



Back to School Offering

*Zaini*



پالینا

18 Million  
Social Media  
Fans

# القيادي

90% Mobile



سائح  
sa2eh.com

37% returning visitors

المااايط  
حالك بسيط

8.2 Million  
Visits



**3OUD**  
www.3oud.com

5.8 Million  
Unique Users



**نشر بو**  
العرب



0:03:21  
Avg. Visit  
Duration

# Fawi Family



Arabic Lifestyle, Fashion, celebrity & entertainment destination.	Get ready for unlimited content snacking! The Buzzfeed of the region	The Middle East leading motor destination.	You're the man! stay connected on the latest innovations, technology, lifestyle, celebrities and sports	From your connected device, we show you the world!	The name says it all! The Middle East Leading Fashion destination
Shine More! تألقي أكثر	رائج دوما رائج	Buckle Up & Go! اربط الحزام وانطلق	Stay on Top! كن في الطليعة	Discover the World اكتشف العالم	Set the trends! اكشخي أكثر
Page Views 19M	Page Views 2.8M	Page Views 492K	Page Views 1.1M	Page Views 252K	Page Views 232K
Unique Visitors 4M	Unique Visitors 470K	Unique Visitors 150K	Unique Visitors 260K	Unique Visitors 109K	Unique Visitors 80K

