

# fact.

## MEDIA KIT

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[www.factmagazines.com](http://www.factmagazines.com)

# WHO ARE WE

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



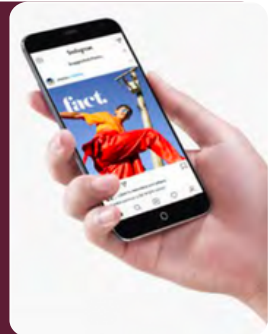
FACT covers the best in arts, dining, entertainment, fashion and lifestyle. The multimedia brand boasts multiple platforms: site, social media, videos and events. With five million users each month, the website is written by a local team with a global perspective.

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

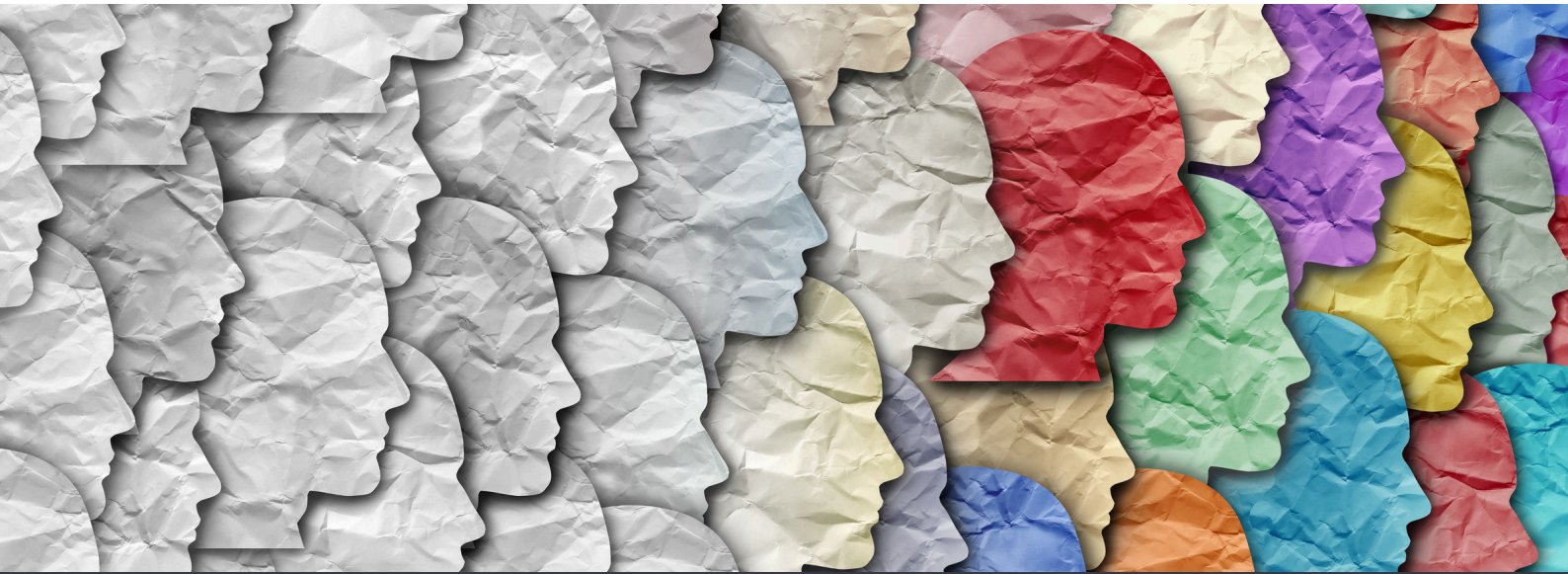
**60K+**

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.



