

# ليالينا

## MEDIA KIT

### 2020

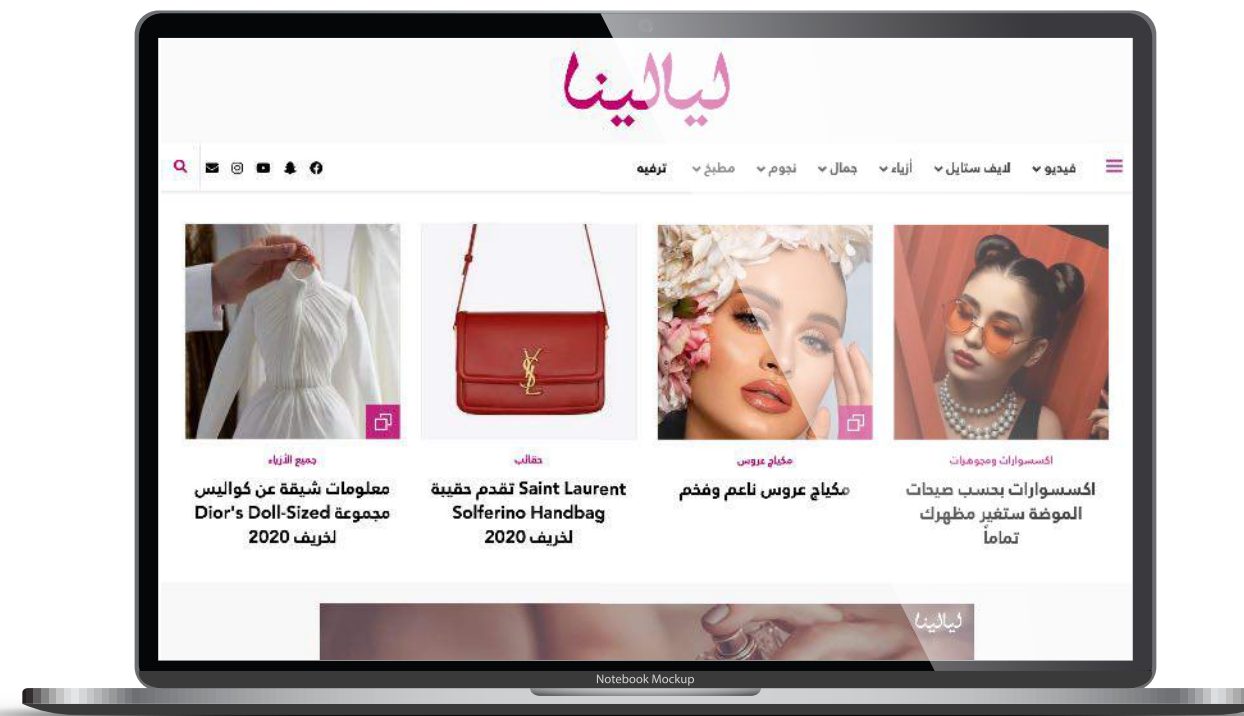




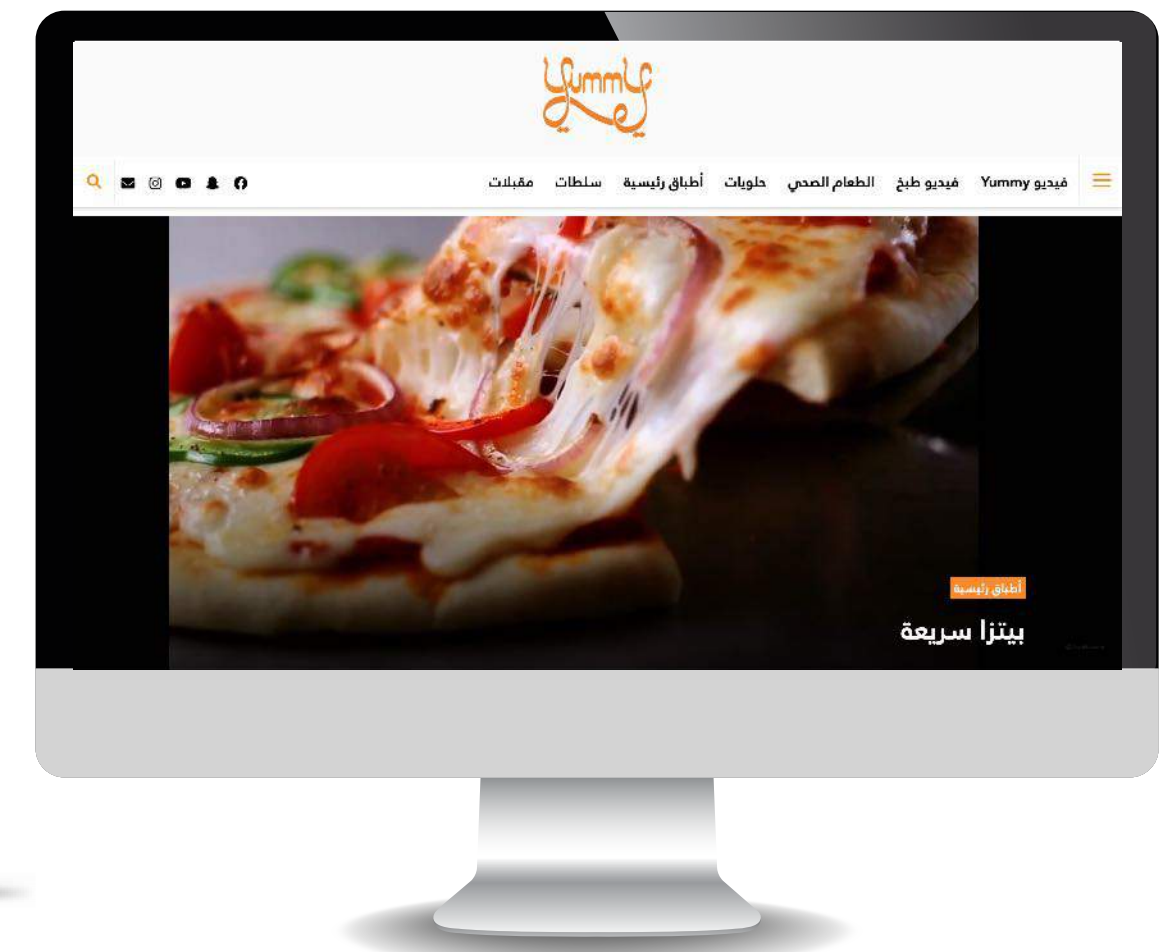
# LAYALINA UNIVERSE



Mobile



WEB



TV

# THE MARKET LEADER

In June 2020, Layalina celebrated a digital milestone with its biggest month in our online history, seeing over **8 million** unique users. Users Average age 25-44.



