

fact.

MEDIA KIT

www.factmagazines.com

WHO WE ARE

FACT IS A MULTIPLATFORM MEDIA BRAND



FACT is the leading luxury arts and lifestyle brand in the Middle East. The multimedia brand stands for food, arts, culture and travel, and captures the best things to do across cities. The editions include FACT Abu Dhabi, FACT Dubai, FACT Saudi and FACT London.

Founded in 2007, FACT has a proud history of creating compelling content and hosting prestigious events across the GCC. The FACT Dining Awards celebrates local culinary scenes. The annual awards are held in Abu Dhabi, Dubai and Riyadh. The FACT Spa & Wellness Awards UAE celebrates luxury fitness, spa and wellness centres, and the annual awards are held in the UAE.

ABUDHABI.DUBAI.RIYADH.LONDON

FACT IS A MULTIPLATFORM MEDIA BRAND

WEBSITE



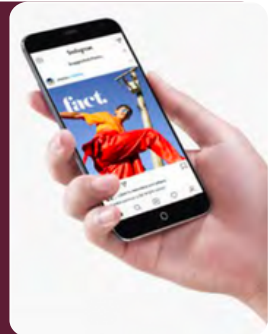
FACT covers the best in arts, dining, entertainment, fashion and lifestyle. The multimedia brand boasts multiple platforms: site, social media, videos and events. With five million users each month, the website is written by a local team with a global perspective.

Our curious, cultural readers span locals to expats. They spend on fashion, gadgets, dining deals and staycation offers. Whether they're new to a city or after new things to do, they respond to trusted reviews and advertising, from banners to sponsored content.

SOCIAL MEDIA AND VIDEO PRODUCTION

FACT magazine creates a wide range of exclusive content for social media channels in the UAE, KSA, and London, collaborating with Fact Live for video production.

We manage the entire content cycle, from production to posting, ensuring engaging and premium-quality posts for a high-spending audience. Our portfolio includes first-look previews, Instagram and TikTok Reels, and compelling visual stories tailored to captivate and inform.



E-NEWSLETTER AND WHATSAPP NEWSLETTER



The Fact bi-monthly newsletter has become an invaluable resource for readers, curating the best features, reviews, news stories, and roundup listings. Distributed via various channels, the Fact newsletter reaches its audience through email and WhatsApp broadcasts (specifically catering to the KSA market).

To meet the diverse preferences of its readers, it is available in different formats, including a shared content newsletter and dedicated e-blasts. With a database of high earners and spenders, the newsletter serves as a one stop shop for a city. With high click-through and open rates, the newsletters and e-blasts are successful advertising tools.

AWARDS

The FACT Dining Awards were established in 2009. Designed to celebrate excellence across key sectors of the hospitality industry, it has grown to cover Abu Dhabi, Dubai and Riyadh. In the industry, it is recognised as a trusted hallmark of excellence. The results are based on votes and judging panel, and clients do not have to pay to be nominated or attend. FACT Dining Awards and FACT Spa & Wellness Awards ceremonies are regarded as milestone events, and attended by key decision makers.



FACT: NEED-TO-KNOW DIGITAL STATS



WEBSITE

1.3M+

UNIQUE MONTHLY VISITS

5M+

MONTHLY VISITS

SOCIAL

45K+

INSTAGRAM FOLLOWERS

12K+

FACEBOOK FOLLOWERS

E-NEWSLETTER

50K+

DUBAI SUBSCRIBERS

45K+

ABU DHABI SUBSCRIBERS

AWARDS

60K+

UNIQUE VOTES FROM DUBAI

55K+

UNIQUE VOTES FROM ABU DHABI

FACT: NEED-TO-KNOW AUDIENCE



GENDER

FEMALE ♀

51%

MALE ♂

49%

AGE

18-24

10%

25-34

44%

35-44

25%

35-44

21%

GEO

UAE

31%

KSA

22%

UK

9%

USA

7%

INDIA

5%

INCOME

AED PER MONTH

20,000

26%

30,000

17%

45,000

9%

50,000

7%

FACT: SERVICES

VIDEO CONTENT CREATION

Producing professional videos and reels, including promotional videos, brand stories, interviews, and event coverage, to enhance brand visibility and engagement.



CONTENT CREATION

Crafting high-quality, engaging content that resonates with the target audience, including articles, blogs, social media posts, and branded content tailored to the client's needs



AD PLACEMENT ON LIFESTYLE MULTIMEDIA DIGITAL PLATFORMS

Placement of advertisements across various digital channels, such as websites and social media, to reach our targeted lifestyle-oriented audience.



EMAIL MARKETING

Organising and hosting industry-leading events, such as award ceremonies, networking events, and product launches providing opportunities for brands to connect with key industry players and audiences in various digital channels, such as websites and social media, to reach our targeted lifestyle-oriented audience.



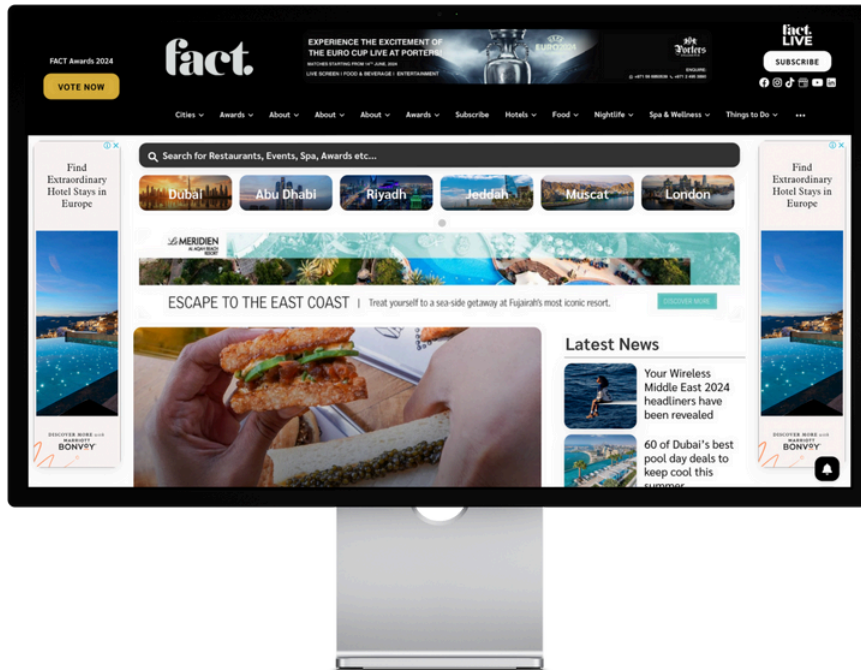
INDUSTRY EVENTS

Organising and hosting industry-leading events, such as award ceremonies, networking events, and product launches, providing opportunities for brands to connect with key industry players and audiences.



