

REACHING **1.8**
MILLION
CONSUMERS
EVERY
MONTH

WHAT'S ON

PROUDLY BOREDOM-BUSTING SINCE 1979

MEDIA

INFORMATION

Introduction

What's On is a consumer brand intended for individuals with broad-based interests in entertainment and leisure in the UAE. The brand content and editorial scope of the brand focuses on all aspects of making the most of life in the Emirates, from all the big events and concerts, to dining out, to arts and culture – if it's on, it's in.

WHAT'S ON provides advertisers with the most effective platform for promoting their brands, products and services to UAE consumers every month.





Why advertise in *What's On* magazine?

RESPECTABILITY

What's On launched over 42 years ago in the UAE and was the first lifestyle magazine to enter the market in 1979. Thanks to its rich history, ads that appear in *What's On* tend to be more credible than other publications.

REACH & LONGEVITY

Effective advertising with a monthly shelf-life - advertising within *What's On* reaches a wider audience from residents to tourists. With visibility across retail and hotels providing maximum exposure to advertisers throughout the month.

TRUST

When people have a copy of *What's On* there is no denying what was said. They have time to read and understand the “small print” and all information is there for the record. Studies suggest that readers trust print more than any other medium.

LOYAL READERSHIP

What's On has a dedicated loyal readership developed over the past 42 years.

HIGHER ENGAGEMENT RATES

Print content allows you to focus and engage. While reading *What's On*, our engagement level is much higher compared to competitor brands.



Statistics

Across the UAE, *What's On* offers marketing opportunities through traditional print media, digital platforms, events and social media channels.

We can tailor to your needs as an advertiser either through traditional channels or through bespoke creative solutions.

When it comes to solving even the most challenging cross-platform client briefs, *What's On* goes above and beyond the regular print and online opportunities.

1.8M



Brand Reach

1 Million+



Unique Website Visitors

700,000+



Social Media Followers

100,000+



Readership - Print & Digital

What's inside

We dive beneath the surface of the UAE to capture the details missed by other magazines in the region. We pack our sections – main features, restaurant reviews, culture and active – with practical and pertinent information from hip new restaurant launches to the latest activities and events in the Emirates.



BIG FEATURE

■ Main Events

CULTURE

■ Arts

■ Theatre

■ Film

■ Nightlife

REGULARS

■ Yalla!

■ Great competitions

■ Restaurant reviews

ACTIVE

■ Sport and outdoors

■ Wellbeing

■ Travel

Editorial calendar



JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC

MAIN FEATURE*	SUPPLEMENTS*	EXTRA DISTRIBUTION* / EVENTS*
2021 PREVIEW		
THE GREAT OUTDOORS		WHAT'S ON LOCK IN
ART DUBAI	BRUNCH GUIDE	WHAT'S ON AWARDS
PET SPECIAL	RAMADAN GUIDE	
EID ESCAPES		WHAT'S ON LOCK IN
BATTLE OF THE BURGERS	EUROS 2021	
GREAT PLACES TO WORK IN THE UAE		
VOUCHER SPECIAL/SUMMER GUIDE		WHAT'S ON LOCK IN
25 AMAZING WORKOUTS TO TRY	SPA	
EXPO SPECIAL	BRUNCH GUIDE	WHAT'S ON NIGHTLIFE AWARDS
50 BEST EATS	NIGHTLIFE GUIDE	LOCK IN
THE BEST OF DUBAI	NEW YEAR'S GUIDE	

*Subject to change at editor's discretion

What's On events



Prepare to get locked in.

This is the *What's On Lock In* – the best UAE staycation you'll ever have.

Every season, *What's On* takes over a different hotel and hosts an entire weekend of feasts, fun, and free activities intended to give 100 lucky guests an exclusive experience unlike any other.



Because free meals in fancy places aren't just for celebrities, influencers and ahem, restaurant reviewers, we organise *What's On The Menu?*



It's a very special night of gastronomic delights at some of the city's top venues. Our venues are exquisite restaurants in the region serving their specialities tingling the guests taste buds.



WHAT'S ON AWARDS DUBAI

The What's On Awards attracts hundreds of entries from outlets and individuals hoping to take home a coveted trophy. Attended by the crème de la crème of the country's hospitality and entertainment professionals, it is the

industry's most glamorous night of the year.

With the Awards unique outdoor venue, the *What's On Awards Dubai* hosts Consul Generals, Managing Directors, Hotel GM's, Marketing and PR professionals, bloggers and other media.

To register your company for the *What's On Awards* please contact our team.

