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KSA MEDIA KIT 2024

WWW.FACTRIYADH.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	SOCIAL AND VIDEO REELS	E-NEWSLETTER AND E-BLAST	AWARDS

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.
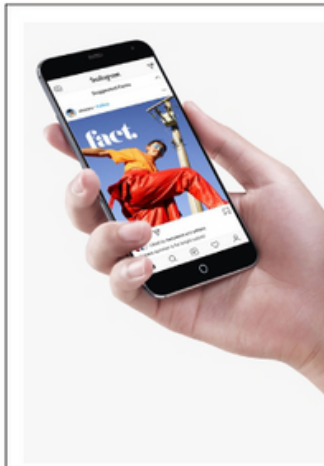
FACT prides itself on being one step ahead of its competitors when it comes to social media and reader interaction. FACT has already established itself in the digital world with an active presence on Instagram, TikTok, Facebook, YouTube and Twitter.
FACT can also create exclusive video content for advertising 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!

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.

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.

NEED-TO-KNOW
DIGITAL STATS

WEBSITE

212K+
UNIQUE
MONTHLY VISITS

455K+
MONTHLY VISITS

SOCIAL

17K+
INSTAGRAM
FOLLOWERS

16.6K+
TIK TOK
FOLLOWERS

E-newsletter

25K+
KSA
SUBSCRIBERS

50K+
DUBAI
SUBSCRIBERS

AWARDS

45K+
UNIQUE VOTE
FROM KSA

65K+
UNIQUE VOTE
FROM DUBAI

NEED-TO-KNOW
WEBSITE AUDIENCE

GENDER

FEMALE ♀		MALE ♂
51%		49%

AGE

18-24	25-34	35-44	45+
10%	44%	25%	21%

GEO

UAE	KSA	UK	USA	INDIA
31%	22%	9%	7%	5%

INCOME
SAR PER MONTH

20,000	30,000	40,000	40,000
26%	17%	9%	7%

www.factmagazines.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
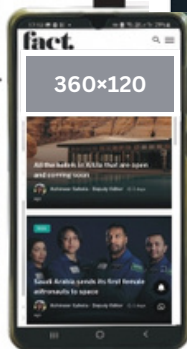
750×100

360×120

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 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.

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

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STANDARD HOMEPAGE DISPLAY BANNER
TOP LEADERBOARD BANNER

1200×156

View sample:
TOP LEADERBOARD BANNER (MOBILE)

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.

TOP LEADERBOARD BANNER
MOBILE DISPLAY

360×120

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

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MINUTES ON SITE

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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)

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1200×156

1200 × 600

1200 × 600

Latest News

MICHELIN master D Garcia brings world-steakhouse Leña to Dubai

2023 Year in Review things we loved in th UAE

The best ways to celebrate Christmas in Dubai

Russell Peters brings riotous laughter to Riyadh

TOP LEADERBOARD

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.
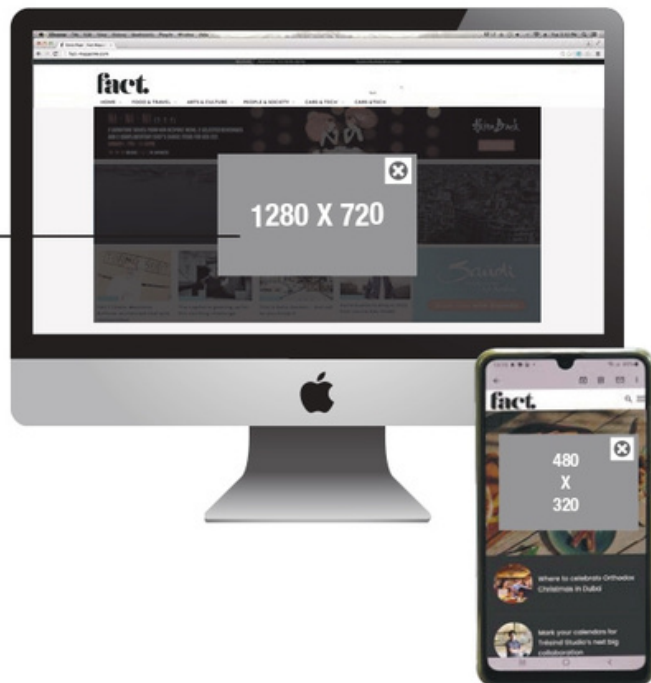
1280 X 720

480 X 320

View sample: HOMEPAGE TAKEOVER

View sample: POP UP BANNER

ADVERTISING

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%

MALE
49%

AVERAGE USERS AGES
25-44 YEARS OLD

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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.

