



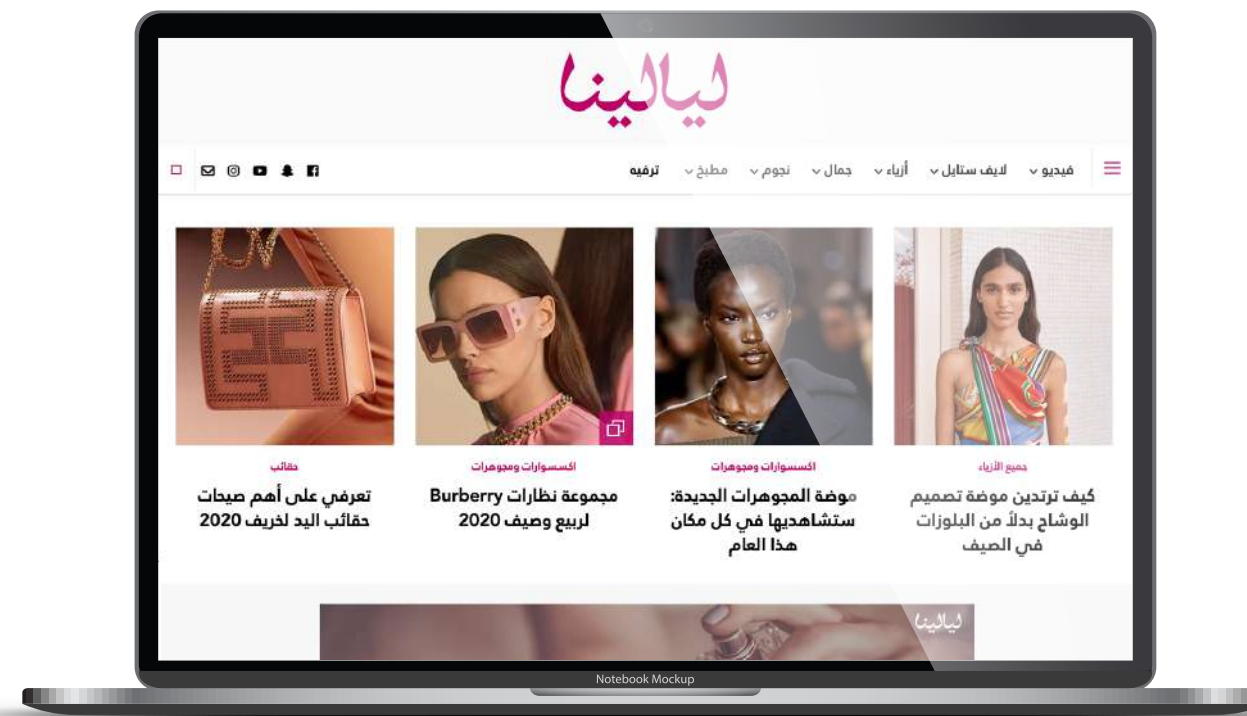
MEDIA KIT 2020



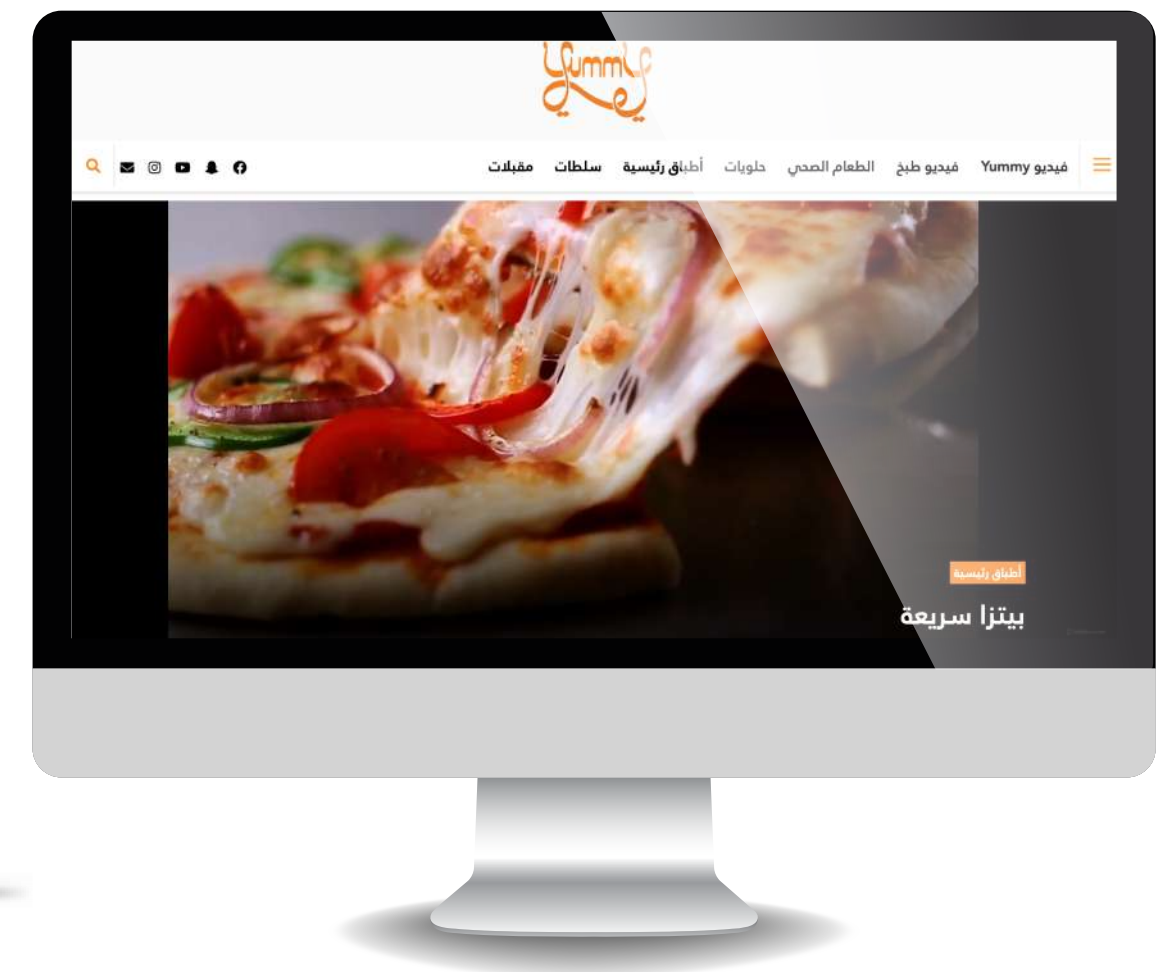
7AWI UNIVERSE



Mobile



WEB



TV

THE MARKET LEADER

Our websites are targeting Arab Youth where we are doing great success stories in different fields with average age 18-35 of users