WHAT WE OFFER

www.factmagazines.com is the ultimate guide to Dubai 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 Dubai.



WEBSITE STATS

1.3M+
UNIQUE MONTHLY VISITS

5M+
MONTHLY PAGE VIEWS

3.2
PAGES PER VISIT

2.8
MINUTES ON SITE

DEVICE TYPE



72%

26%

2%

AUDIENCE

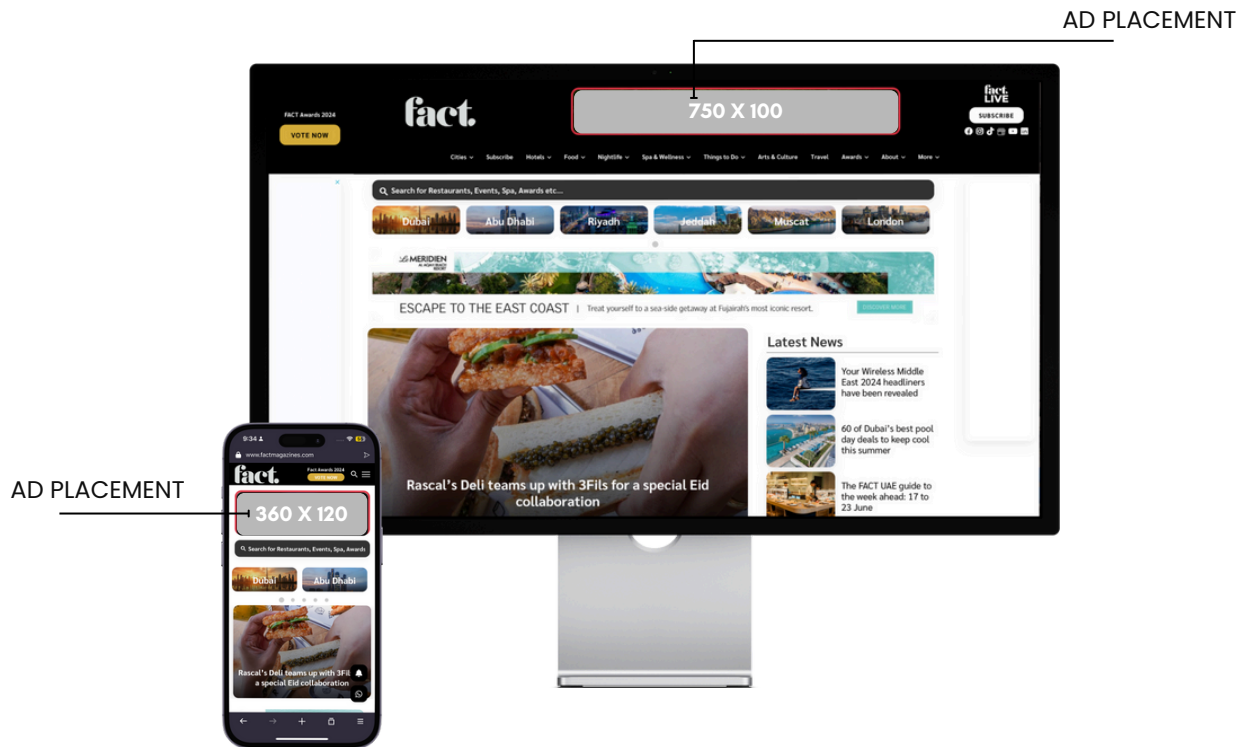


51%

49%

AVERAGE USERS AGES

25-44 YEARS OLD



STANDARD HOMEPAGE SUPER LEADERBOARD BANNER

Placed on www.factmagazines.com (average 5M monthly visits).

The Super Leaderboard banner appears as a normal leaderboard at the very top of the homepage 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 advert is a rotating banner.

The average CTR for our display ads is 6-7%

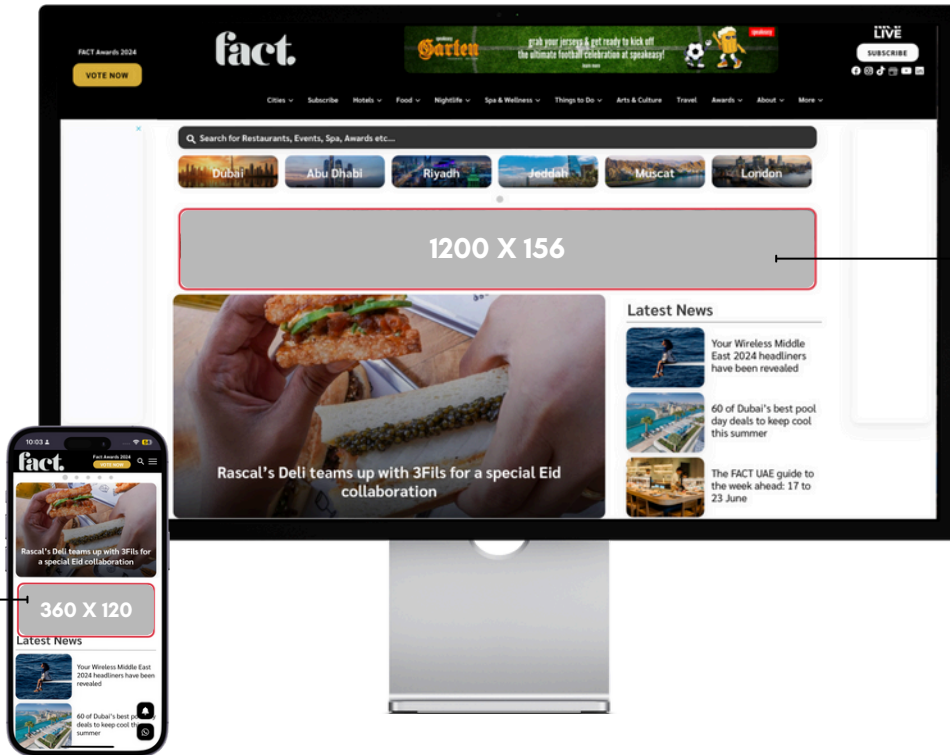
SUPER LEADERBOARD SPECS

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

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

DESKTOP

MOBILE



AD PLACEMENT

AD PLACEMENT

STANDARD HOMEPAGE TOP LEADERBOARD BANNER

Placed on www.factmagazines.com (average 5M monthly visits).
The Top Leaderboard is not displayed in a carousel and it is exclusive to one client only.