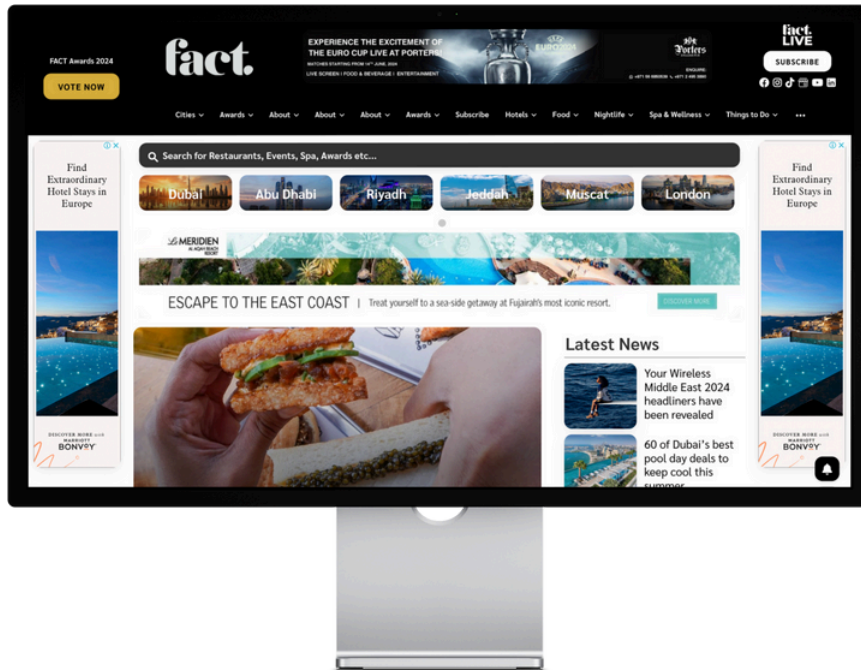
## INDUSTRY EVENTS

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

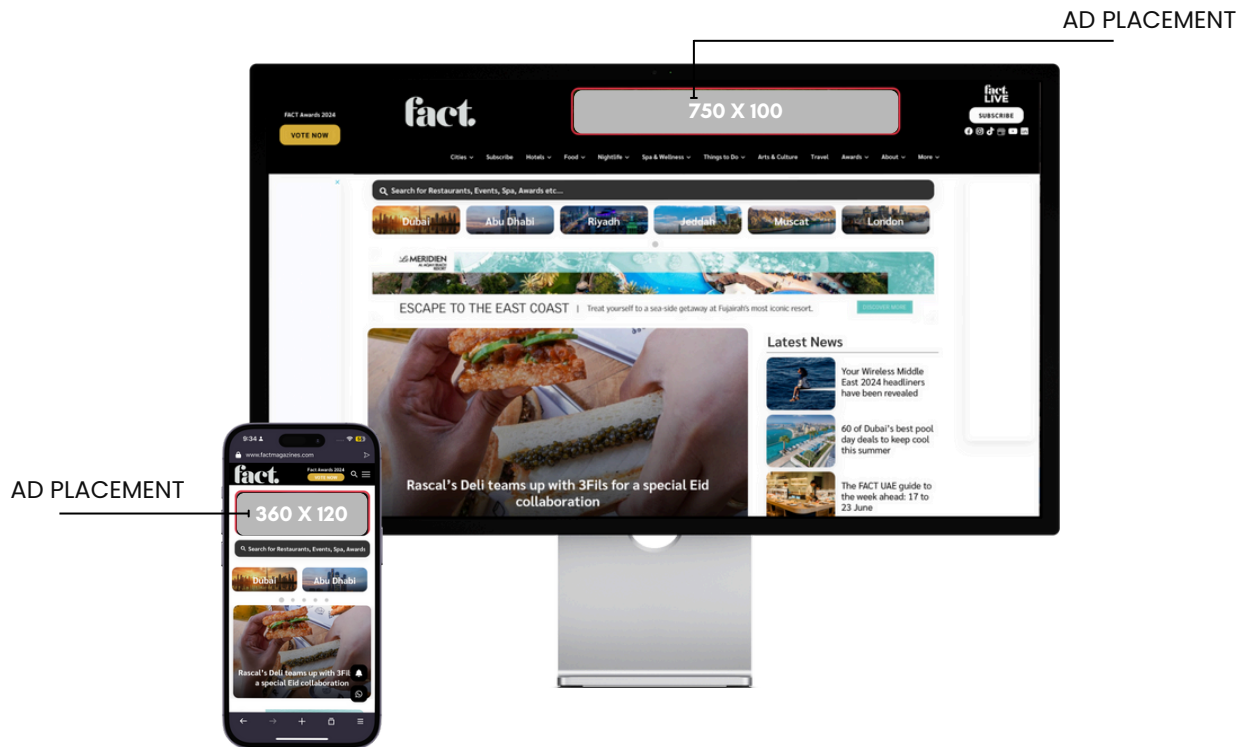


**51%**

**49%**

### AVERAGE USERS AGES

**25-44 YEARS OLD**



## STANDARD HOMEPAGE SUPER LEADERBOARD BANNER

Placed on [www.factmagazines.com](http://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

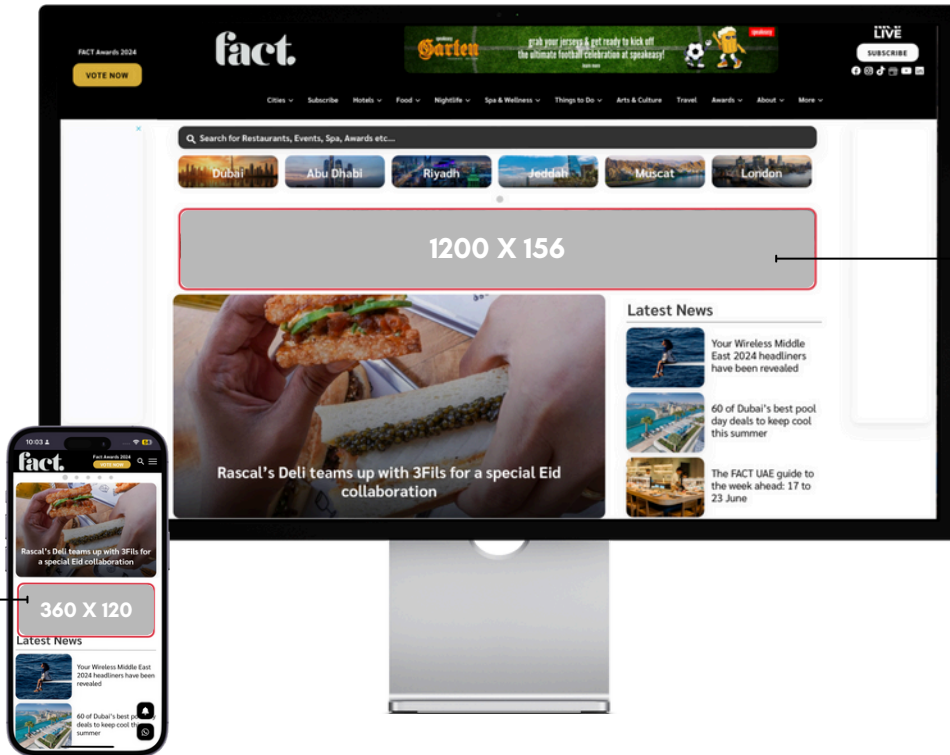
**DESKTOP DISPLAY:** 750 x 100 pixels | Max file size 70kb