Unique Visitors

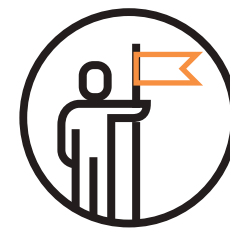
1.6 Million

94% Mobile User



Page Views

7.1 Million



Visits

2 Million

SOCIAL FOLLOWING

f Facebook: **4.9 M**

t Twitter: **48 K**

y Youtube: **20 K**

v Viber: **316 K**

@ Instagram: **125 K**

♪ TikTok: **445 K**



SNAPCHAT



In numbers

RA2EJ

snapchat



Global



GCC



KSA



UAE

Views

 Daily
1.3 Million

 Monthly
9.4 Million

 Subscribers
1.8 Million

 Daily
1.2 Million

 Monthly
8.4 Million

 Subscribers
1.2 Million

 Daily
980K

 Monthly
6.7 Million

 Subscribers
1 Million

 Daily
70K

 Monthly
525K

 Subscribers
81K



SNAPCHAT



In numbers
SA2EH

snapchat



Global



GCC



KSA



UAE

Views



Daily
580K



Monthly
6.7 Million



Subscribers
912K



Daily
535K



Monthly
5.1 Million



Subscribers
690K



Daily
462K



Monthly
4.4 Million



Subscribers
582K



Daily
30K



Monthly
305K



Subscribers
51K



EDITORIAL OVERVIEW

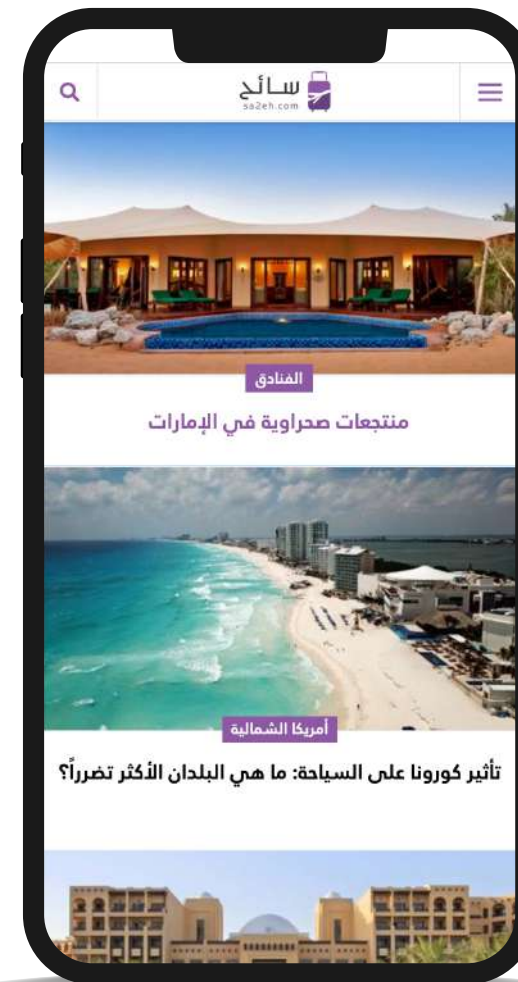
Men's Lifestyle



Entertainment & Trending



Travel & Tourism

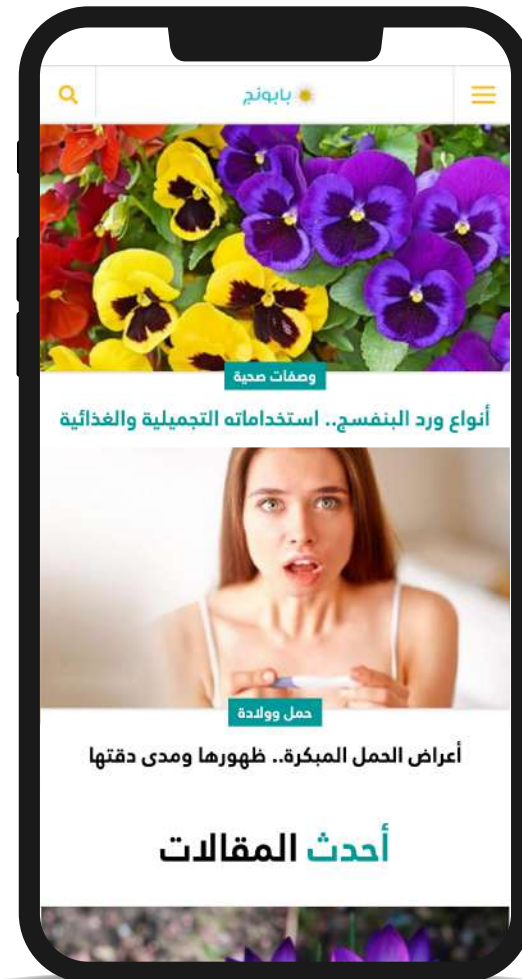


Khaliji Women Fashion & Beauty



EDITORIAL OVERVIEW

Health & Wellness



Hair Style & Care



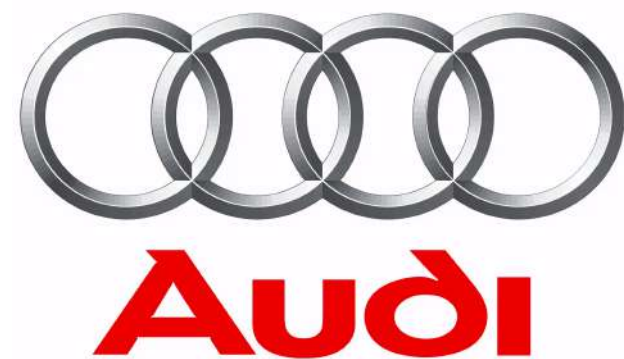
Auto News & Sport



LAYALINA - CASE STUDIES

HONOR 8X^{AI}

HONOR



BVLGARI



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

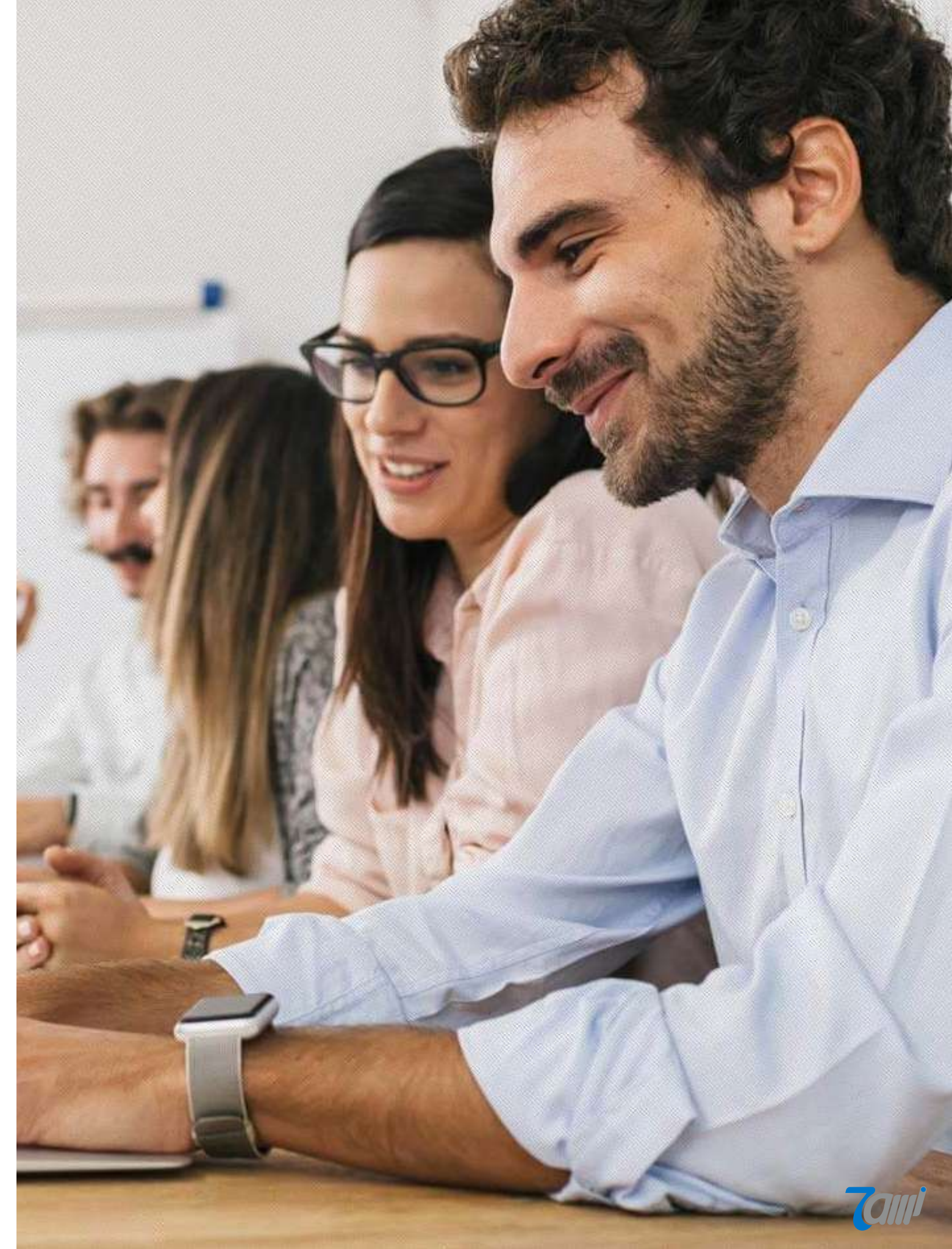
Using the best directors in the business, we offer bespoke commercial videos, a partner series or sponsorship of editorial video.

