



*HAPPY Mother's DAY 2019*





# القيادي

80% Mobile

سائح  
sa2eh.com



**الماويليط**  
حلك بسيط ..


10.1 Million  
Visits

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

# 6.9 Million Unique Users

Dec 2018 figures

**نهر ابو  
العرب**



0:03:59

Avg. Visit  
Duration

# Our Social Numbers Speak!



10.5M  
Fans



1M  
Followers



3M  
Subscribers

OVER  
**18 MILLION**  
Social Followers

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



## Arabic Lifestyle, Fashion, celebrity & entertainment Destination

Strong female audience: 64%

51% Audience Age: 18-34

Winner of 2 Pan Arab website awards

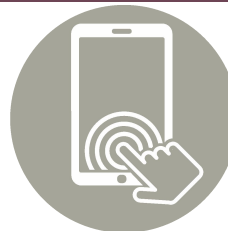
Average time on Site: 1.31 Mins

Strong mobile penetration 90%



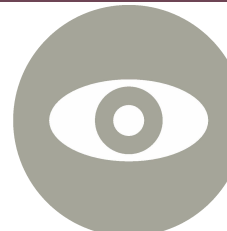
Unique  
Visitors

**3.8M**



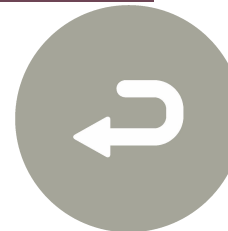
Visits

**5.8M**



Page  
Views

**18M**



Returning  
Visits

**32%**



Global



Daily Active Users (Avg)  
1.53 Million



Monthly Active Users  
10 Million

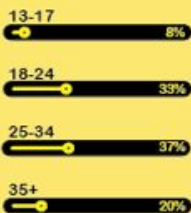


22%



78%

Age



GCC



Daily Active Users (Avg)  