The average CTR for our display ads is an average of 6–7%

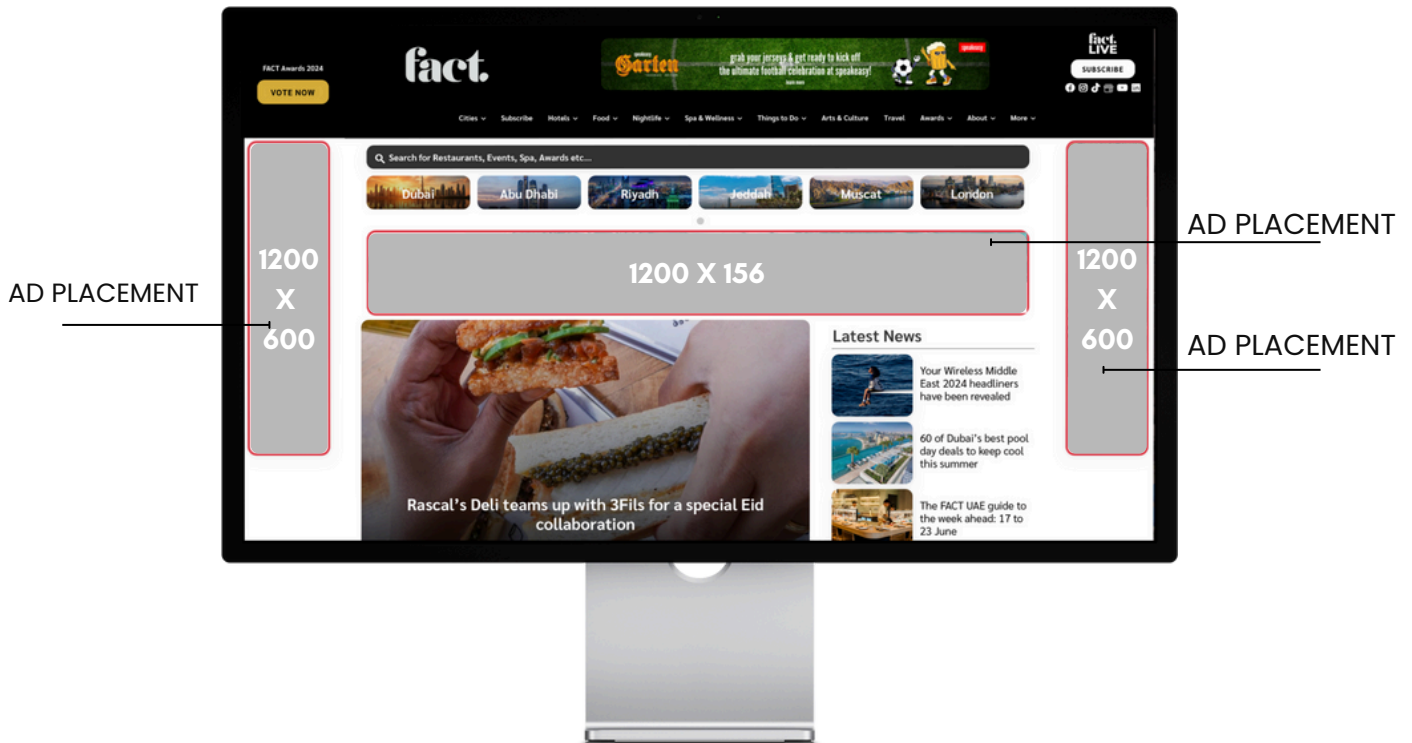
TOP LEADERBOARD SPECS

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

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

DESKTOP

MOBILE



SPECIAL HOMEPAGE DISPLAY

HOMEPAGE TAKE OVER

(SUPER LEADERBOARDS & SKYSCRAPERS DISPLAY BANNERS SIMULTANEOUSLY)

Own every position and every impression on the FACT Magazine homepage. Takeover with Standard AD units (super Leaderboards & Skyscrapers).

The average CTR for our display ads is 6-7%

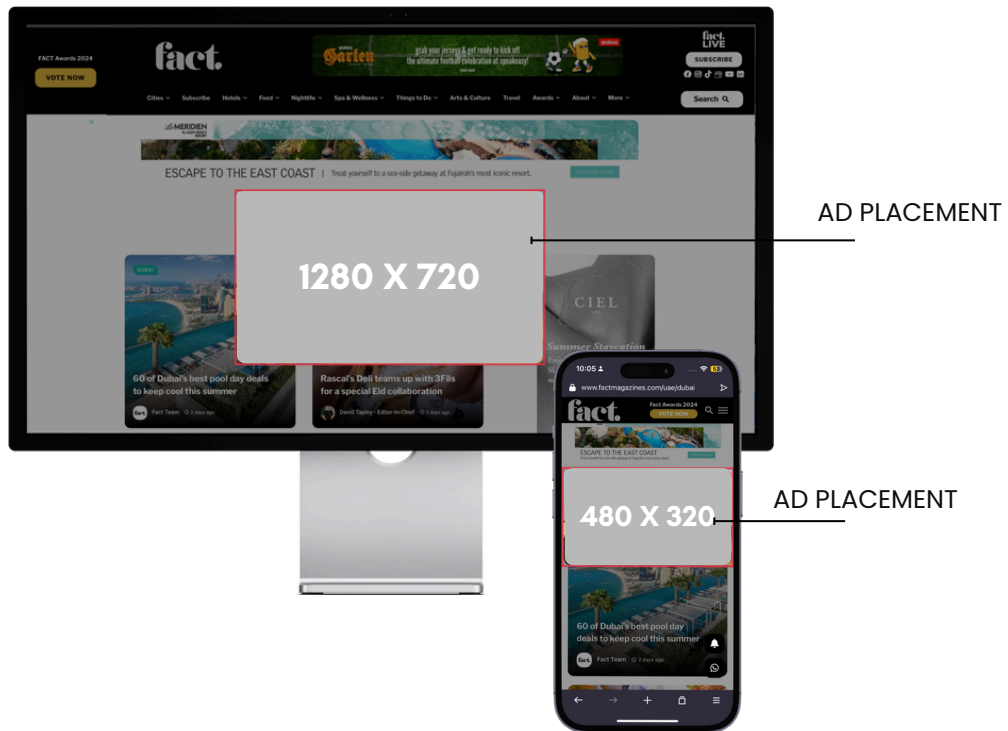
HOMEPAGE TAKEOVER SPECS

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

SAMPLE



SPECIAL HOMEPAGE DISPLAY

POP-UP DISPLAY BANNER

(INTERSTITIAL ADS)

Placed on www.factmagazines.com (5M monthly visits).