# Our Social Numbers Speak!



ليالينا



10.5M  
Fans



1M  
Followers



3.3M  
Subscribers

OVER  
18 MILLION  
Social Followers

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

## The Amazing Numbers of Our Snapchat Discover Channels



**9.21** Million  
Monthly Unique  
Viewers



**9.87** Million  
Monthly Unique  
Viewers



**5.59** Million  
Monthly Unique  
Viewers

Keeping It Simple



May 2019



# Layalina Snap chat Discover



Global



Daily Active Users (Avg)  
1.3 Million



Monthly Active Users  
9 Million

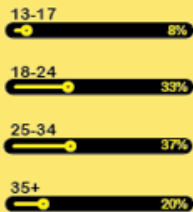


15%



85%

Age



GCC



Daily Active Users (Avg)  
1.14 Million



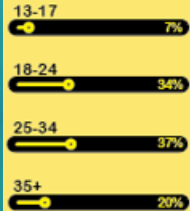
Monthly Active Users  
7.5 Million



15%



85%



KSA



Daily Active Users (Avg)  
950 K



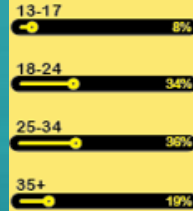
Monthly Active Users  
6 Million



20%



80%



UAE



Daily Active Users (Avg)  
78 K



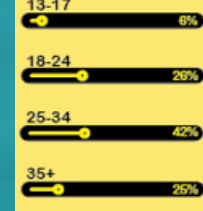
Monthly Active Users  
525 K



15%



85%



June 2019 figures





# Ra2ej Snap chat Discover



Global



Daily Active Users (Avg)  
1.4 Million



Monthly Active Users  
10 Million

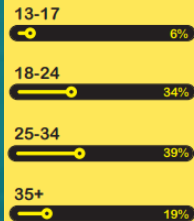


25%



75%

Age



GCC



Dily Active Users (Avg)  
1.3 Million



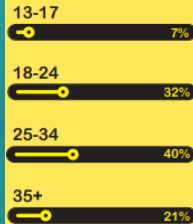
Monthly Active Users  
9 Million



26%



74%



KSA



Daily Active Users (Avg)  
1.13 Million



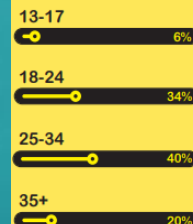
Monthly Active Users  
7.6 Million



26%



74%



UAE



Daily Active Users (Avg)  
63 K



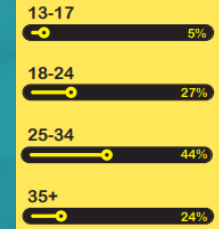
Monthly Active Users  
500 K



20%



80%



June 2019 figures



# What Can we Offer You?



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





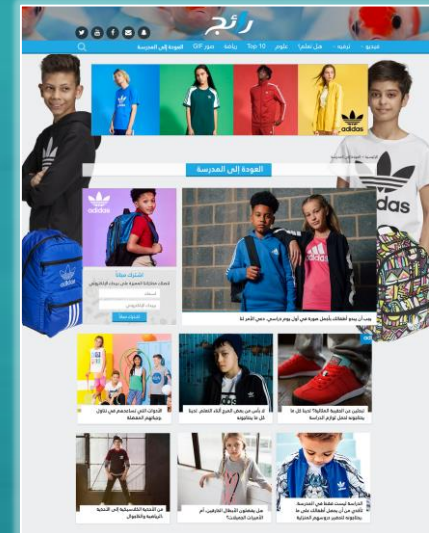
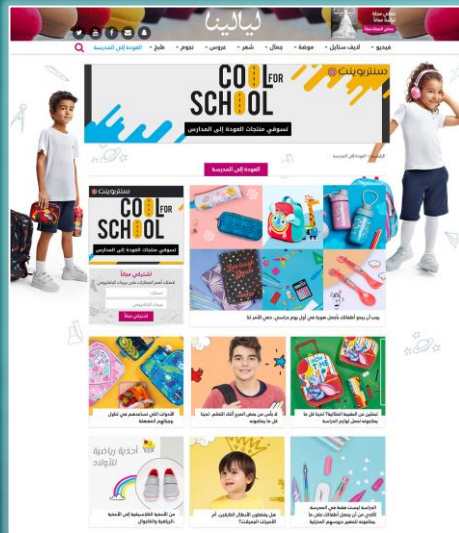
# What can we offer you?



## Back to School Full Section Sponsorship – 100%SOV

Interact with your consumers, through a time which accounts for 50%+ of the annual school-related purchases, B2S shopping season!

- Minimum sponsorship period is one week.
- Social Media promotion is included.

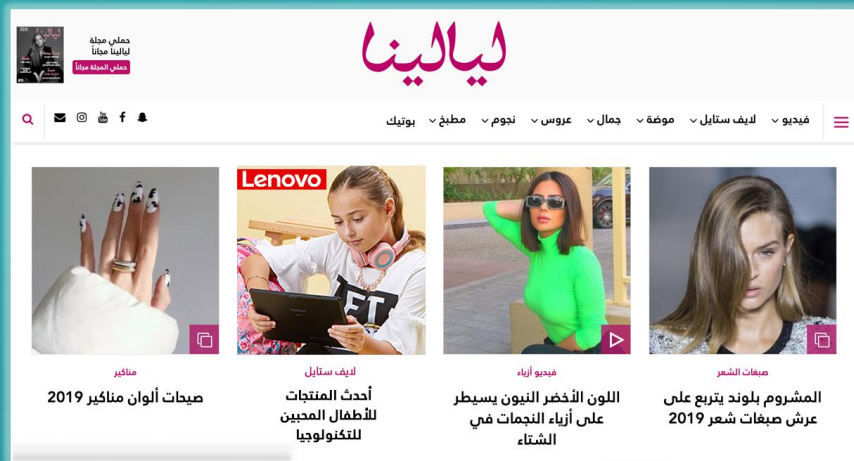
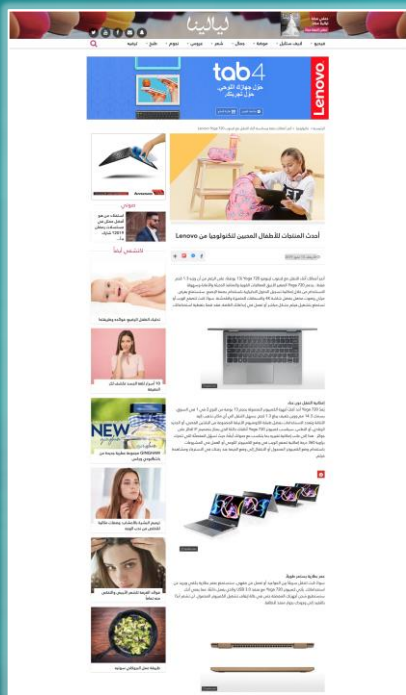


# What can we offer you?



## Branded content

While Content Marketing isn't anything new, it remains and continues to be a great marketing tool which creates interest in your products! It helps build brand awareness, customer loyalty and ultimately driving sales!



and guess what, your branded content will be featured on Layalina or Ra2ej Homepage Natively!

