



Ramadan and Eid Offering 2019

Zaini

35.6 Million
Page Views

ليالينا

19.5 Million
Social Media
Fans



القيادي

90% Mobile



سائح
sa2eh.com



58% returning
visitors

الماااليط
حلتك بسيط

9.1 Million
Visits

SOUD
www.3oud.com

6.6 Million
Unique Users



نهر ابو
العرب

اوسا

رئبج

0:03:59
Avg. Visit
Duration



Feb 2019 figures

7awi Family

ليالينا

Arabic Lifestyle, Fashion, celebrity & entertainment destination.

Shine More!
تألقي أكثر

Page Views
20M

Unique Visitors
3.8M

رائج

Get ready for unlimited content snacking! The Buzzfeed of the region

رائج دوما رائج

Page Views
2.4M

Unique Visitors
732K

نيربو
العرب
arabsturbo.com

The Middle East leading motor destination.

Buckle Up & Go!
اربط الحزام وانطلق

Page Views
1.1M

Unique Visitors
318K

القيادي
alqiyady.com

You're the man! stay connected on the latest innovations, technology, lifestyle, celebrities and sports

Stay on Top!
كُن في الطليعة

Page Views
1.2M

Unique Visitors
340K

سائح
sa2eh.com

From your connected device, we show you the world!

Discover the World
اكتشف العالم

Page Views
265K

Unique Visitors
119K

SOUD
www.3oud.com

The name says it all! The Middle East Leading Fashion destination

Set the trends!
اكتشي أكثر

Page Views
204K

Unique Visitors
89K

الهواااa

The mother of all brands! Waseet is the classifieds destination in 10 countries and 99 cities

Waseet – حلك بسيط

Page Views
9.8M

Unique Visitors
1.1M

Our Social Numbers Speak!

ليالينا
layalina.com



10.5M
Fans



1M
Followers



3M
Subscribers

OVER
18 MILLION
Social Followers

Fashion, Lifestyle, Celebrities, Autos, Entertainment, Videos, Technology...



Layalina Snap chat Discover



Global



GCC



KSA



UAE



Daily Active Users (Avg)
1.3 Million



Daily Active Users (Avg)
1.2 Million



Daily Active Users (Avg)
1 Million



Daily Active Users (Avg)
93 K



Monthly Active Users
8.7 Million



Monthly Active Users
7.2 Million



Monthly Active Users
6 Million



Monthly Active Users
580 K



15%



16%



20%



14%



83%



84%



80%



86%

Age

13-17 8%

18-24 33%

25-34 37%

35+ 20%

13-17 7%

18-24 34%

25-34 37%

35+ 20%

13-17 8%

18-24 34%

25-34 36%

35+ 19%

13-17 6%

18-24 26%

25-34 42%

35+ 26%



Feb 2019 figures



Ra2ej Snap chat Discover



Global



Daily Active Users (Avg)
1.4 Million



Monthly Active Users
10 Million



30%



69%

Age



GCC



Daily Active Users (Avg)
1.1 Million



Monthly Active Users
8.2 Million



36%



64%



KSA



Daily Active Users (Avg)
1 Million



Monthly Active Users
6.9 Million



37%



63%



UAE



Daily Active Users (Avg)
70 K



Monthly Active Users
570 K



30%



70%



Feb 2019 figures



What can we offer you?

Reach your goals through leveraging our 360, innovative media solutions!

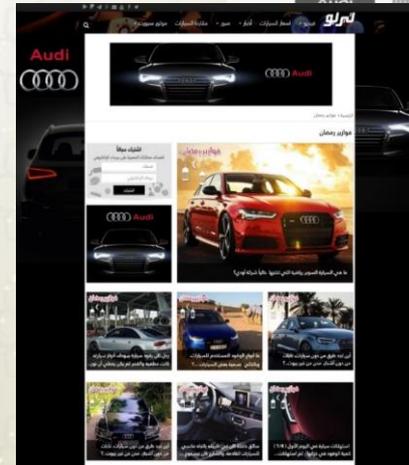


What can we offer you?

Fawazeer Ramadan Full Section Sponsorship – 100%SOV

Interact with your consumers, through a time where they are looking for something to entertain them online!