Unique Visitors

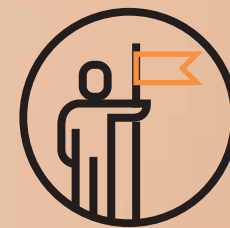
**8 Million**

94% Mobile User



Page Views

**29 Million**



Visits

**14 Million**

## SOCIAL FOLLOWING

**f** Facebook: **11.6 M**

**t** Twitter: **380 K**

**y** Youtube: **51 K**

**v** Viber: **400 K**

**@** Instagram: **1.5 M**

**🎵** TikTok: **2.1 K**



# SNAPCHAT



In numbers

# LAYALINA

## snapchat



**Global**



**GCC**



**KSA**



**UAE**

## Views



Daily  
**700K**



Monthly  
**5.8 Million**



Subscribers  
**3.8 Million**



Daily  
**600K**



Monthly  
**4.7 Million**



Subscribers  
**1.5 Million**



Daily  
**470K**



Monthly  
**3.7 Million**



Subscribers  
**1.2 Million**



Daily  
**45K**



Monthly  
**340K**



Subscribers  
**145K**



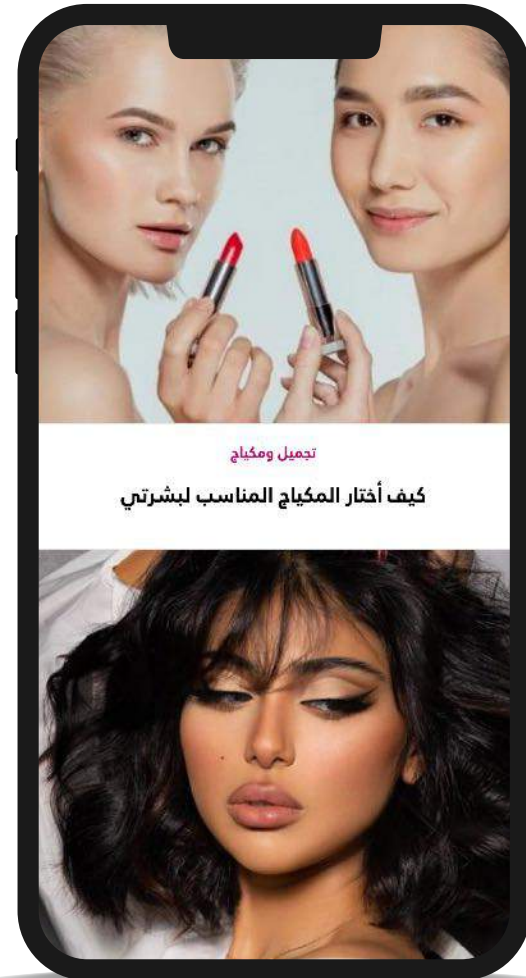