This is a creative that floats on top of a page's content during natural transition points such as during webpage launch or loading. This unit advert is live everywhere (both desktop and mobile displays).

This unit drives high user engagement, generates high click-through and conversion rates.

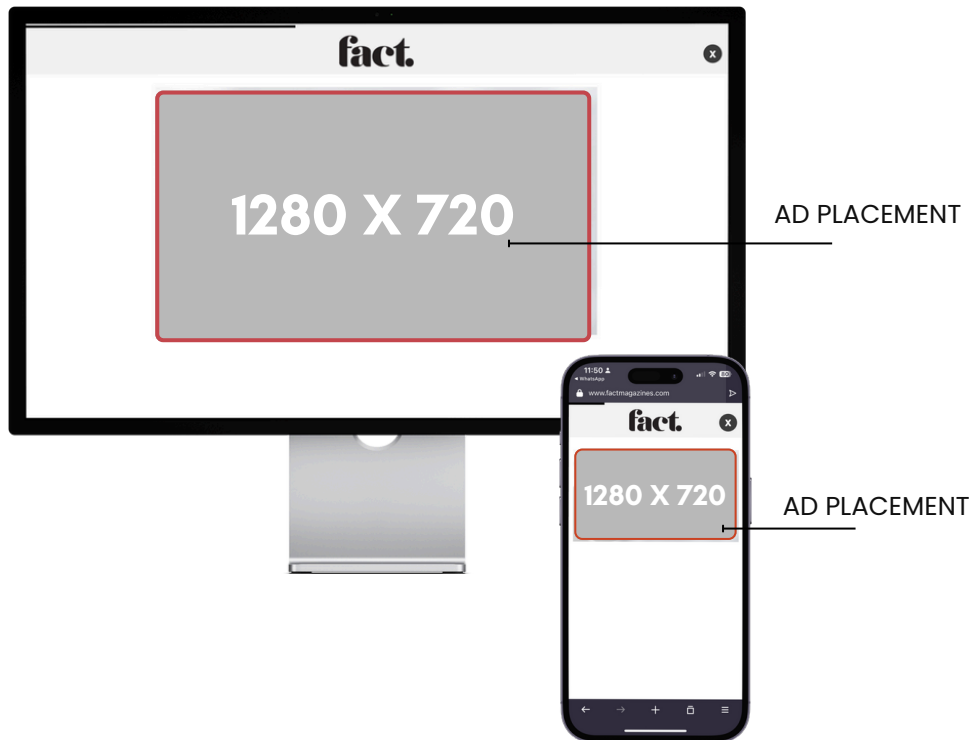
The average CTR for this ad is an average of 6-7%

POP-UP DISPLAY BANNER SPECS

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

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

SAMPLE



INTERSTITIAL RICH MEDIA

INTERSTITIAL ADS

LOADS BEFORE WEBPAGE LOADS

This is a creative that appears as a fullscreen ad before the website loads. This unit hides all page content, putting your message front and center. This unit advert is live everywhere (both desktop and mobile displays). This unit drives high user engagement, generates high click-through and conversion rates.

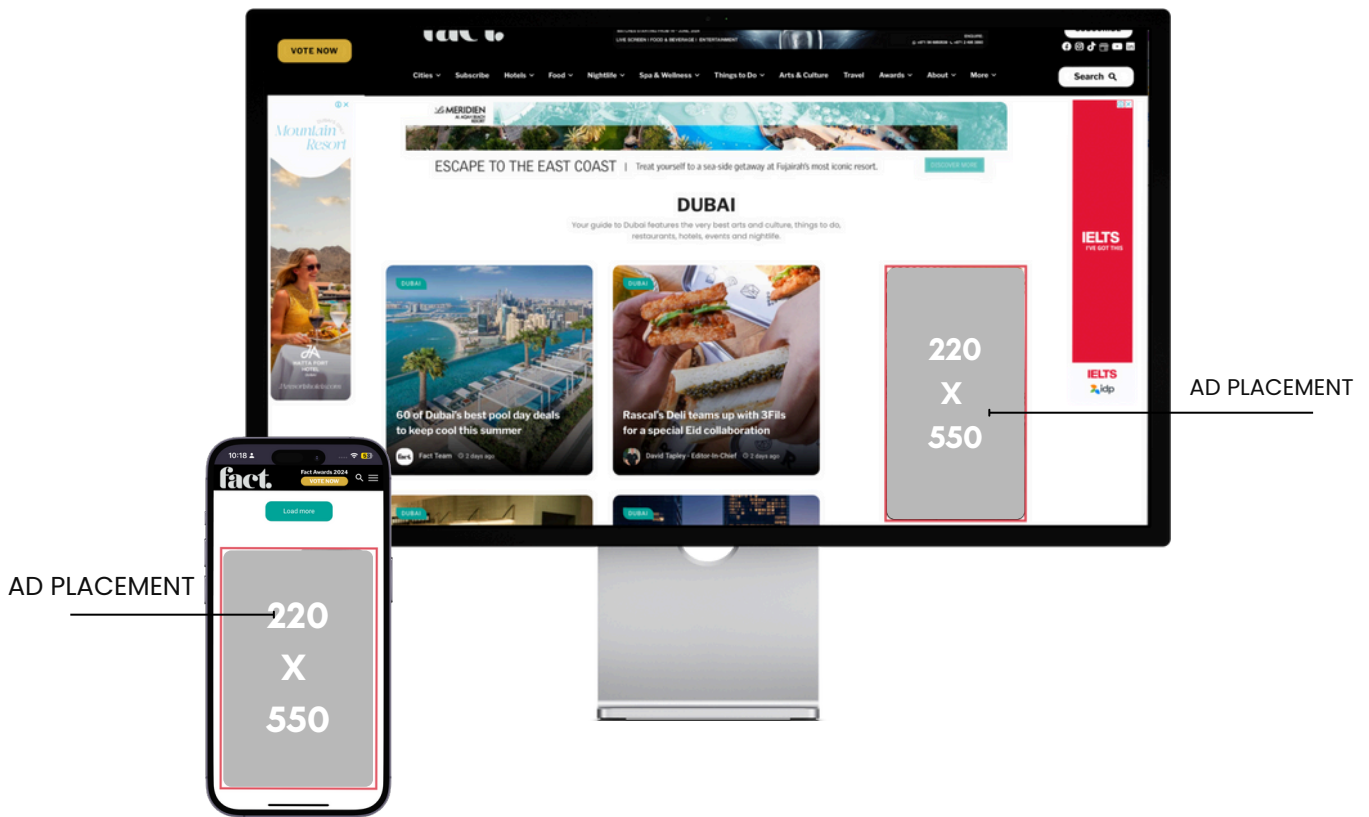
The average CTR for this ad is an average of 7-9%