**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](http://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%

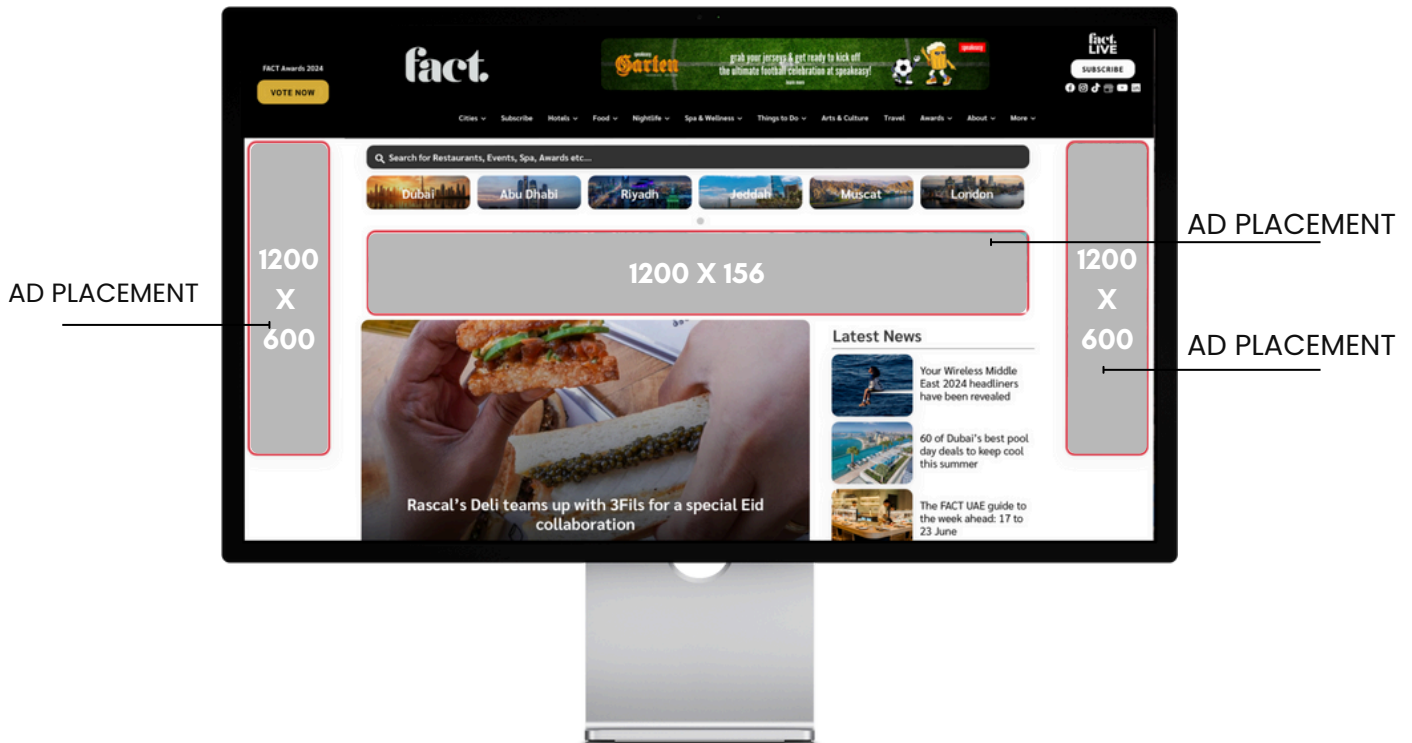
### TOP LEADERBOARD SPECS

**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**

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.



## SPECIAL HOMEPAGE DISPLAY

## POP-UP DISPLAY BANNER

(INTERSTITIAL ADS)

Placed on [www.factmagazines.com](http://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.

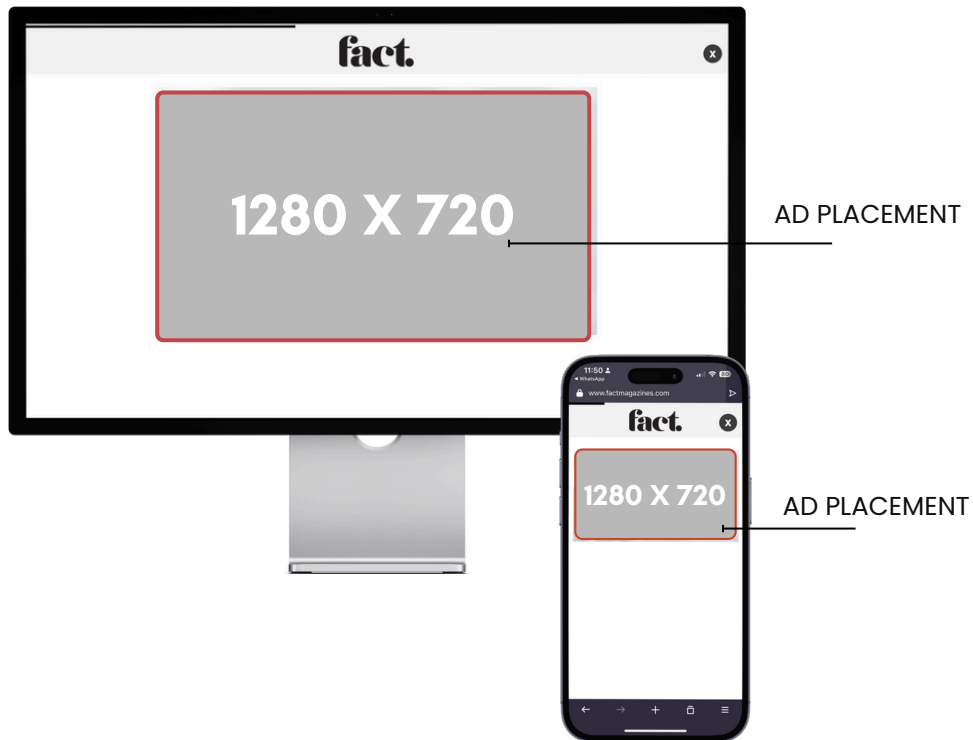
The average CTR for this ad is an average of 6-7%