WHAT'S ON NIGHTLIFE AWARDS 2021

The *What's On Nightlife Awards* celebrate the very best of the region's nightlife industry. From the DJs and promoters, to the bars and the clubs, and everyone in them, the awards recognise a nightlife industry that can hold its own alongside the best in the world.

Expect a VIP guest-list of nominees, industry professionals, sponsors and special guests in what's sure to be a fun, action-packed and exciting evening.

Brought to you by the team at *What's On*, *What's On Nightlife Awards* is all you'll ever need for the best in music, club life and cutting-edge culture in the Emirates.





More than
10,000
festival goers
attend
**Party In
The Park**



What's On Party In The Park is a music festival with many exciting activations, stalls, and food offerings. It's a place to socialise, drink, dine and dance and of course, enjoy good music from the early afternoon until the early hours. As well as bringing in international artists, the event also champions local acts giving them a chance to perform in front of a big audience, maintaining Dubai's position as a crossroads of the world.

Source reference:

Reader Information

ORACLE | bluekai

98%

of readers are constantly looking for new activities and things to do

71%

of readers have an interest or participate in fitness/sport related activities

42%

of readers have an interest in outdoor activities

63%

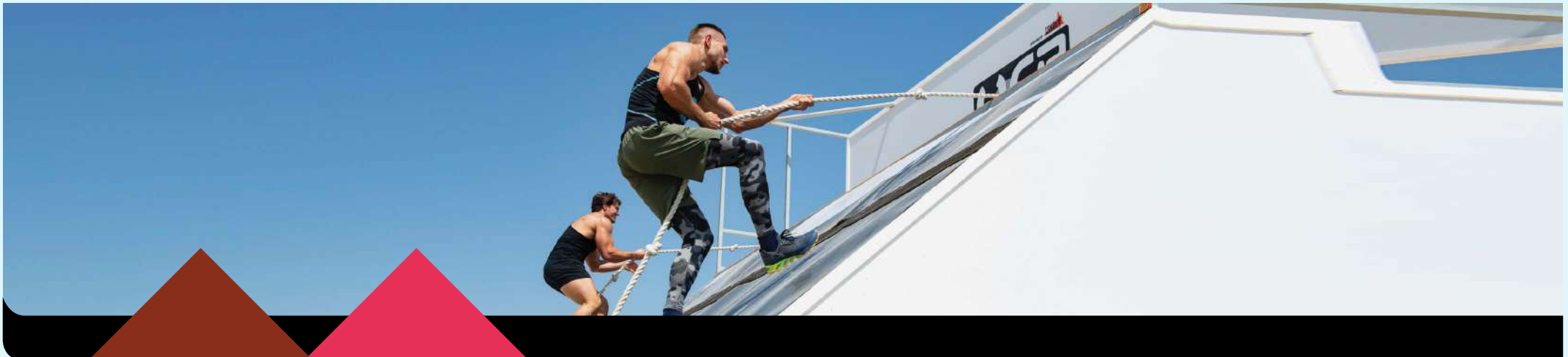
of readers have an interest in healthy living

75%

of readers have an avid interest in new F&B outlets

40%

of readers are interested in the nightlife industry

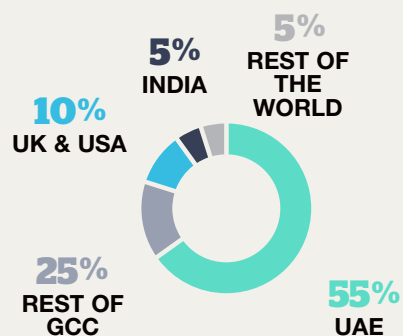


WhatsOn.ae

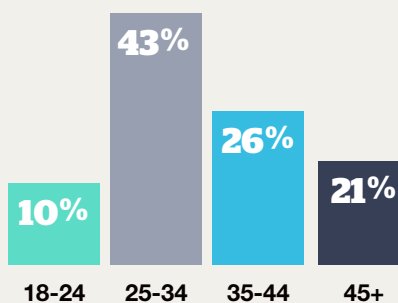
Largest social lifestyle, news, F&B and entertainment website in the UAE