1270×720

480 × 320

View sample:
Interstitial rich media

ADVERTISING

INTERSTITIAL RICH MEDIA

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

WEBSITE STATS

DEVICE TYPE USED

MOBILE	DESKTOP	TABLET
72%	26%	2%

AUDIENCE
FEMALE
51%

MALE
49%

AVERAGE USERS AGES
25-44 YEARS OLD

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INNER/ARTICLE PAGE DISPLAY BANNER
VERTICAL BANNER

VERTICAL BANNER
DESKTOP DISPLAY

300×550

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

VERTICAL BANNER
MOBILE DISPLAY

300×550

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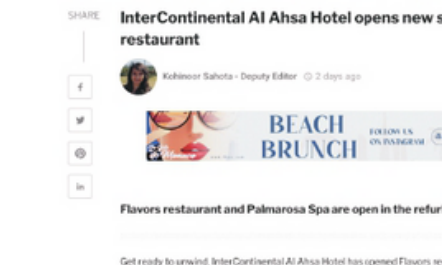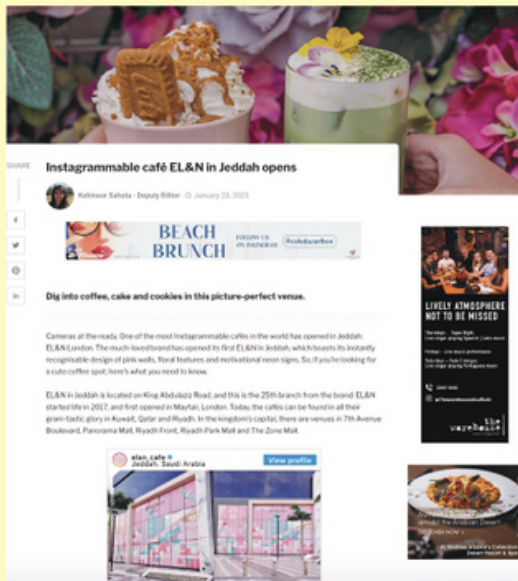
SPONSORED CONTENT

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 KSA and Ramdan. 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

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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E-NEWSLETTER

Reach our audience of **25k** who have opted-in to receive the latest news and offers with a clickable panel or a newsletter banner on our fortnightly e-newsetter that takes users to either a bespoke editorial or a specified landing page.

E - NEWSLETTER SPONSORED PANEL

Reach our audience of **25k** 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 IMax file size 70kb

View sample: E-NEWSLETTER

View sample: E-NEWSLETTER BANNER

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

View sample: TOP LEADERBOARD BANNER

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 **25,000+** 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

View sample: DEDICATED E-BLAST

INSTAGRAM ADVERTISING

@factksa

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.
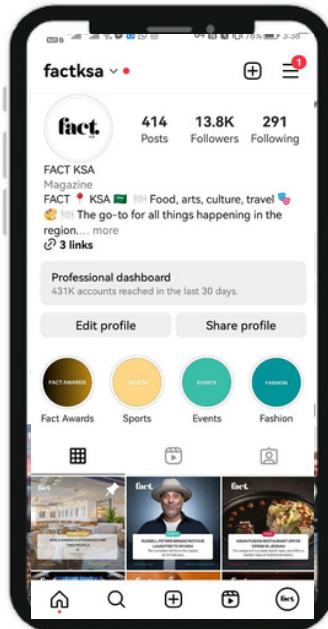
View sample:
Instagram Competition

View sample:
Instagram Post
(Carousel of images)

View sample:
Instagram Post (videos)