### 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.

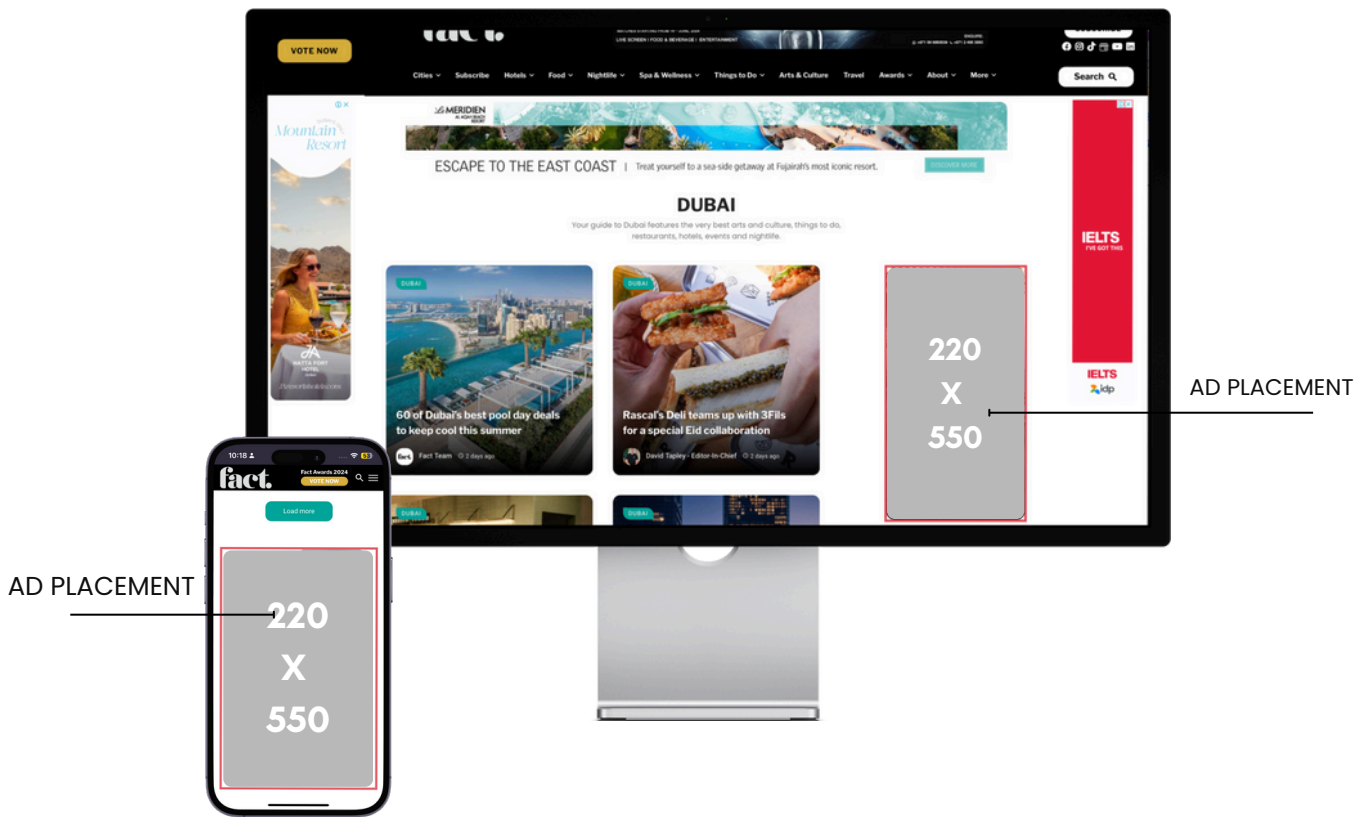
The average CTR for this ad is an average of 7-9%

## 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

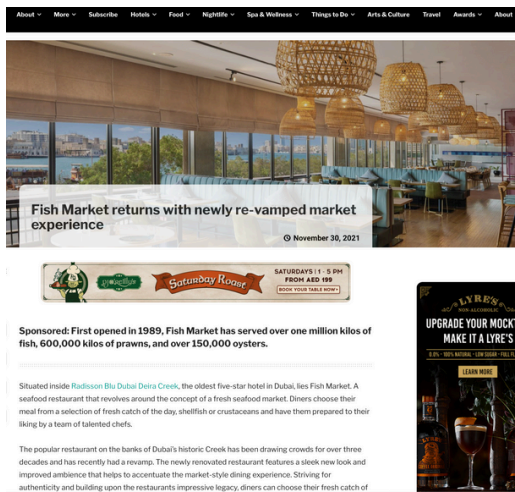
**MOBILE DISPLAY SIZE:** 220 x 550 pixels | Max file size 70kb

**SAMPLE**

# SPONSORED CONTENT

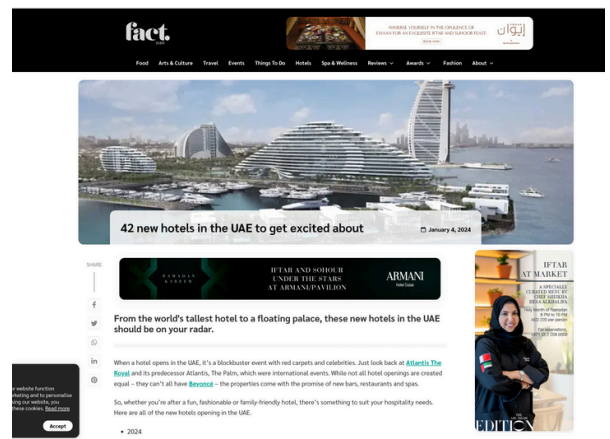
A sponsored content advertorial is written and designed by our editorial team and marked as sponsored, with the intent of blending into organic editorial.

