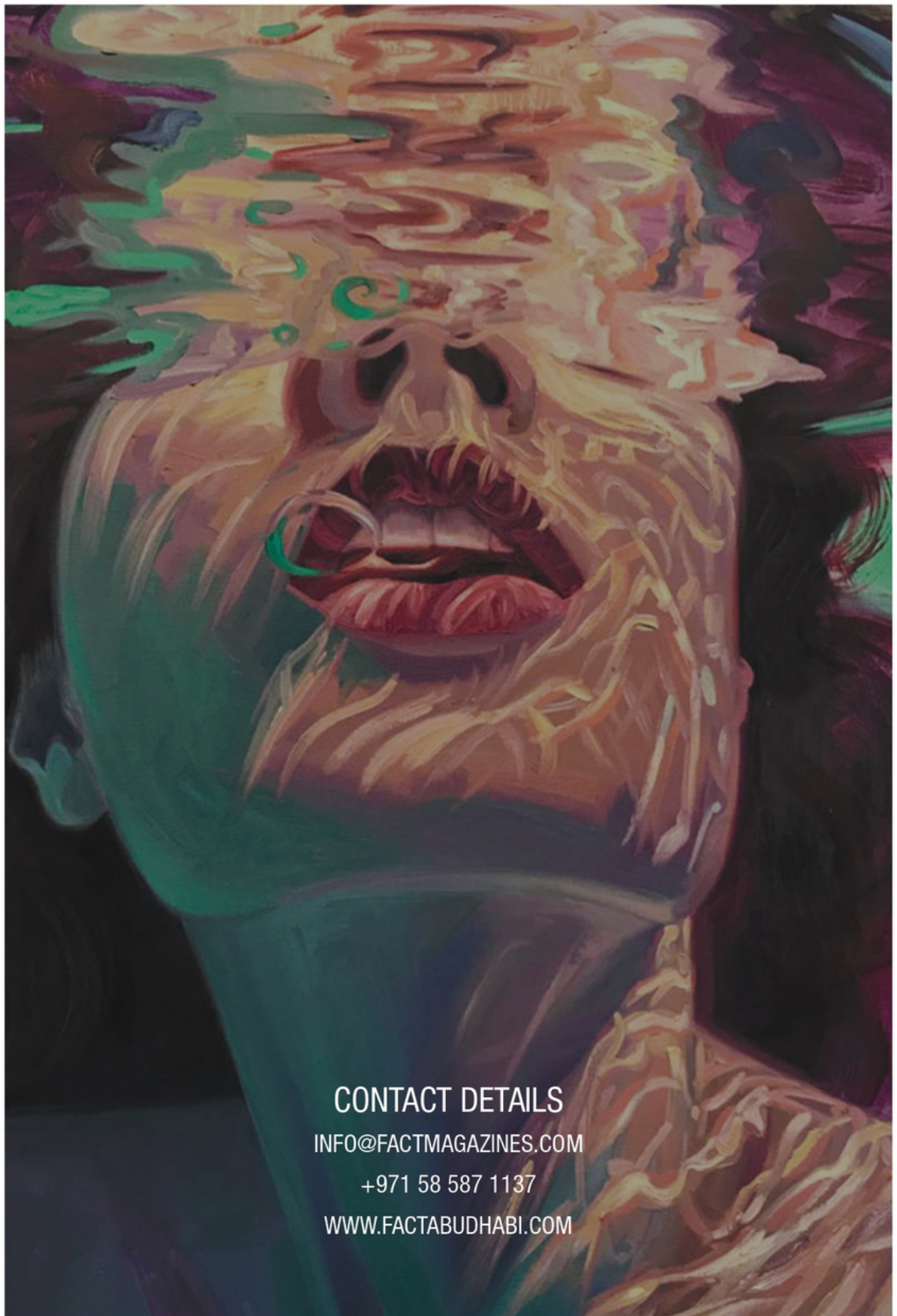
### DECEMBER

#### Year End

##### ROUND-UPS:

- Things to do in December
- Christmas activities: Santa's grotto, festive markets and tree lighting
- Festive spa
- Where to celebrate Christmas Eve in Abu Dhabi
- Where to celebrate Christmas Day in Abu Dhabi
- Where to celebrate Boxing Day in Abu Dhabi
- Where to celebrate NYE in Abu Dhabi
- Where to celebrate New Year's Day in Abu Dhabi





## CONTACT DETAILS

[INFO@FACTMAGAZINES.COM](mailto:INFO@FACTMAGAZINES.COM)

+971 58 587 1137

[WWW.FACTABUDHABI.COM](http://WWW.FACTABUDHABI.COM)