INTERSTITIAL RICH MEDIA SPECS

PIXELS: 1280 x 720 | less than 500kb

LINK: please provide a URL link relevant to your banner

SAMPLE



INNER/ARTICLE PAGE VERTICAL BANNER

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

This unit drives high user engagement, generates high click-through and conversion rates.

The average CTR for this ad is an average of 6-7%

POP-UP DISPLAY BANNER SPECS

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

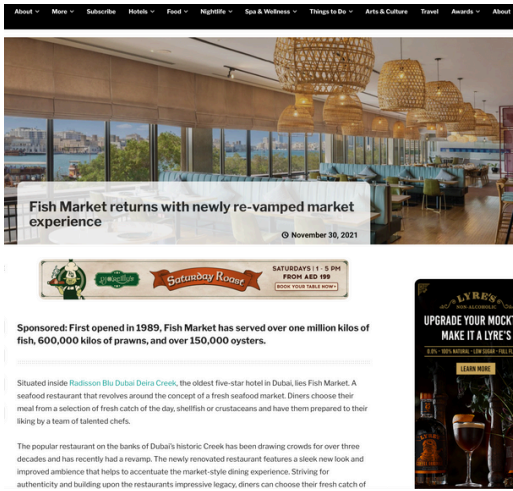
MOBILE DISPLAY SIZE: 220 x 550 pixels | Max file size 70kb

SAMPLE

SPONSORED CONTENT

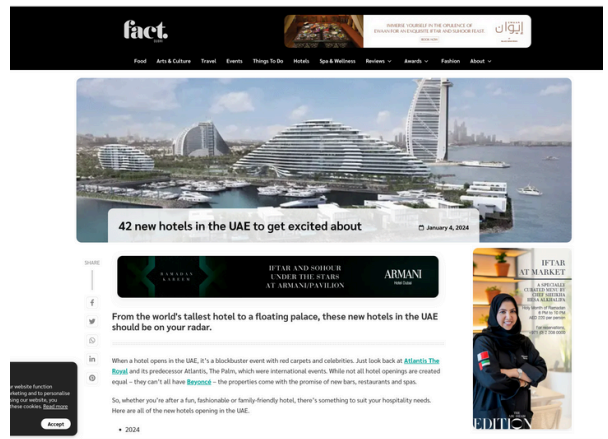
A sponsored content advertorial is written and designed by our editorial team and marked as sponsored, with the intent of blending into organic editorial.

ONLINE ARTICLE



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.

ROUND-UP STORIES (LISTINGS)



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.

ONLINE ARTICLE

OPTION 1

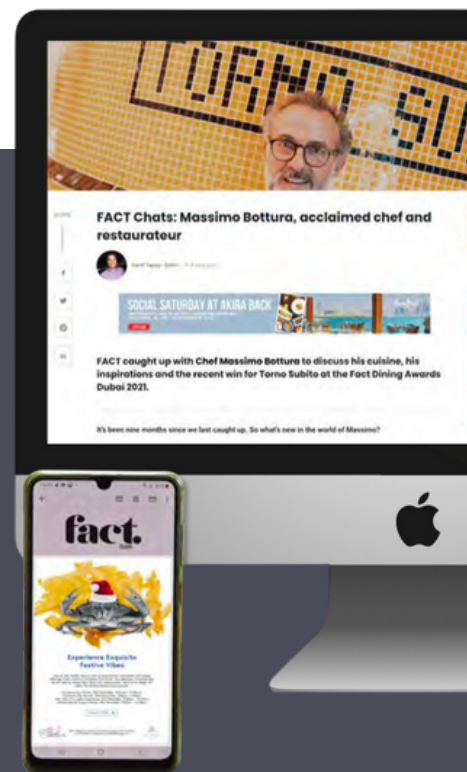
PROVIDED CONTENT

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.

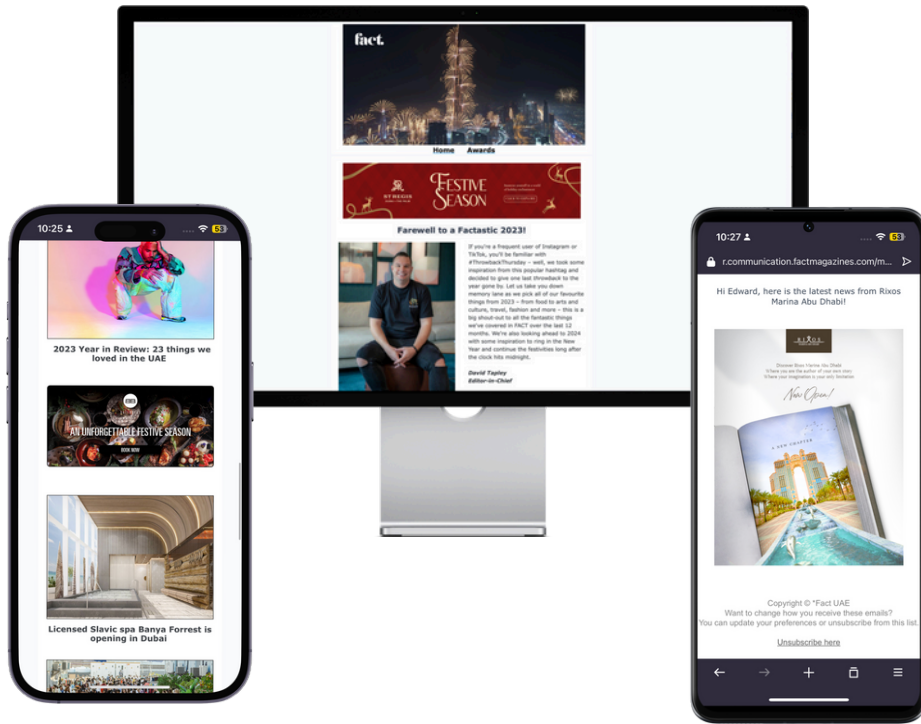
**2-1 DO-FOLLOW-LINKS TO BE FEATURED IN THE ARTICLE.