## 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

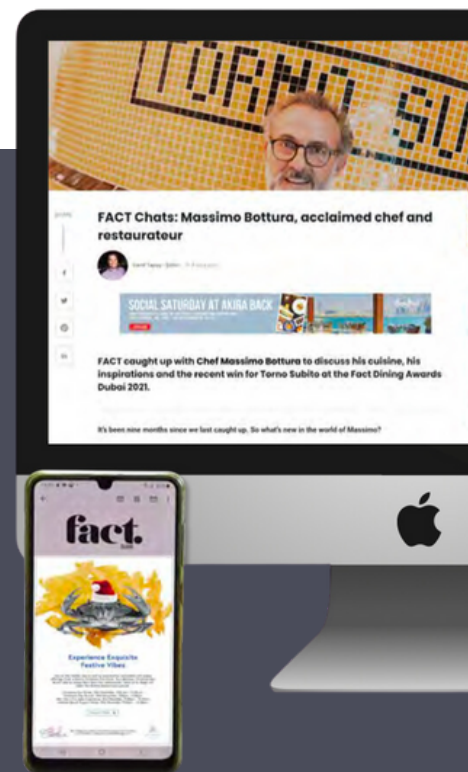
#### PROVIDED CONTENT

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.

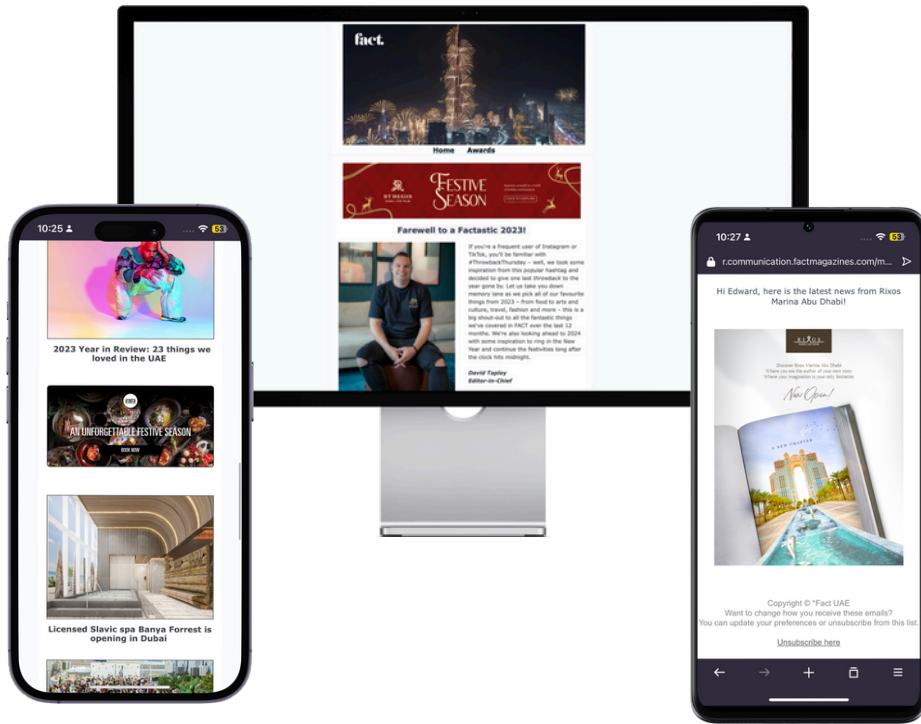
\*\*2-1 DO-FOLLOW-LINKS TO BE FEATURED IN THE ARTICLE.

\*\*\*\*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



## E-NEWSLETTER BANNER

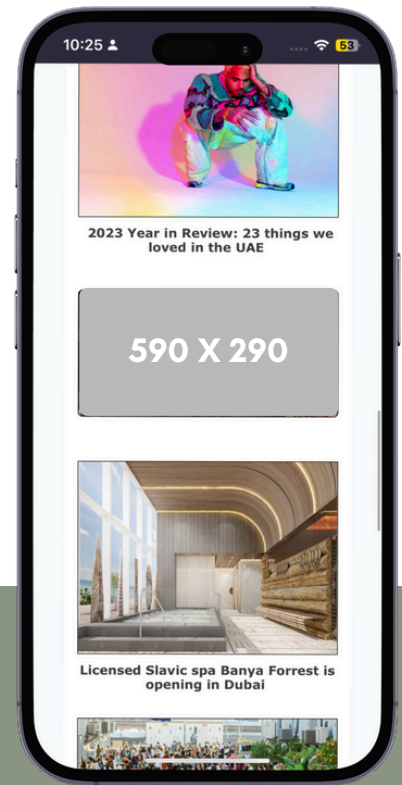
A maximum of three paid banner advertisements are available in each e-newsletter.

### AVERAGE OPEN RATE

# 19-24%

#### NEWSLETTER SPONSORED BANNER SPECS:

590 X 290 PIXELS | MAX FILE SIZE 70KB

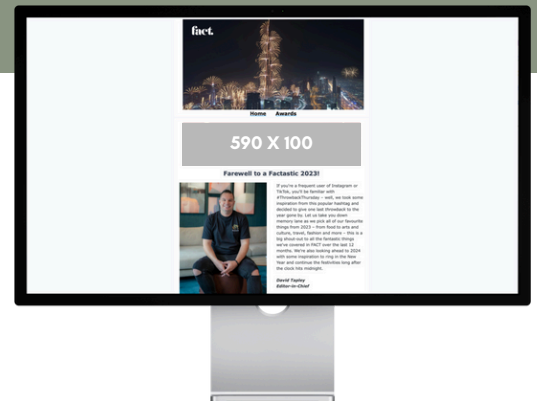


## TOP LEADERBOARD BANNER ON E-NEWSLETTER

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.