# EDITORIAL OVERVIEW

## FASHION



## BEAUTY



## LIFESTYLE



## FOOD & DRINK



## CELEBRITY NEWS



# LAYALINA - CASE STUDIES

  
**FENDI**

**ZARA**

  
**COACH**

  
SWAROVSKI

  
**PANDORA**

**BURBERRY**

roberto cavalli

CALVIN KLEIN

FOREO

  
VERSACE

SEPHORA

BVLGARI

Dior

  
CHANEL

*P&G*

*Johnson & Johnson*

  
**TISSOT**

  
Jumeirah  
STAY DIFFERENT™

*Yas*  
Waterworld  
ABU DHABI

 **LG**



# BRANDED CONTENT

Layalina Branded Content now allows advertisers to create world class bespoke campaigns and projects which sit seamlessly within 7awi's editorial environment across multiple platforms.

## **VIDEO**

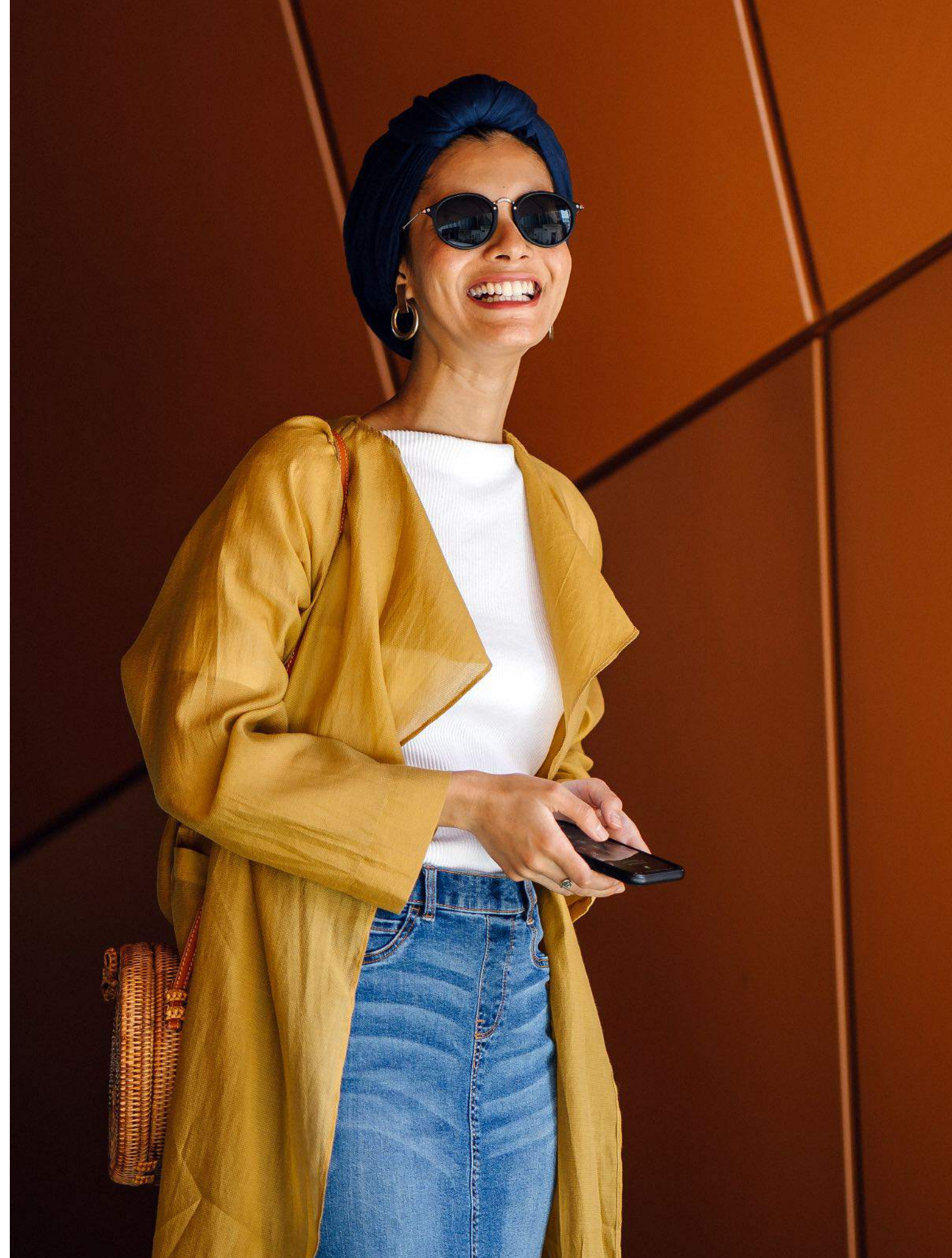
Using the best directors in the business, we offer bespoke commercial videos, a partner series or sponsorship of editorial video.