1.35 Million



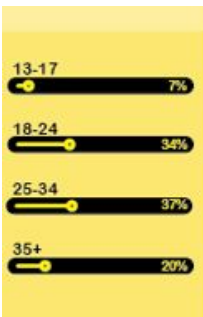
Monthly Active Users  
8 Million



22%



78%



KSA



Daily Active Users (Avg)  
1.11 Million



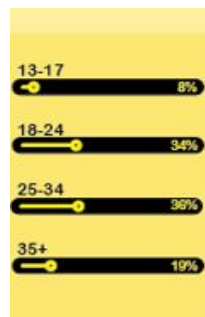
Monthly Active Users  
6.6 Million



22%



78%



UAE



Daily Active Users (Avg)  
104 K



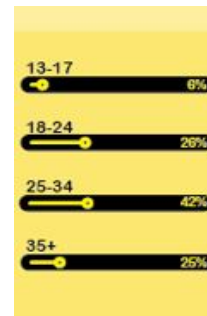
Monthly Active Users  
660 K



16%



84%

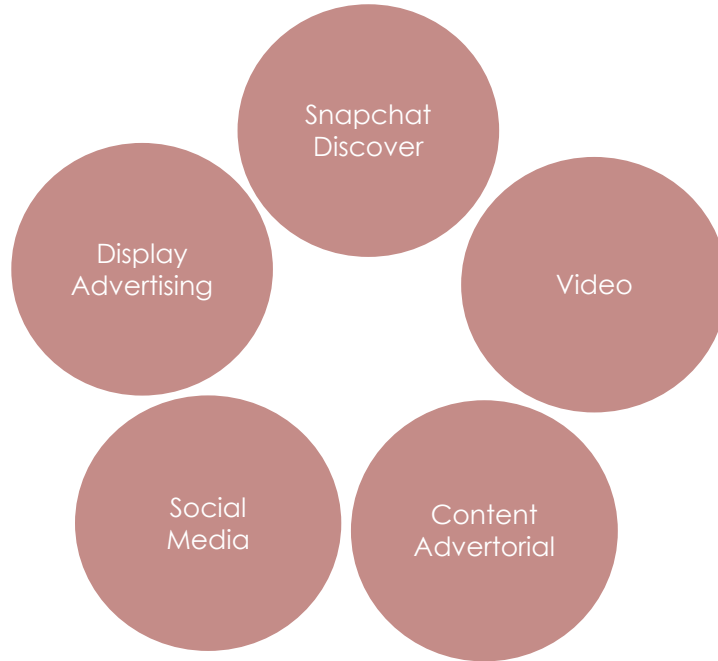


Dec 2018 figures



# What can we offer you?

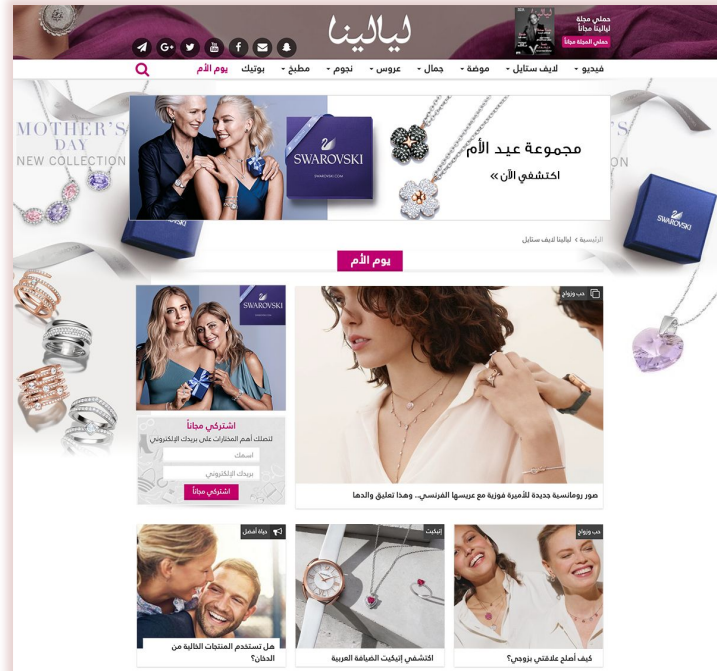
Reach your goals through leveraging our multiple, innovative media solutions!



# What can we offer you?

## Mother's Day section's sponsorship

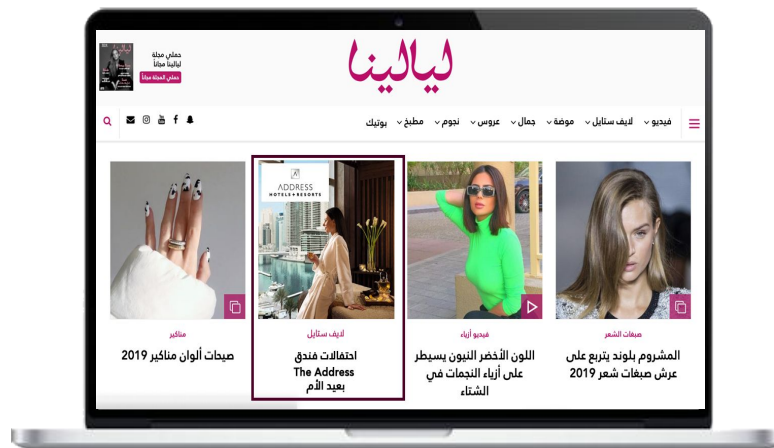
Full sponsorship option including (Articles, Albums, Videos plus Innovative Advertising Solutions)



# What can we offer you?

Branded content on Layalina or 3oud Homepages and related section's pages.

Sponsor our product features natively!





# What can we offer you?

Branded Video – Featured on Layalina Homepage

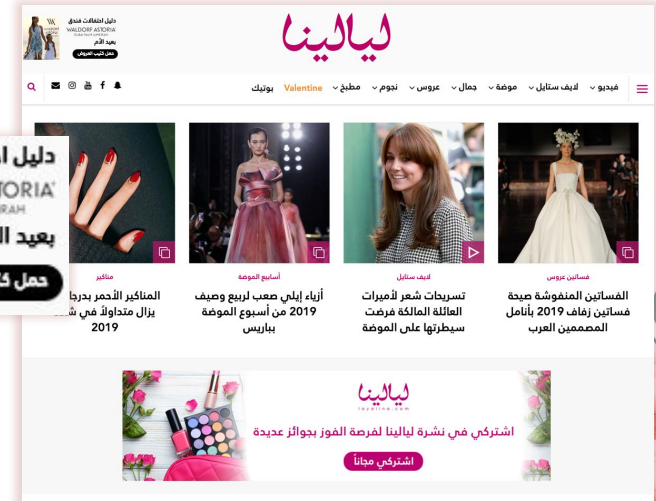
Sponsor our product features natively!