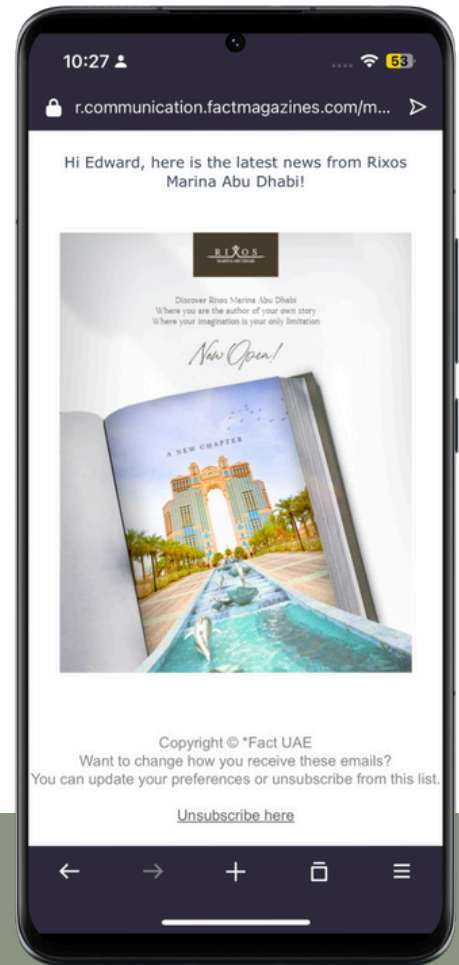
## ABOUT

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

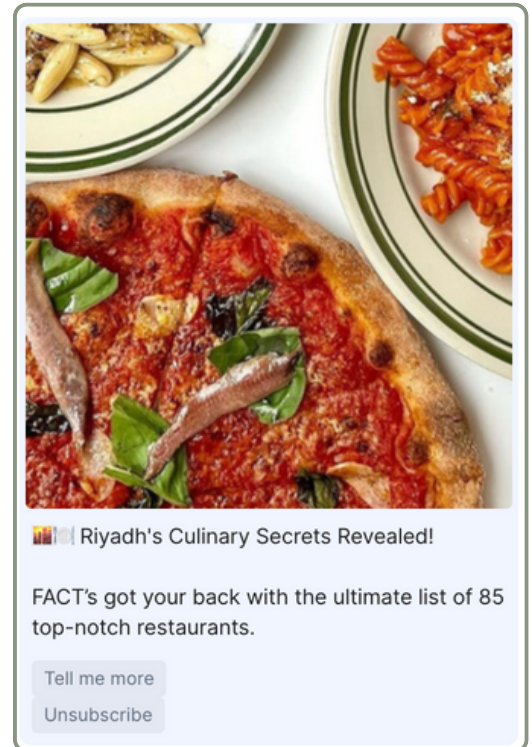


## WHATSAPP NEWSLETTER

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

AVERAGE

OPEN RATE

CTR

**60-70%**

**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.



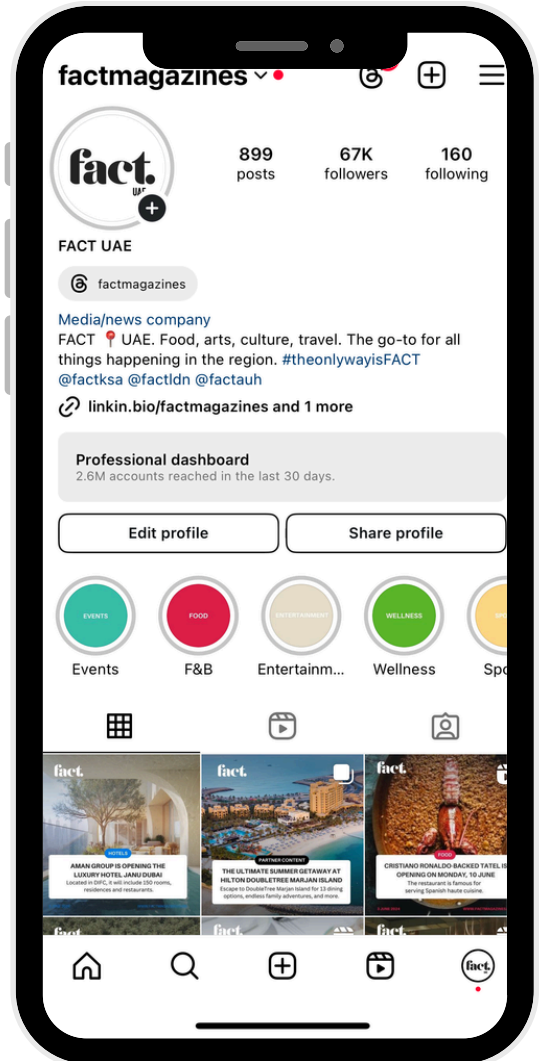