- ❖ Available on any site under 7awi network.
- ❖ Minimum sponsorship period is one week.
- ❖ Daily quizzes customized per brand, to be posted by 7awi team.
- ❖ Winners will be announced by the end of each week.
- ❖ Social Media buzz included.



What can we offer you?

Yummy, your ultimate food destination in Ramadan! Engage with your consumers, they are searching for you!

- ❖ Native Video Sponsorship, Yummy Homepage.
- ❖ Full section sponsorship 100% SOV (Articles, albums, Videos plus Innovative Advertising Solutions).



What can we offer you?

Branded content, Restaurant Review

Take your consumers interests into account, They want to know more, and they are searching for you!

- ❖ Whether you are launching a new menu item, creating awareness for your newly minted restaurant or working to grow your online audience, we will help you reach your objectives!
- ❖ Such solution can be integrated with a Facebook /Instagram live video, showing the restaurant, live cooking, interviews with the chef..etc



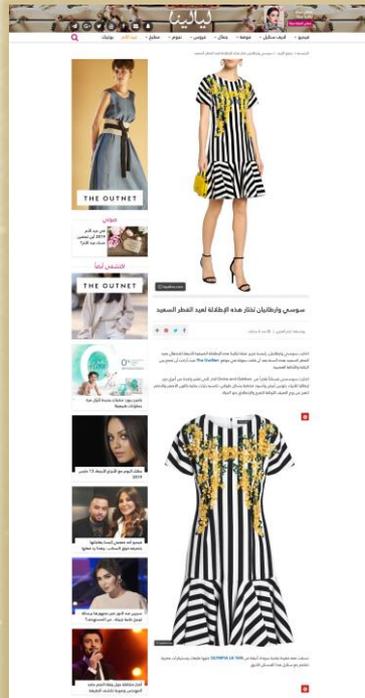
[Live Link](#)



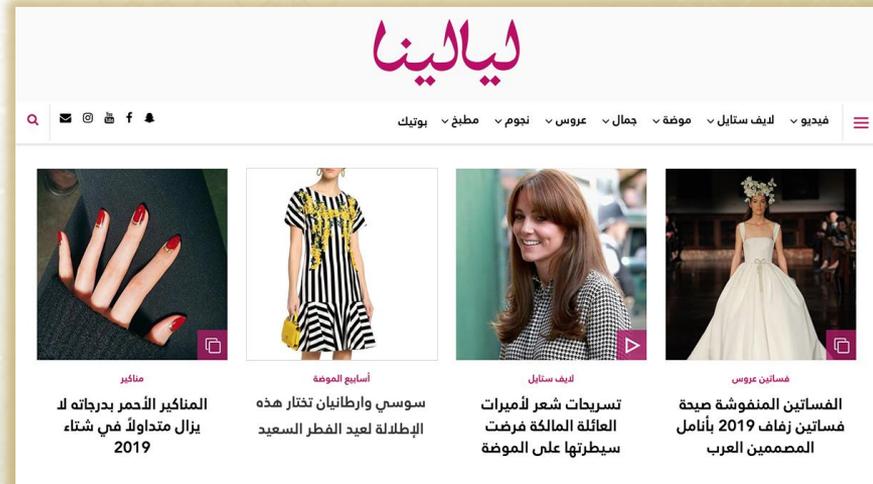
What can we offer you?

Branded content, Get the look for Eid Alfitr with Sossi!! Layalina Editor in Chief.

And guess what, your branded content will be featured on Layalina or 3oud Homepage Natively!



[Live Link](#)



What can we offer you?

Branded Video – Featured on Layalina Homepage

Sponsor our product features natively!



What can we offer you?

Branded Ramadan Imsakieh

Exclusive Sponsorship for Ramadan Imsakieh, can be customized per brand, available on both Mobile and Desktop, and across any site under 7awi network.



Desktop



Mobile



What can we offer you?

Branded PDF, Ramadan PDF Recipes Guide Book , Full Sponsorship

Provide your customers with 30 days recipes guide book, available for download throughout the month.



حملي كتاب
الوصفات
الرمضانية
مجاناً
حملي مجاناً



What can we offer you?

Branded Push Notification

Great branded content, published at the right time, directed to the right audience helps influence conversions! **300K+ Subscribers** across the network.