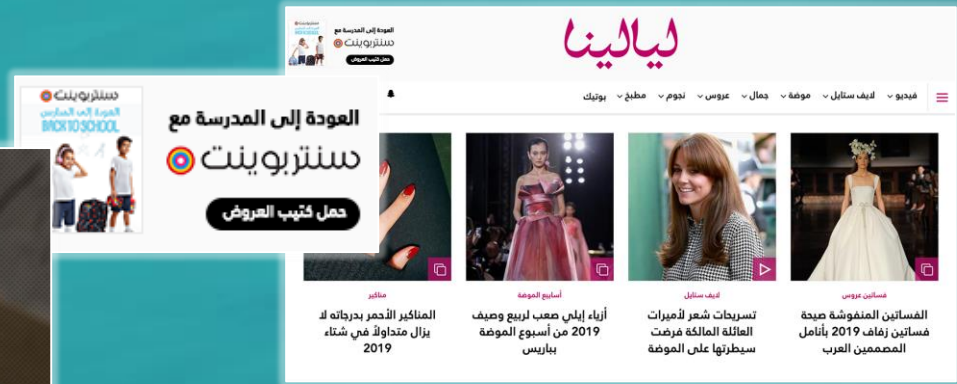


# What can we offer you?



Branded PDF, Back to School Collection Book , Full Sponsorship

Provide your customers with a full B2S collection book, available for download.



and guess what? You can collect your users' data!



# 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.



# What can we offer you?

Branded 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



كوني جاهزة لأول يوم في العام الدراسي القادم

تبحثين عن الحقبة المثالية؟  
لدينا كل ما يحتاجونه لحمل  
لوازم الدراسة



الدراسة ليست فقط في  
المدرسة. تأكدي من أن  
يحصل أطفالك على ما  
يحتاجونه لتحضير دروسهم  
المنزلية



الأدوات التي تساعدكم في  
تناول وجباتهم المفضلة



# 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?

- Customized videos upon request, ideas to be discussed with 7awi video production team ([Live example](#)).
- Super Short videos - visuals to be provided by the advertiser ([Live example](#)).
- FB live videos.
- 2D Animated Videos ([Live example](#)).

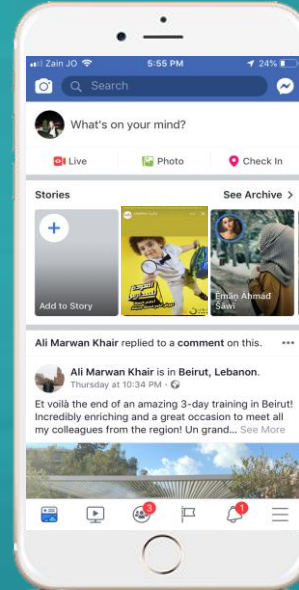
\*Shooting by 7awi videographer is available upon request, additional cost applies.

# 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!

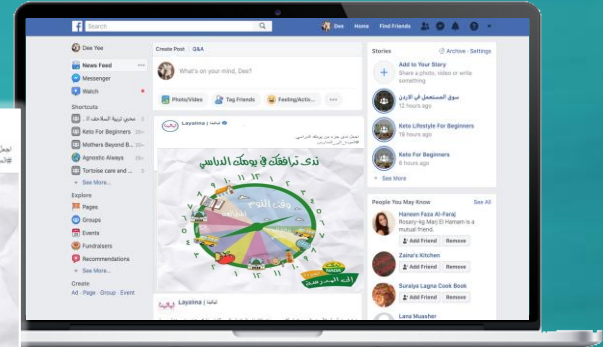
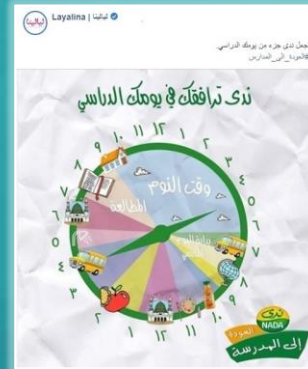