# What can we offer you?

Branded PDF, Mother's Day Collection Book , Full Sponsorship

Provide your customers with the Mother's Day full collection catalogue, Special Offers/Packages, and guess what? You can collect your users' data!



# What can we offer you?

## Push Notification

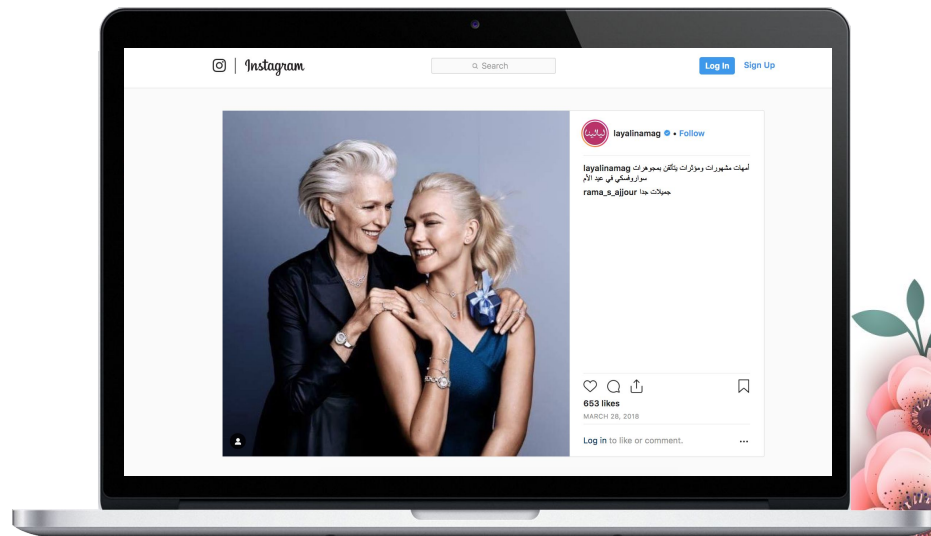
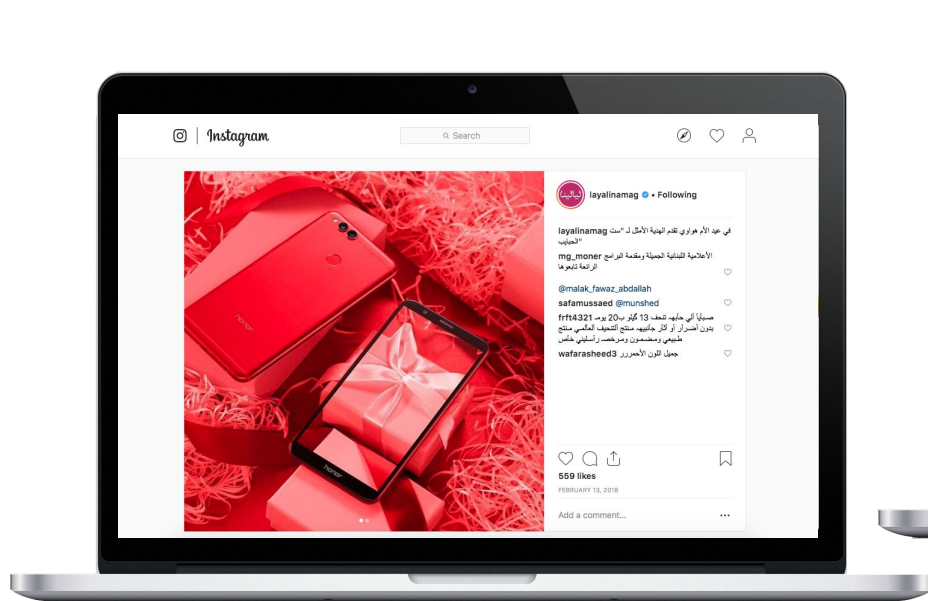
Great branded content, published at the right time, directed to the right audience helps influence conversions! **800K+ Subscribers** across the network.