كارفور
Garrefour

الان عروض شهر رمضان المبارك في
كارفور هايبر ماركت هذا العام يقدم
كارفور مجموعة من العروض

شهر العطاء
MONTH OF GIVING

A push notification for Garrefour featuring the Ramadan logo and a family photo. The text is in Arabic, announcing Ramadan offers and a collection of products.



شيليزا
Shiliza

ضاعفوا فرصكم بالفوز 0 مرات بالجائزة
الكبرى ٢٥,٠٠٠ درهم عند انفاقكم ٢٠٠
درهم في فرعنا في سيتي سنتر مردف

A push notification for Shiliza featuring a contest announcement. The text is in Arabic, stating that users can double their chances of winning a grand prize of 25,000 AED by spending 200 AED at the City Centre Mirdaf branch. The notification includes images of various food items and the Shiliza logo.



DUBAI

شهر رمضان المبارك ٢٠١٩، على شاشة
قناة سما دبي والتي تتضمن باقة متنوعة
وغنية من الأعمال و المسلسلات

A push notification for Dubai featuring a Ramadan-themed image of people sitting on the floor. The text is in Arabic, announcing the Ramadan month of 2019 on the Dubai channel, which includes a diverse and rich selection of works and series.

What can we offer you?

Mailshots, 250K+ subscribers across 7awi network!

Helps you catch your readers' **attention**, maintain their **interest** and encourage them to take **action**. The best tool to measure your **ROI!**



نشرة ليالينا



تذوق هذا الكيك اللذيذ المليء بالشوكولاتة
السوداء في كل قسمة

كيك القهوة والقشطة
الرائحة حشوة بتوابل
القرصة والمكسرات
والسكر البني



بسبوسة اللوز وماء
الورد بطريقة الكيك
البسبوسة الخفيفة



كعكة قدرة قادر وصفة
حلل "ستقلب" موازين
ذوقك



What can we offer you?

Layalina Snapchat Discover – **Snap Ads**

Find the perfect way to reach your audience, and drive the results that matter to you!

- ❖ Advertisement positions which are located within Layalina Snap Stories (appear after every 3 snaps).



- ❖ Drive Snapchatters to your website, app, video, or app store page — all in a single swipe.



What can we offer you?

Layalina Snapchat Discover - Branded Stories



- ❖ Ranked as # 1 channel in the region.
- ❖ Full access to our branded content, use our power!
- ❖ Direct reach to our users and audience, we speak their language!
- ❖ Each story generates around 800K+ Unique Viewers.
- ❖ Reflect articles with **10 seconds video** that you see the first thing when you subscribe to Layalina Discover. Stories do NOT have link out. They serve to create a **huge awareness** and can direct the users to an editorial article.



What can we offer you?

Video Production



Video content represents around **74%** of all Internet traffic source
Can you afford to miss out on that?

Suggested Ideas:

Food and Beverage, Hospitality sector – Ramadan Iftar and Suhoor

- ❖ **Short videos** for the restaurant - visuals to be provided by the client ([Live example](#)).*
- ❖ **FB live videos** - Tours inside hotels/restaurants along with interviews with the chefs/managers talking about Ramadan activities.
- ❖ **Customized video** for a certain service - Top dishes to have in a certain hotel/restaurant during Ramadan, focuses on showing the chefs making these dishes ([Live example](#)).
- ❖ **2D Animated Videos** ([Live example](#)).

*Shooting by 7awi videographer is available upon request, additional cost applies.

What can we offer you?

Video Production



Video content represents around 74% of all Internet traffic source
Can you afford to miss out on that?

Suggested Ideas:

Jewelry sector – Eid Collection

- ❖ **Short videos**, which focus on displaying the jewelries. These will include using a model without showing her face, with a full focus on the products. visuals to be provided by the client *
- ❖ **FB Live videos**, capturing discounts in stores along with interviews' coverage.
- ❖ **Customized videos** upon request, ideas to be discussed with 7awi video production team ([Live example](#)).