## **NATIVE ARTICLES**

These campaigns include copy written by Layalina, video content, image galleries and the creation of supporting media.

## **SOCIAL CAMPAIGNS**

Social-only packages give brands access to Layalina's ever-growing social media following, tailored specifically for each social platform.





# PARTNERSHIPS SOCIAL MEDIA

 FACEBOOK

 INSTAGRAM

 SNAPCHAT

 TWITTER

 DW

 TIKTOK

 VIBER

 LINE





# EVENTS

Cinema festivals: Golden Globes, Oscars,  
Cannes film Festival, Cairo Film Festival,..

Valentines

Mother's Day

Fashion Weeks

Ramadan

Eid elFitr

Eid elAdha

Back to School

Breast Cancer month

Movember

Holidays & NewYears





# PRODUCTION SCHEDULE

Valentine: 14 Feb

Mothers' day: 21 March

Back to School: Sep

Breast Cancer month: Oct

Movember: Nov

Holidays & NewYear: 25 Dec till 7 Jan

Fashion Weeks, Cinema festivals, Ramadan,  
Eid elFitr & Eid El Adha





# ADVERTISING RATE CARD 2020

## Standard & Video Banners

Solutions Specifications

Placement Name	Placement Size	Gross Rate (CPM)
MPU	300x250	\$35
Mobile Anchore	320x100 / 320x50	\$40
Billboard	970x250 / (970x500)	\$50
Half Page	300x600 / (600x700)	\$50
Interscroller	320x570	\$45
InRead - Outstream Video	Video (MP4 - 480p/720p)	\$45
Pre-rill/Mid-roll -linstream Video	Video (MP4 - 480p/720p)	\$45



# ADVERTISING RATE CARD 2020

## Sponsorships, Roadblocks & Rich Media

<i>Placement Name</i>	<i>Placement Size</i>	<i>Gross Rate</i>
Section Takeover (100%SOV)	300x250	\$1500/Day
Roadblock	320x100 / 320x50	\$90 CPM
Special Excutions	970x250 / (970x500)	\$90 CPM



# ADVERTISING RATE CARD 2020

## Content Marketing - Advertorial

Type	Notes	Gross Rate
Editorial Articles Creation (Content/Album and/or Video)	Content(250-500 Words)	\$1000
Editorials Articles Publishing (Content/Album and/or Video)	Content(250-500 Words)	\$365
Emailshot / Newsletter	N/A	\$1000
Publish Notifications	N/A	\$800



# ADVERTISING RATE CARD 2020

## Social Media

Type	Notes	Gross Rate
Facebook Live	10-15 Mins	\$2000
Instagram Live	5-10 Mins	\$1500
Facebook (Post/Story)	TBC	\$1000
Instagram (Post/Story)	TBC	\$1000
Snapchat	TBC	TBC



# ADVERTISING RATE CARD 2020

## Video Production

Type	Notes	Gross Rate
Photoshoot	10-15 Mins	\$150/Hour
Videoshoot	5-10 Mins	\$200/Hour
Video Production (2D Animated)	TBC	\$3000
Video Production (Text on Screen)	TBC	\$2000
Influencer (Video/Photo/Social)	TBC	\$6000



# ADVERTISING CONTACTS

Sales Team:  
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THANK YOU