**SOCIAL**

# 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

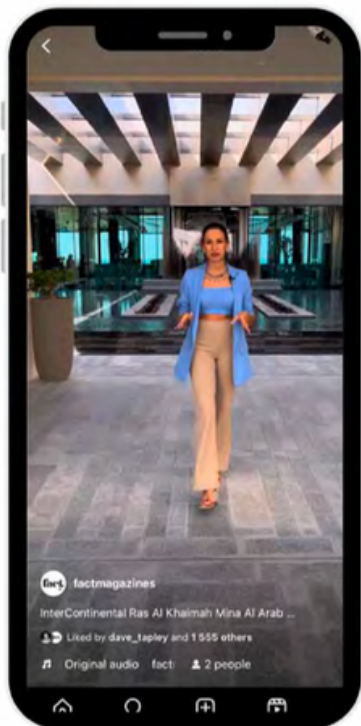
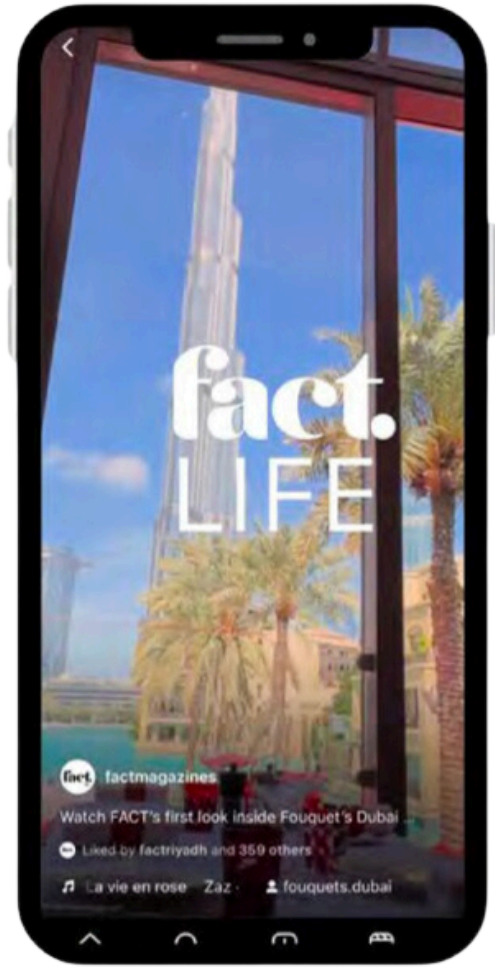
**3% ENGAGEMENT RATE**  
**8% AVG. MONTHLY REACH**

**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.



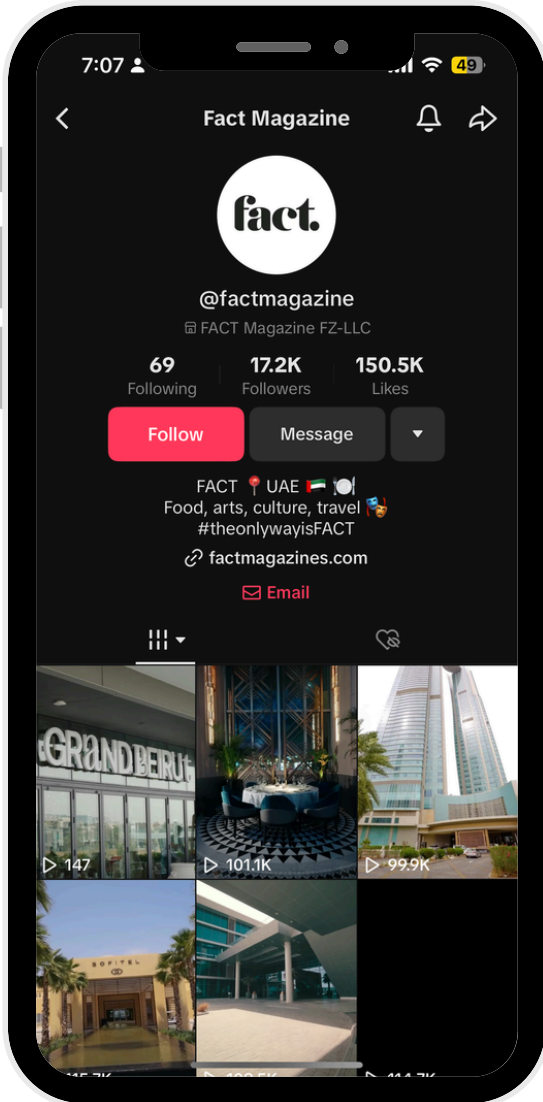
**67K+**

**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

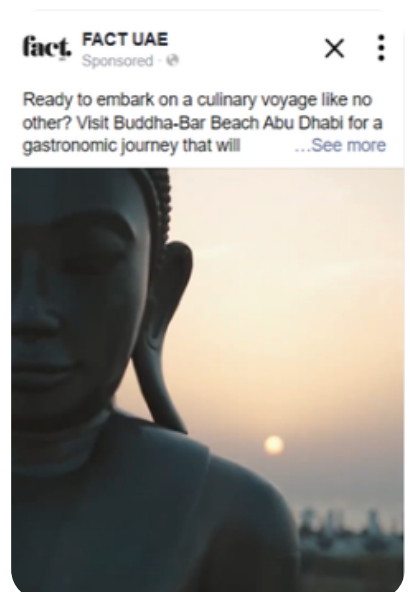
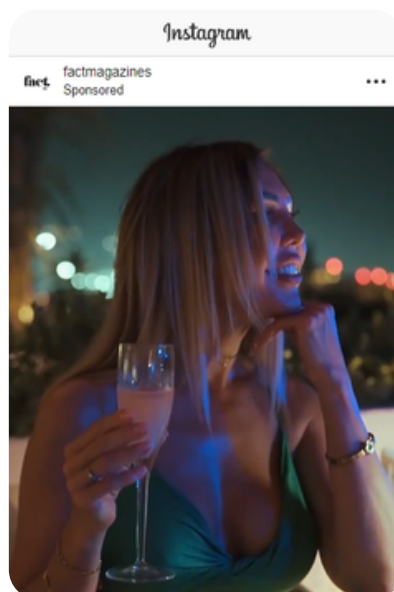
### @FACTMAGAZINE

