

MIDDLE EAST

Living

What to do and where to go in the Middle East

Media Pack

Introducing middleeastliving.com, an online lifestyle publication aimed at bringing together all that's best in luxurious Middle East living.

This online magazine reflects an aspirational, sophisticated lifestyle with coverage of the latest trends in fashion, retail and nightlife.

Vehicle test drives, arts and restaurant reviews keep our visitors up to date with what to do and where to go, while exclusive interviews and competitions keep them coming back.

Launched in 2012, middleeastliving.com has rapidly risen to become the most popular lifestyle magazine online in the UAE. While we cover lifestyle across the region, being headquartered in Dubai, our writers will always focus primarily on the UAE.

But the team realises people in the UAE love to travel; so we write about destinations; global luxury hotel offers; airline offers and new routes.

We write about what we love, and sometimes – when it comes to reviews – what we hate. Our style is lively, informative and ultimately, readable.

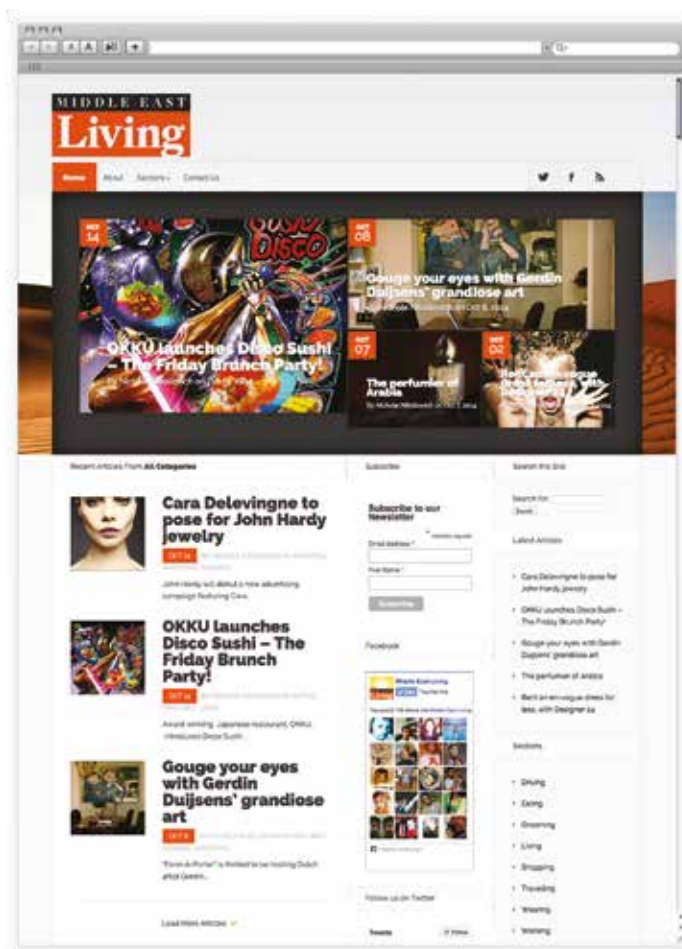
We aim to inspire visitors to explore life to the full, whether it be sport, dining, travel, motoring, technology or shopping.

We invite you to participate in MiddleEastLiving.com,

and partner with us, by taking advantage of the limited advertising opportunities via the website.

MiddleEastLiving.com is evolving into a powerful platform for you to showcase your brand online, to mobile devices, and via our social media channels.

We look forward to working together.



MiddleEastLiving.com



FEATURES AND CONTENT

We aim to produce the most engaging content. Site visitors stay, on average, for more than five minutes.

From the outset, Middleeastliving.com aimed to inform visitors about what's best to see, do, buy, wear, watch and drive all across the region, with a focus on the UAE.