# What can we offer you?



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

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

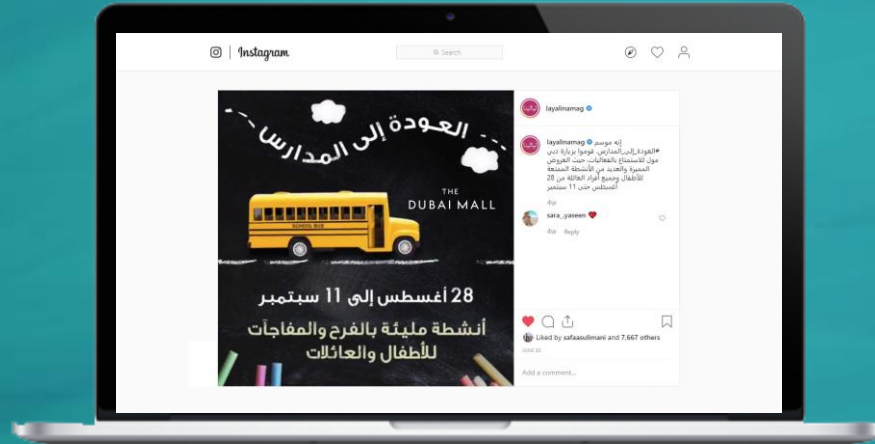


# What can we offer you?



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.

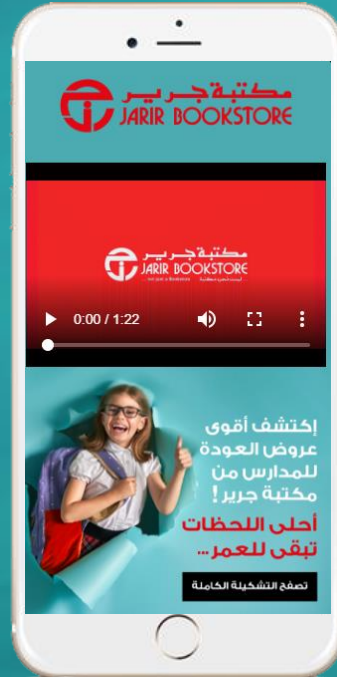


# What can we offer you?



High Impact Advertising Solutions – Mobile Interscroller

Back to School Exclusive and can be customized per brand!



[Live Link](#)



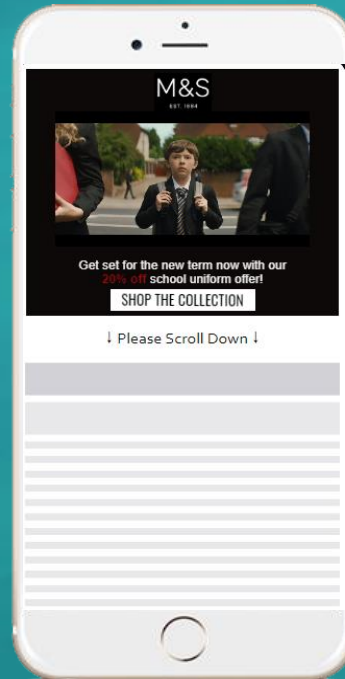


# What can we offer you?



## High Impact Advertising Solutions – Mobile Skin

60% of back-to-school shoppers plan to use mobile during their shopping journey!



[Live Link](#)



Source: <https://bit.ly/2SNYdz0>



# What can we offer you?



## High Impact Advertising Solutions – Desktop Skin

Can be customized per brand! similar concept is available on mobile using different formats.



[Live Link](#)

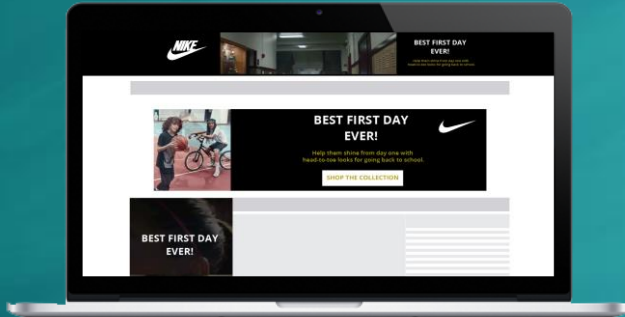


# What can we offer you?



## High Impact Advertising Solutions – Desktop Push Down

Desktop/laptop users are likely to use their device to make a purchase!



[Live Link](#)



[Live Link](#)



[Live Link](#)





Ready to customize your own package?  
contact Fawi representative now!

Thank You!