****WE WILL EMAIL YOU BEFOREHAND AND DISCUSS THE CLIENT LINK AND TOPIC OF THE ARTICLE



E-NEWSLETTER AND WHATSAPP NEWSLETTER

Reach our audience of 145K 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.



DATABASE STATS

145K+

OVERALL SUBSCRIBERS

40K+

AUH SUBSCRIBERS

E-NEWSLETTER
OPENING RATE

19-24%

85K+

UAE SUBSCRIBERS

40K+

KSA SUBSCRIBERS

EDM
OPENING RATE

17-22%

45K+

DXB SUBSCRIBERS

20K+

LONDON SUBSCRIBERS

www.factmagazines.com



E-NEWSLETTER BANNER

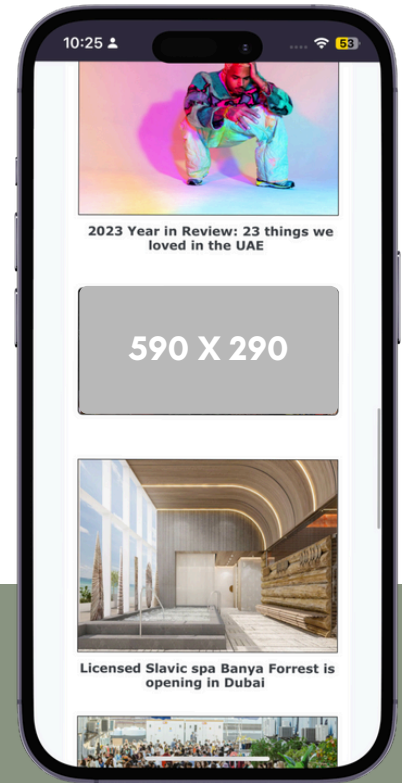
A maximum of three paid banner advertisements are available in each e-newsletter.

AVERAGE OPEN RATE

19-24%

NEWSLETTER SPONSORED BANNER SPECS:

590 X 290 PIXELS | MAX FILE SIZE 70KB

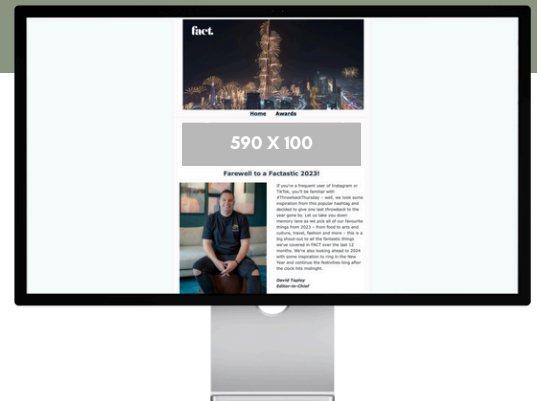


TOP LEADERBOARD BANNER ON E-NEWSLETTER

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



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. Distributed every other week.



DEDICATED E-BLAST (EDM)

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

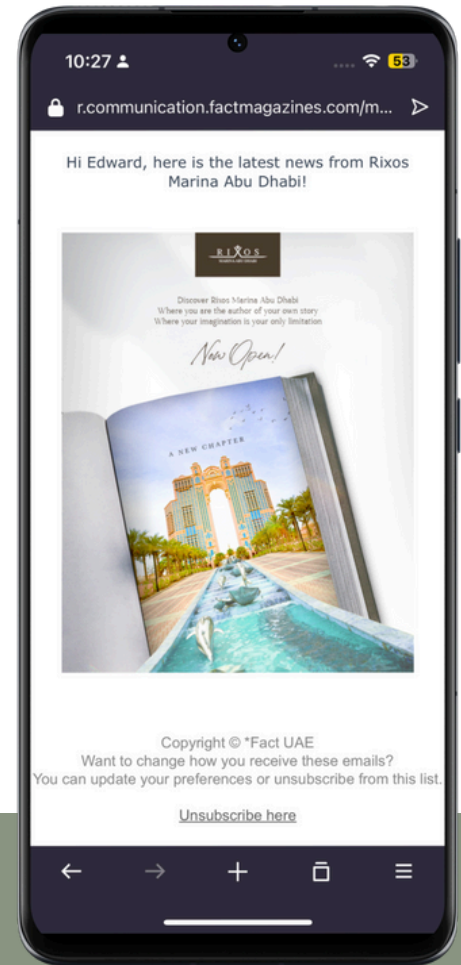
ABOUT

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).

AVERAGE

OPEN RATE

17-22%



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

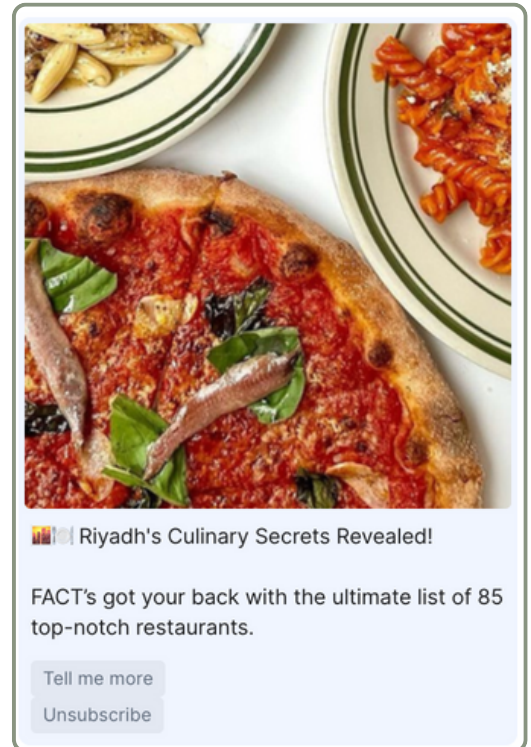


WHATSAPP NEWSLETTER

Fact Magazine is excited to introduce our monthly WhatsApp newsletter, which features a curated selection of our best feature articles, predominantly composed of organic content.

This newsletter is distributed via WhatsApp broadcast in Saudi Arabia, reaching a highly engaged audience of 25,000 subscribers.

Much like our e-newsletters, the WhatsApp newsletter includes two types of clickable ad banners, providing advertisers with a unique opportunity to connect with our audience.