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

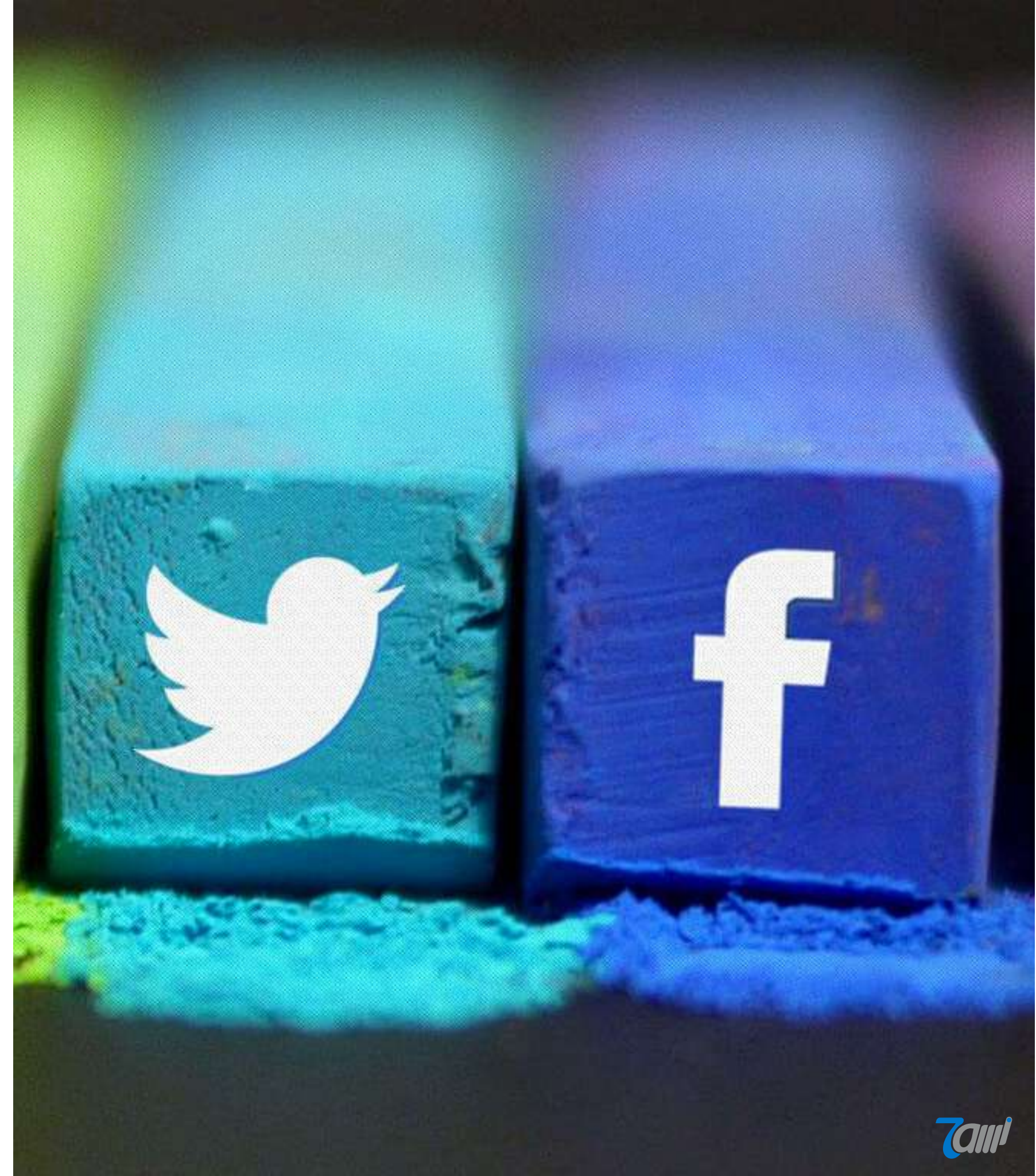
 TWITTER

 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

Formula 1



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,
Autosport Events, Eid elFitr & Eid El Adha



ADVERTISING RATE CARD 2020

Standard & Video Banners

Solutions Specifications

Placement Name	Placement Size	Gross Rate (CPM)
MPU	300x250	\$28
Mobile Anchore	320x100 / 320x50	\$32
Billboard	970x250 / (970x500)	\$36
Half Page	300x600 / (600x700)	\$36
Interscroller	320x570	\$36
InRead - Outstream Video	Video (MP4 - 480p/720p)	\$36
Pre-rill/Mid-roll -linstream Video	Video (MP4 - 480p/720p)	\$36

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	\$1200/Day
Roadblock	320x100 / 320x50	\$70 CPM
Special Excutions	970x250 / (970x500)	\$70 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

<i>Type</i>	<i>Notes</i>	<i>Gross Rate</i>
Facebook Live	10-15 Mins	\$1 600
Instagram Live	5-10 Mins	\$1 200
Facebook (Post/Story)	TBC	\$800
Instagram (Post/Story)	TBC	\$800
Snapchat	TBC	TBC

ADVERTISING RATE CARD 2020

Video Production

<i>Type</i>	<i>Notes</i>	<i>Gross Rate</i>
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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Client Servicing & Ad Operations:
adops@7awi.com

7awi Info:
info@7awi.com



THANK YOU