## 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.

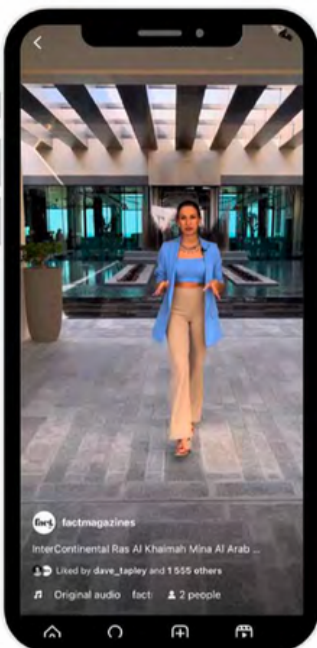
FACT Live specializes in crafting video content tailored to your brand's guidelines, ensuring a seamless integration with your overall marketing strategy.



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



# AWARDS

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 2025

JANUARY



**New Year, New Start  
ROUND-UPS**

- 25 things to look to forward to in 2025
- Chinese New Year
- New Year, New Start (Spa Offers)
- Orthodox Christmas
- Veganuary
- Things to do in January 2025

FEBRUARY



**Valentine's  
ROUND-UPS**

- Ramadan (Iftar/Suhoor)
- Eid Al-Fitr
- Valentine's Day
- Things to do in February 2025

MARCH



**Ramadan  
ROUND-UPS**

- Eid Al-Fitr
- St. Patrick's Day
- Things to do in March 2025

APRIL



**Foodies Unite  
ROUND-UPS**

- Easter
- Things to do in April 2025

MAY



**Spa Awards  
ROUND-UPS**

- Spa & Wellness Awards
- Things to do in May 2025

JUNE



**Wanderlust  
ROUND-UPS**

- Eid Al-Adha
- Indoor brunches (Dubai and Abu Dhabi)
- Father's Day in Dubai
- Things to do in June 2025

JULY



**Summer Fun  
ROUND-UPS**

- Indoor activities (Dubai and Abu Dhabi)
- Summer Spa Deals
- Summer Travel
- Things to do in July 2025

AUGUST



**Go Local  
ROUND-UPS**

- Emirati Women's Day
- The best pool and beach days (Dubai and Abu Dhabi)
- Summer staycation deals
- Things to do in August 2025

SEPTEMBER



**Best of the Brunch  
ROUND-UPS**

- Beautiful Beach Clubs (Dubai and Abu Dhabi)
- New brunches (Dubai and Abu Dhabi)
- Oktoberfest
- Glamping
- Things to do in September 2025

OCTOBER



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

- Outdoor activities (Dubai and Abu Dhabi)
- Diwali
- Halloween
- Things to do in October 2025

NOVEMBER



**Dining Awards  
ROUND-UPS**

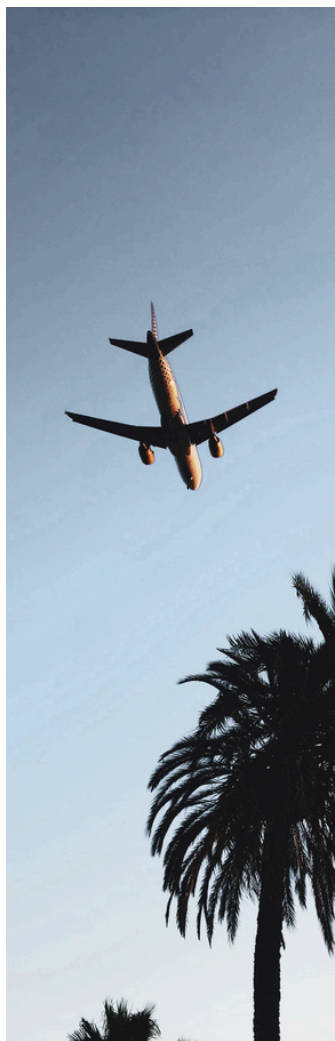
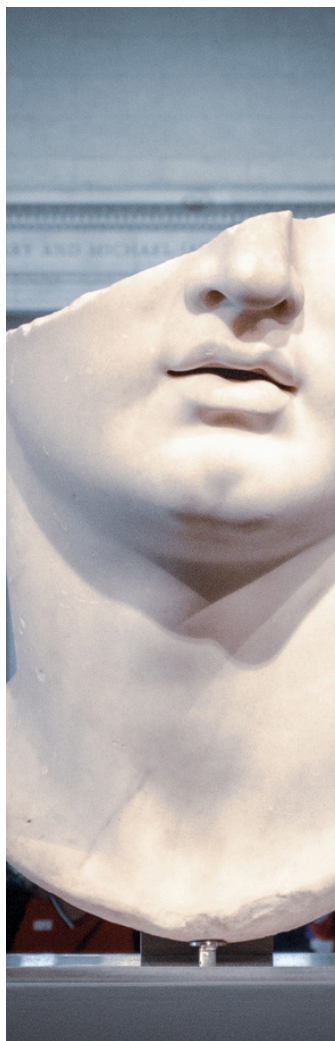
- Outdoor dining (Dubai and Abu Dhabi)
- Things to do in November 2025

DECEMBER



**Year End  
ROUND-UPS**

- Eid Al Etihad (National Day)
- Things to do in December 2025
- Festive activities (Dubai and Abu Dhabi)
- Festive Spa (Dubai and Abu Dhabi)
- Festive brunches (Dubai and Abu Dhabi)
- New Year's celebrations (Dubai and Abu Dhabi)



## CONTACT DETAILS

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+971 58 584 5284

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