AVERAGE
OPEN RATE
60-70%

AVERAGE
CTR
24%

Advertisers can leverage this powerful marketing tool to reach a targeted, conversion-driven audience interested in premium and luxury lifestyles.

By incorporating ad banners into our WhatsApp newsletter, brands can effectively engage with a dedicated readership and achieve significant marketing outcomes.



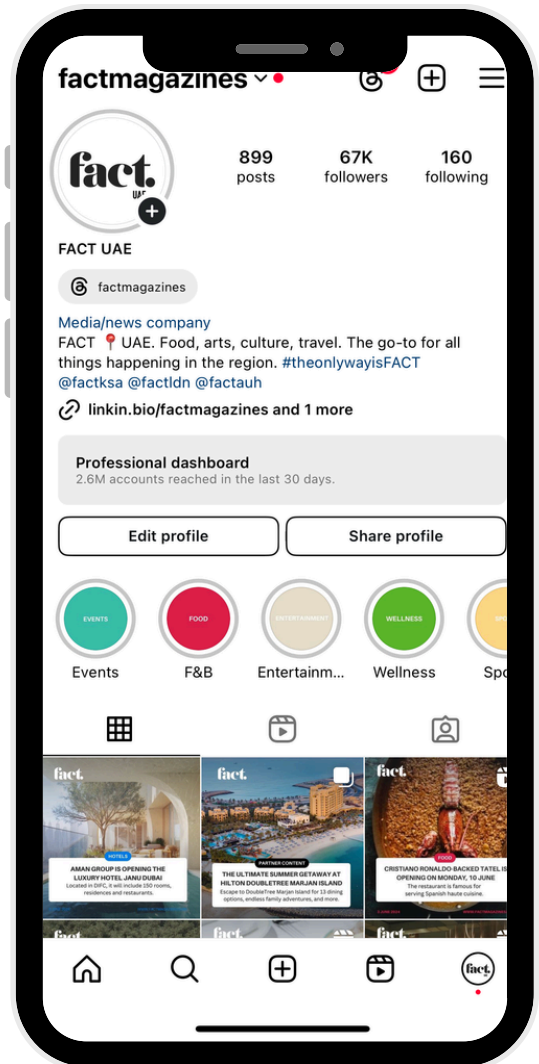
SOCIAL

INSTAGRAM ADVERTISING

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.



67K+

INSTAGRAM FOLLOWERS

@FACTMAGAZINES

KEY IG STATS

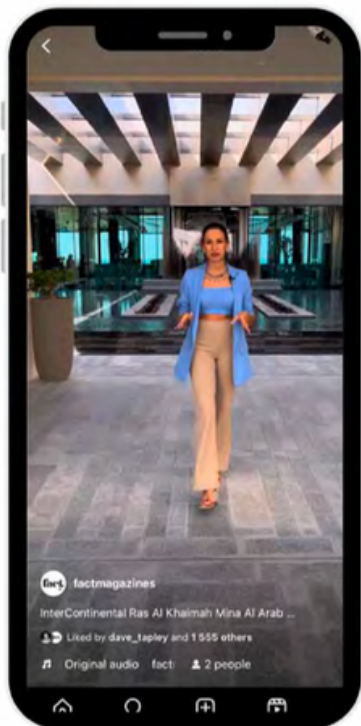
3% ENGAGEMENT RATE
8% AVG. MONTHLY REACH

ABUDHABI.DUBAI.RIYADH.LONDON



VIDEO CONTENT CREATION FOR SOCIAL MEDIA REEL

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.



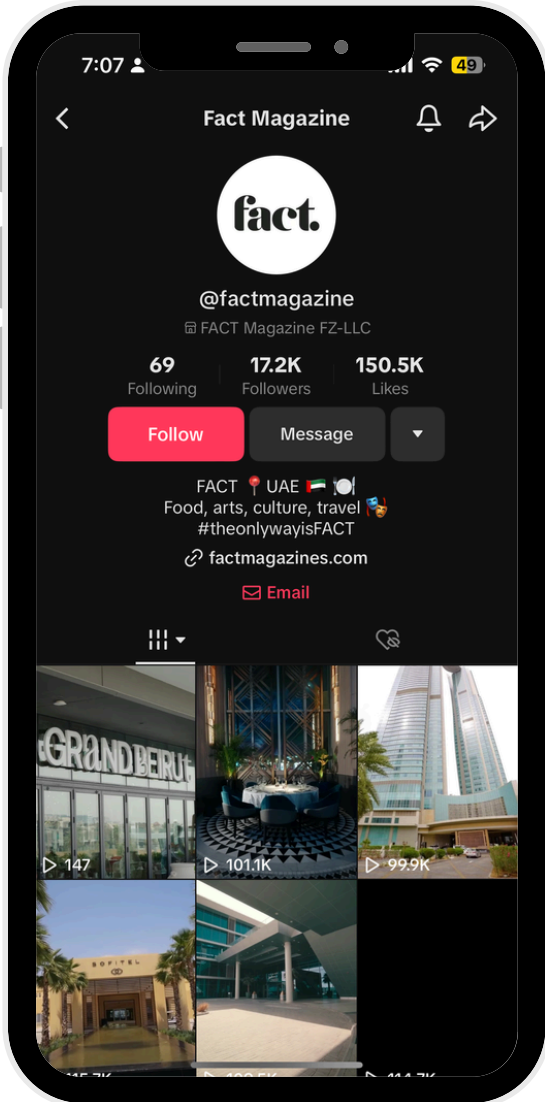
67K+

**INSTAGRAM
FOLLOWERS**

17.2K+

**TIKTOK
FOLLOWERS**

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.



ADVERTISING WITH TIKTOK

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.