# What can we offer you?

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?

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?

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!**

PANDORA نشرة ليالينا



مجوهرات باندورا  
تخلد الذكريات السعيدة



مجوهرات باندورا  
للمرأة PANDORA  
العصرية



صور: أبرز أنوثتك  
مع مجوهرات باندورا  
PANDORA



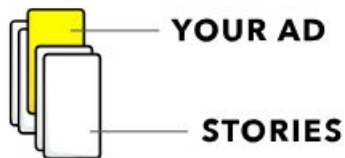
صور: أحدث تصاميم  
مجوهرات باندورا  
PANDORA

# 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 or Call to Action. They serve to create a **huge awareness**.







# 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

-  **Super 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 ([Live example](#)).\*
-  **FB Live** videos, capturing discounts in stores along with interviews' coverage ([Live example](#)).
-  **Customized videos** upon request, ideas to be discussed with 7awi video production team ([Live example](#)).



# What can we offer you?

## Video Production

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### Suggested Ideas:

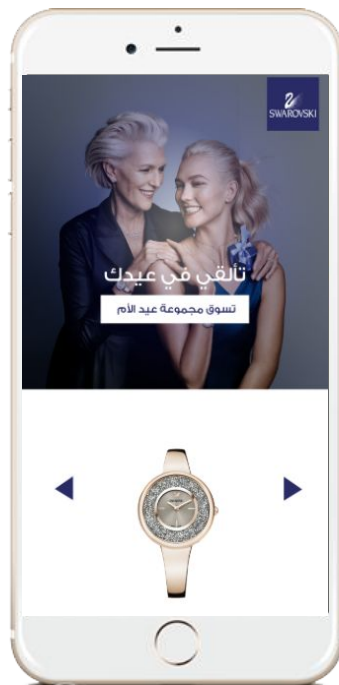
#### Food and Beverage, Hospitality sector:

-  **Super short videos** for the restaurant/spa - visuals to be provided by the client ([Live example](#)).\*
-  **FB live videos** - Tours inside hotels/restaurants along with interviews with the chefs/managers
-  **Customized video** to a certain service - Top dishes to have in a certain hotel/restaurant on mother's day, focuses on showing the chefs making these dishes ([Live example](#))

# What can we offer you?

High Impact Advertising Solutions – **Mobile Skin – Carousel Gallery**

Mother's Day Exclusive and can be customized per brand!



Live Link



# What can we offer you?

High Impact Advertising Solutions – **Mobile Interscroller**

Mother's Day Exclusive and can be customized per brand!



Live Link

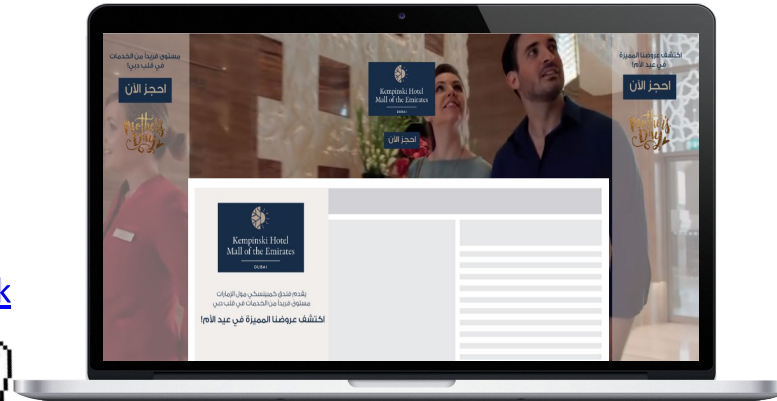


# What can we offer you?

## High Impact Advertising Solutions – **Desktop Skin**

Mother's Day 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**

Mother's Day Exclusive and can be customized per brand! similar concept is available on mobile using different formats.

[Live Link](#)





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

Thank You