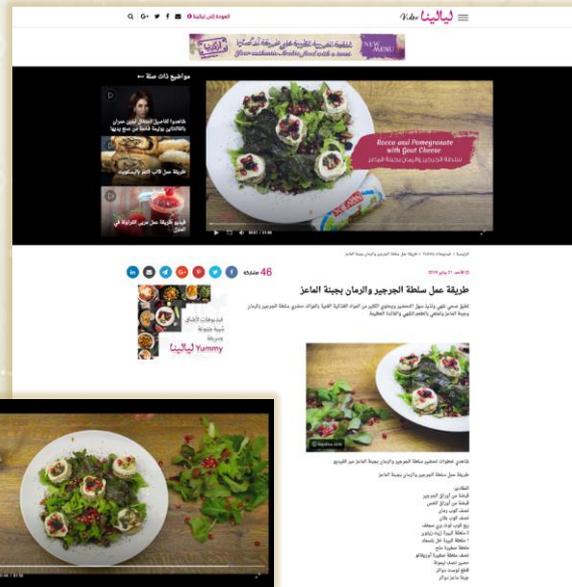
*Shooting by 7awi videographer is available upon request, additional cost applies.

What can we offer you?

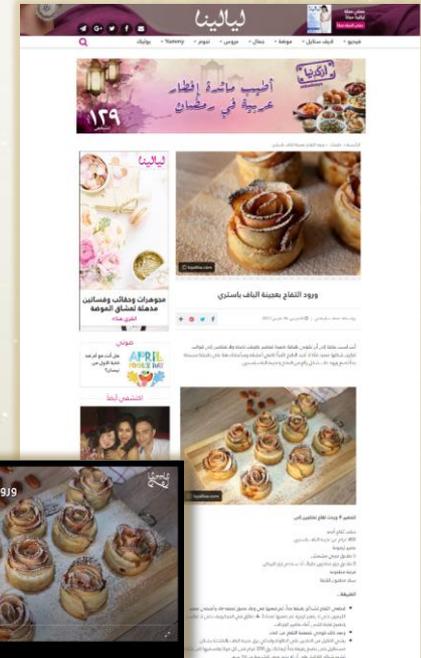
Video Production - Customized Cooking Videos

Did you know that searches for recipes spike 50% higher than the annual average during Ramadan?

Through 7awi professional content and video production team, brands can connect with their audience in a very smart and digestible way.



[Live Link](#)



[Live Link](#)



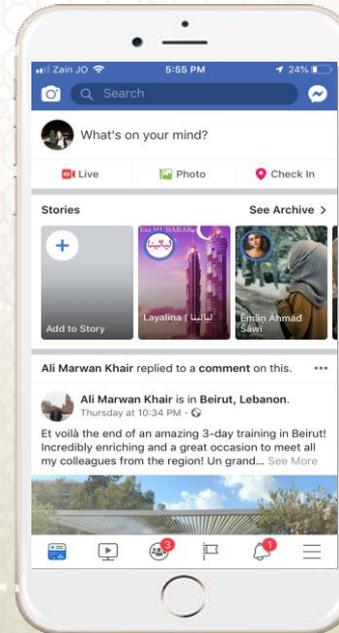
Source: [google insights](#)



What can we offer you?

Instagram and Facebook **Branded Stories**

A great way for people to discover brands, **62%** of people are becoming more interested in a brand or product after seeing it in a story, such ads can also inspire people to take action!



What can we offer you?

Facebook Posts - use the power of Layalina Facebook - 10M followers!