17.2K+ TIKTOK FOLLOWERS

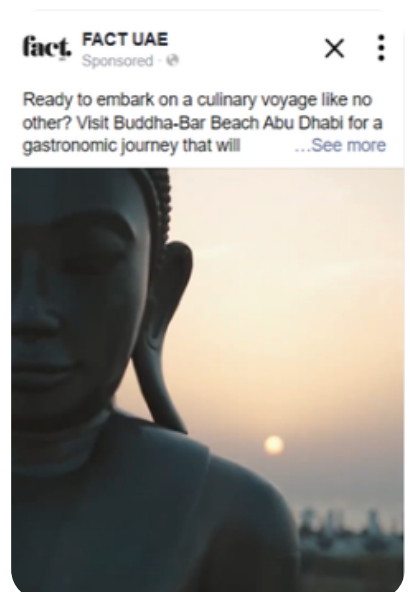
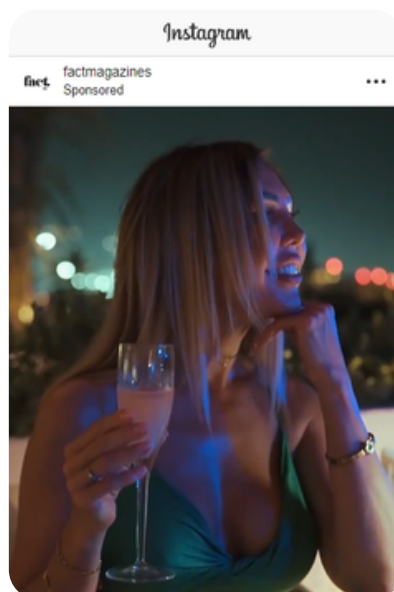
@FACTMAGAZINE

META DARK POST

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





FACT LIVE

Elevating Brand Stories with Full-Service Video Production (<https://www.factlive.me/>)

FACT Live, the in-house video production arm of Fact magazine, stands as a full-service video production company dedicated to creating compelling video content for brands across a variety of industries, including hospitality, entertainment, motoring, and travel.

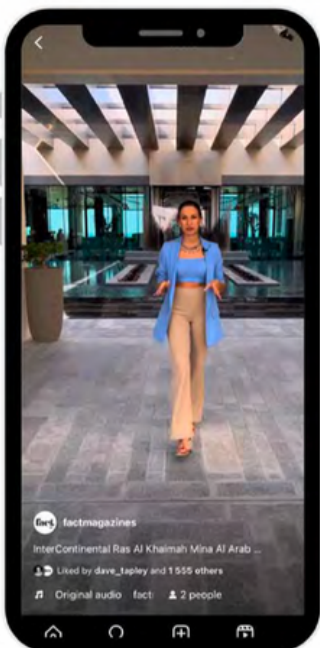
FACT Live specializes in crafting video content tailored to your brand's guidelines, ensuring a seamless integration with your overall marketing strategy.



Emirates Dubai Awaits campaign (Toursime)



Yas Drifting Championship



FACT Live offers a comprehensive range of services, including **short and long-form social media reels, live event coverage, and high-quality event photography and corporate headshots.**

By leveraging FACT Live's expertise, brands can enhance their online presence with visually stunning content.

With a commitment to excellence and innovation, FACT Live continues to elevate brand stories, providing tailored video production services that resonate in the digital a



The Fact Dining Awards, founded in 2009 in Bahrain, have expanded to Qatar (2013), Abu Dhabi (2014), Dubai (2017), Riyadh (2023), and most recently in London (2024). This remarkable growth has solidified the Fact Dining Awards as a leading authority in the dining industry across the GCC, now taking its first steps globally.

These awards celebrate excellence in fine dining and homegrown F&B concepts across the GCC and globally. They recognize outstanding achievements based on public and expert opinions, promoting continuous improvement and innovation in the dining industry.

WHY SPONSOR THE FACT AWARDS?

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.



60K+

UNIQUE VOTES IN 2023





WHY SPONSOR THE FACT AWARDS?



KEY NUMBERS

Across the awards process your branding and marketing will reach over five 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

fact.

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

APRIL



**Foodies Unite
ROUND-UPS**

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

MAY



**Spa Awards
ROUND-UPS**

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

JUNE



**Wanderlust
ROUND-UPS**

- The best things to do in June
- Best indoor brunches in Dubai
- Father's Day in Dubai
- 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 Dubai and Abu Dhabi
- Summer Spa Deals

AUGUST



**Go Local
ROUND-UPS**

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

SEPTEMBER



**Best of the Brunch
ROUND-UPS**

- Things to do in September
- Best new brunches
- Best Beach Clubs
- Best places to celebrate Oktoberfest
- Best places to go glamping

OCTOBER



**Let's Go Outside
ROUND-UPS**

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

NOVEMBER



**Dining Awards
ROUND-UPS**

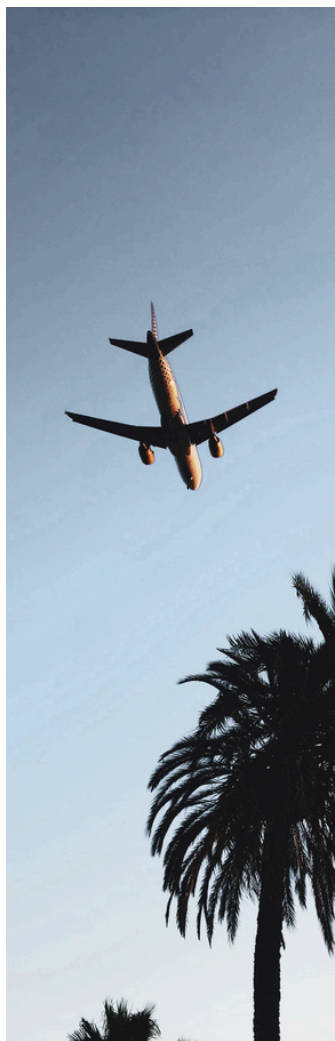
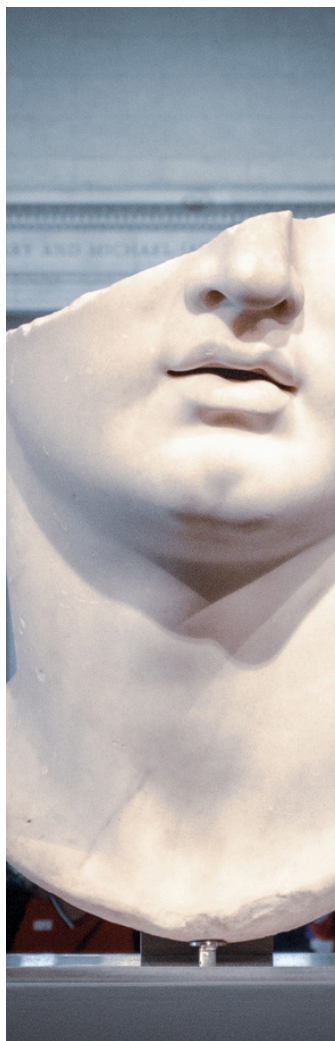
- Things to do in November
- Al fresco dining/terraces in Abu Dhabi
- Where to celebrate Diwali
- Where to celebrate National Day

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 Day
- Where to celebrate Boxing Day
- Where to celebrate NYE and New Year's Day



CONTACT DETAILS

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