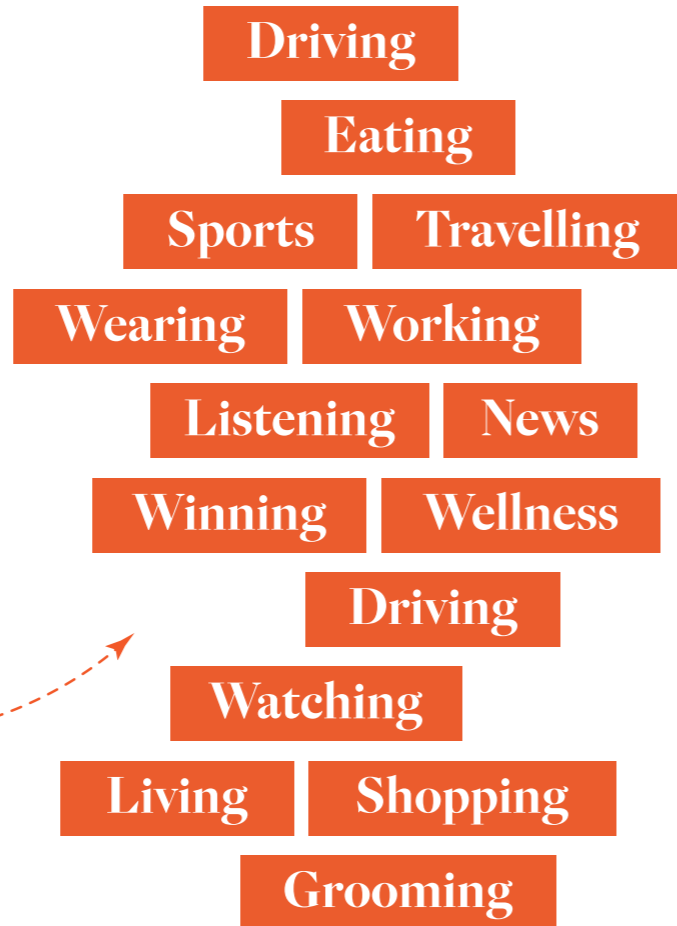
Our editorial team has forged closed links with the region's leading brands, global brands and PR companies.

We review some of the region's top outlets - from hotels and restaurants to theatre and fashion shows and product launches.

The website is split into convenient sections – which can be exclusively sponsored

Each section is updated regularly, with our editors hunting every day for the best of the best lifestyle news and activities in the region.

We welcome visitor feedback, and look forward to hearing from our audience of influential, urban movers and shakers.



DEMOGRAPHIC & TARGET MARKET

The Middle East has affluent local populations and expatriates with higher than average disposable incomes.

MiddleEastLiving.com speaks to these audiences, appreciating that they are discerning, like to know where and what is best, and enjoy the finer things in life.

The majority of our readership is under 45, urban, and in middle income brackets. Written in English, the site attracts a mix of locals and expatriates.

As of June 2014, the site receives around 5,000 hits per month. MiddleEastLiving.com has a lively social media presence, with more than 2,000 followers on Facebook, and a lively Twitter following.

Visitors' Interests

- Shopping
- Dining
- Travel and Tourism
- Music & Entertainment
- Hotels & Restaurants
- Automotive
- Sport (golf in particular)
- Luxury Living & Home
- Health and Wellbeing
- Fashion & Accessories

ADVERTISING RATES

Homepage leaderboard

| | |
|--------------------|-----------|
| Banner ad, monthly | USD1,000 |
| Banner ad, annual | USD10,000 |

Section/article

| | |
|--------------------------------|----------|
| Leaderboard banner ad, monthly | USD800 |
| Leaderboard banner ad, annual | USD8,000 |

Skyscraper

| | |
|---------|------------|
| Monthly | USD 1,000 |
| Annual | USD 10,000 |

Single page banner

| | |
|---------|----------|
| Monthly | USD500 |
| Annual | USD5,000 |

Section Sponsorship

Leaderboard Banner (header + footer) + Skyscraper + MPU (mid-page unit)

| | |
|---------|-----------|
| Monthly | USD2,000 |
| Annual | USD20,000 |

Special positions/pop-ups/pop-unders/peelbacks/ takeovers Price on request

Creative specifications

- Home page header** 728 x 90px header
- Home page footer** 970 x 90px
- Skyscrapers** Various customisable sizes
- Single page banner** 468 x 60px

Max file size for load is 50k

Copy can be submitted as a Flash file with click tag embedded or as a gif file with click through URL attached.

Please also submit URL links in writing

Copy deadline is seven days prior to live date

Other advertising opportunities

- Email data
- Event sponsorship
- Page takeovers
- Advertorial
- Competitions

CONTACT

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MIDDLE EAST

Living

MiddleEastLiving.com

Middle East Living is a website registered in the
US and managed by



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