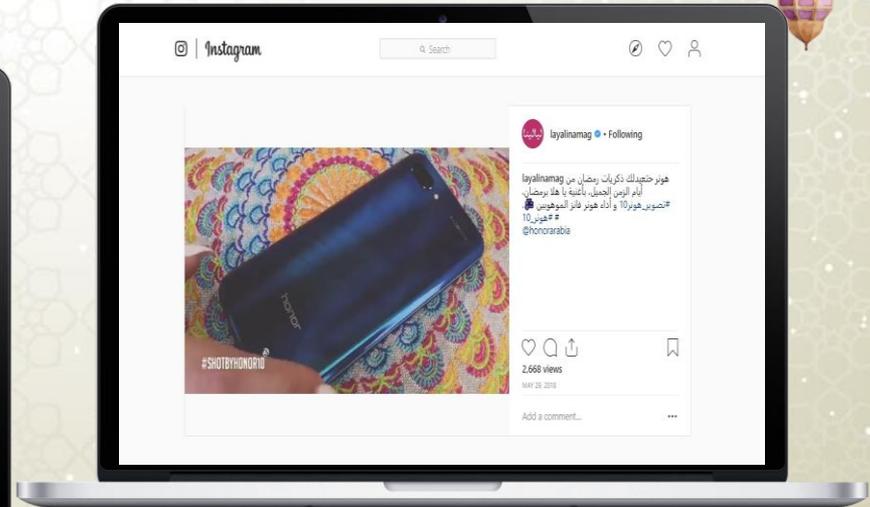
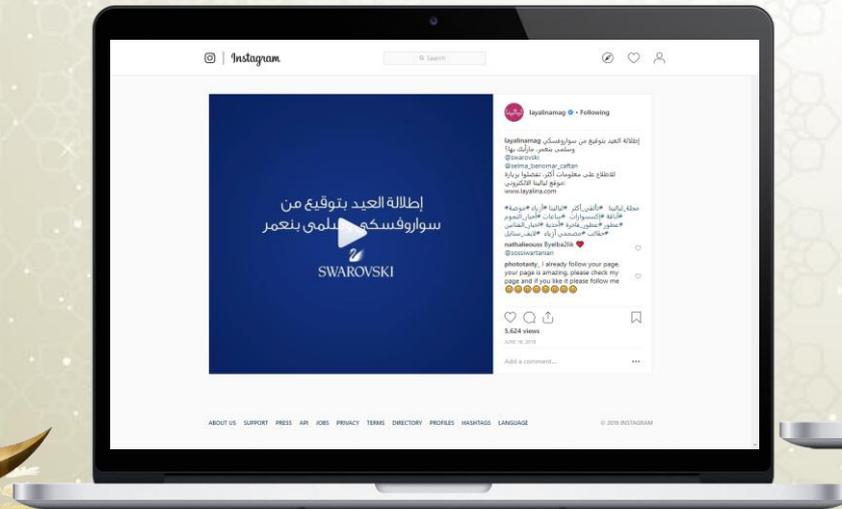
It's time for brands to benefit from the highest users' engagement across Layalina social media



What can we offer you?

Instagram Posts - use the power of Layalina Instagram - 1M follower!

It's time for brands to benefit from the highest users' engagement across Layalina social media



What can we offer you?

High Impact Advertising Solutions – **Mobile Interstitial**

Ramadan Exclusive and can be customized per brand!



[Live Link](#)



What can we offer you?

High Impact Advertising Solutions – **Mobile Interscroller**

Ramadan Exclusive and can be customized per brand!



[Live Link](#)



What can we offer you?

High Impact Advertising Solutions – Desktop Skin

Ramadan Exclusive and can be customized per brand! similar concept is available on mobile using different formats.



[Live Link](#)



What can we offer you?

High Impact Advertising Solutions – Desktop Push Down

Ramadan Exclusive and can be customized per brand! similar concept is available on mobile using different formats.



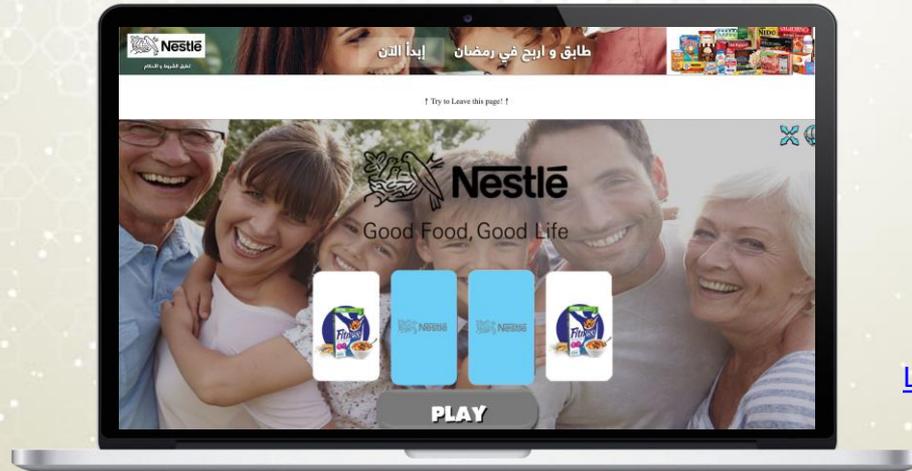
[Live Link](#)



What can we offer you?

Ramadan Branded Game – Match the Pictures

Gaming has become a very popular form of entertainment, to pass time during Ramadan, why not be part of such a peak area!



[Live Link](#)





Ready to customize your own package?
contact 7awi representative now!

Thank You!