GEO

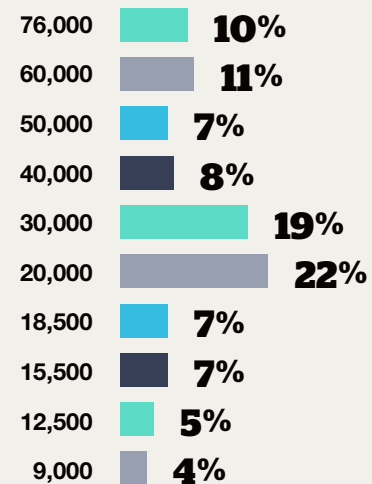


AGE

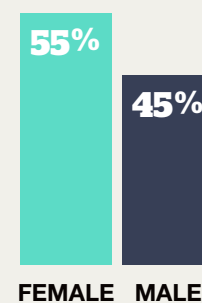


INCOME

AED PER MONTH



GENDER



Instagram

177,000+
followers



Facebook

253,000+
followers



Twitter

223,000+
followers



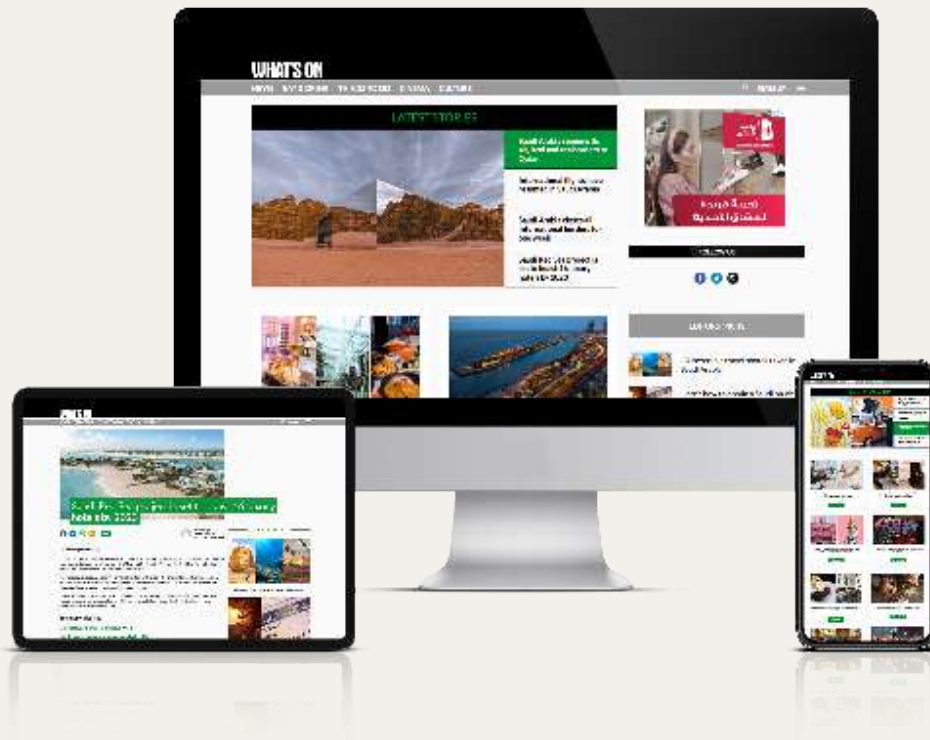
TikTok

24,000+
followers



Unique website visitors
1 MILLION+
per month

WhatsOnSaudiArabia.com



More opportunities are being created for people to explore what the Kingdom has to offer. WhatsOnSaudiArabia.com creates the perfect platform to deliver expert opinion, insider info, news, reviews, competitions and much more to this new and aspirational marketplace.

Are you targeting the Saudi Arabia market?

Contact our team to discuss your campaign.

Content creation

Our team of videographers, writers, editors and producers create a vast range of engaging – and often viral – content. The service includes everything from ideas and story conceptualisation, script writing and storyboarding, to full production, which can be distributed on WhatsOn.ae & *What's On* social platforms - reaching over 1.7 million consumers.

01 **Reach thousands of consumers**

02 **High engagement rate**

03 **Our dedicated team builds, edits and manages your campaign**

04 **Bespoke video marketing packages available**

05 **Campaign reporting**



**700,000+
Social Reach**

50th Anniversary Advertising Packages

50TH ANNIVERSARY PACKAGE (FULL IMPACT) VALUE AED122,872

- Sponsored content x2 (300 word article, Instastory post, Facebook Post)
- 100,000 banner impressions - fully optimised
- Full page advert x3
- EDM x2 (15,000 impressions total)

Price: 60% Discount - AED50,000*



50TH ANNIVERSARY BASIC PACKAGE OFFER

- Sponsored content (300 word article, Instastory post, Facebook Post)
- 50,000 banner impressions
- Full page advert
- EDM x1 (7,500 impressions total)