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
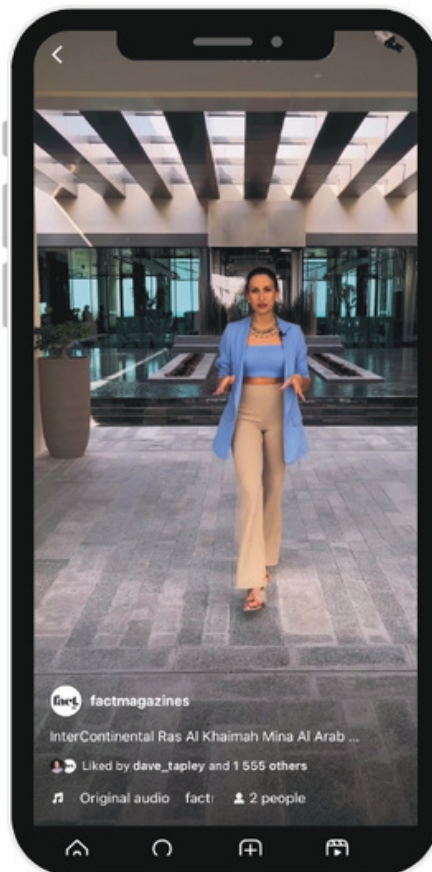Max image size: 30MB

View sample:
META DARK

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VIDEO CONTENT CREATION FOR SOCIAL MEDIA
REEL
@factksa

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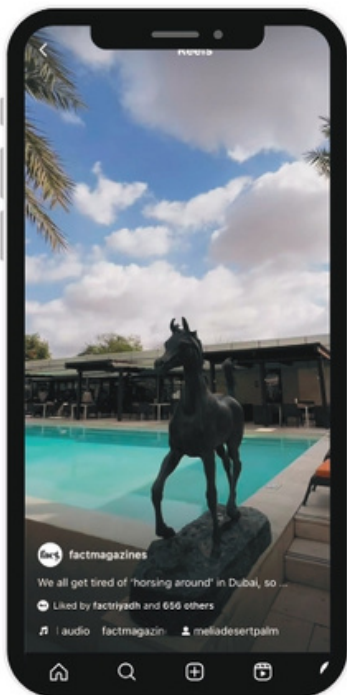
Our Instagram Reels can be filmed with or without a presenter. The latter option offers the benefit of having someone narrate the video, talking potential customers through the USPs of the brand.

View sample:
VIDEO CONTENT

View sample:
ADVERTORIAL VIDEO

17k+
INSTAGRAM FOLLOWERS

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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 afiliating 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

FEBRUARY
Valentine's
ROUND-UPS:
- Things to do in February
- Where to celebrate Valentine's Day
- Where to celebrate Saudi Founding Day

MARCH
Ramadan
ROUND-UPS:
- Things to do in March
- Best places for Iftar
- Best places for Suhoor

APRIL
Foodies Unite
ROUND-UPS:
- Things to do in April
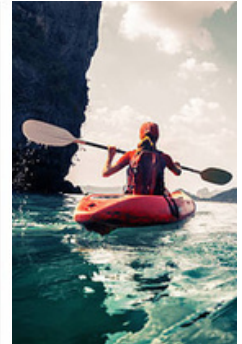- Best places to celebrate Eid
- The best restaurants in Riyadh

MAY
Spa Awards
ROUND-UPS:
- Things to do in May
- The best spa and wellness centres in Riyadh

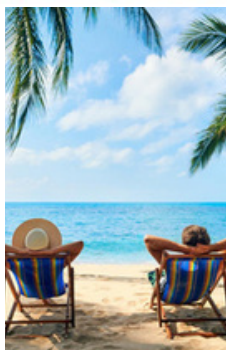### JUNE
Wanderlust
ROUND-UPS:
- Things to do in June
- Travel destinations within four hours of the GCC

JULY
Summer Fun
ROUND-UPS:
- Things to do in July (KSA)
- Indoor activities in Riyadh

AUGUST
Go Local
ROUND-UPS:
- Things to do in August

SEPTEMBER
Best of the Brunch
ROUND-UPS:
- Things to do in September
- Where to celebrate Saudi National Day

OCTOBER
Let's Go Outside
ROUND-UPS:
- Things to do in October
- Riyadh Season

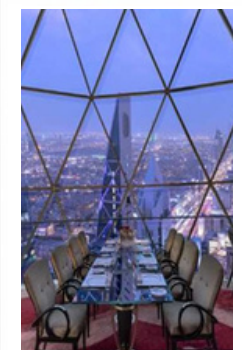### NOVEMBER
Dining Awards
ROUND-UPS:
- Things to do in November (KSA)

DECEMBER
Year End
ROUND-UPS:
- Things to do in December

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CONTACT DETAILS

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