Price: 50% Discount - AED25,000*

*Direct bookings ONLY. Prices non-negotiable. Advance payment

Rate Card - Digital

RATES

STANDARD BANNERS

	US\$
MPU	89/cpm
Leaderboard	75/cpm
Half page	102/cpm

EDITORIAL & SOCIAL

Sponsored editorial package	4,000
Sponsored video package	9,500
Bespoke content journeys	
Mini documentaries	

RICH MEDIA

Skins
Bespoke E-wraps
Interscrollers

INSTREAM VIDEO

Pre-roll

OUTSTREAM VIDEO

In-line video

TAKEOVERS

Home page
Section page
Full website

E-MAIL

Targetted emails to native database
Eloqua multistep campaign

Rates
available
on
request

TECHNICAL DATA

(PIXELS) W X H



LEADERBOARD

728 x 90



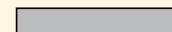
MPU

300 x 250



HALF PAGE

300 x 600



MOBILE LEADERBOARD

320 x 50

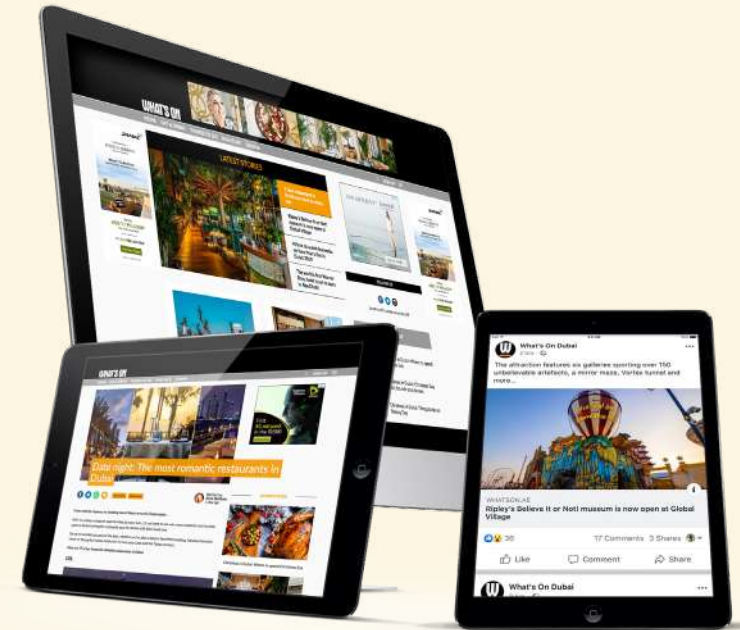
DIGITAL MEDIA FORMAT

FILE TYPE:

Jpeg, Png , gif, Javascript tags or Html5 tags

FILE SIZE:

Max 100Kb



All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

Rate Card - Print

ADVERTISING RATES

REGULAR POSITIONS

	US\$
Full page colour	4,250
1/2 page	2,950
Double page spread	7,850

PREMIUM POSITIONS

	US\$
Inside front cover spread (2 pages)	15,250
Inside front cover	7,625
Outside back cover	9,350
1st DPS	11,650
2nd DPS	11,250
Inside back cover	7,250
Double page spread (after contents)	8,250

SPECIAL REQUESTS

	US\$
Full page (opposite contents)	5,550
Full page (first 25% after contents, ROP)	4,500
1/2 page solus	2,950
Advertorial - full page	5,250
Advertorial - double page spread after Content	13,079

CREATIVE SOLUTIONS*

Front cover reverse gatefold (2 pages)	15,950
Inside front cover gatefold (3 pages)	20,600
ROP gatefold (3 pages)	12,350
Book mark	12,750
Belly band	12,150

*Rates available on request

TECHNICAL DATA

(MM) H X W



DPS

Trim: 270 x 412
Type: 245 x 390



FULL PAGE

Trim: 270 x 206
Type: 245 x 182



HALF PAGE

Horizontal
Type: 123 x 182



HALF PAGE VERTICAL

Type: 245 x 88

SERIES DISCOUNT

- 3-5 insertions 5% ■ 6-9 insertions 10%
- 10+ insertions 15%

GENERAL INFORMATION

- 12 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request



DIGITAL MEDIA FORMAT

PDF (PORTABLE DOCUMENT FORMAT)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after trim marks
- Image loss in the gutter 3mm either side
- For full page ads ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side

DEADLINES

- **Booking:** 15th of month prior to publication
- **Material:** 18th of month prior to publication
- **Cancellation:** 18th of month prior to publication

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