

A studio portrait of three women with long, dark, wavy hair, wearing black outfits and large, ornate gold necklaces. They are posed against a neutral grey background. The woman in the center is slightly behind the other two, looking directly at the camera. The woman on the left is also looking forward, with her hand near her face. The woman on the right is looking slightly to the side. The overall mood is sophisticated and elegant.

VOGUE

ARABIA

Media Kit

2023

CONDÉ NAST

Introduced in 2016 in a historic, digital-first launch, *Vogue Arabia* has been one of the world's most visible, widely discussed luxury publications over the past six years, with its content seen by more than **350 million** people worldwide.

In one of the most exciting, dynamic regions today, *Vogue Arabia* is blazing a new trail in the brand's distinctive and lasting history.



VOGUE
ARABIA

Vogue is the world's leading authority on the fashion zeitgeist. It defines cultural change through the lens of style and incubates the next generation of design talent. Famous for its pristine aesthetic, polished photography, and dynamic editorial, it is the unrivaled publication to inspire and surprise its loyal readership.

13M+

GLOBAL REACH
(PRINT/ONLINE/SOCIAL)

35K

PRINT RUN

1.3M+

SOCIAL FOLLOWERS

3.2M+

MONTHLY DIGITAL
REACH (WEB &
SOCIAL)

29

AVERAGE AGE

610K

UNIQUE USERS

55%

ENGLISH

45%

ARABIC



PRINT

Vogue Arabia is the publication of record for the modern Arab woman and the definitive pan-Arab authority in fashion and luxury lifestyle. In addition to our regional markets, *Vogue* Arabia is available internationally through carefully selected premium points of sale, such as concept stores and high-end bookstores in relevant cities around the world. Key markets in the region include the United Arab Emirates, Saudi Arabia, Kuwait, Bahrain, Qatar, Egypt, and Oman.

DIGITAL

With its digital-first launch, *Vogue* Arabia has the widest and most engaged digital audience among luxury/lifestyle publications in the Middle East. Each month, we engage millions of people across our various platforms, primarily within Saudi Arabia and the UAE, but also across Kuwait, Oman, Bahrain, Qatar, and the rest of the Arab world.

VOGUE

PRINT
DISTRIBUTION &
DIGITAL REACH

JANUARY

The Arabia Winning Issue

FEBRUARY

The Surrealism Issue

MARCH

The Special Anniversary Issue

APRIL

The Ramadan Issue
+Vogue Man

MAY

The Royal Issue
+Vogue Living

JUNE

The Saudi Issue

JULY/AUGUST

The K-pop Issue

SEPTEMBER

The Big Fashion Issue

OCTOBER

The Music Issue
+Vogue Man

NOVEMBER

The Youth Issue
+Vogue Living

DECEMBER

The Woman of the Year Issue

Subject to change.





NERVORA

ON SALE DATE	PRINT MATERIAL DEADLINE
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JANUARY 2023

1 JAN 23	15 DEC 22
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FEBRUARY 2023

1 FEB 23	15 JAN 23
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MARCH 2023

1 MAR 23	15 FEB 23
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APRIL 2023

1 APR 23	15 MAR 23
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MAY 2023

1 MAY 23	15 APR 23
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JUNE 2023

1 JUN 23	15 MAY 23
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JULY/AUGUST 2023

1 JUL 23	15 JUN 23
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SEPTEMBER 2023

1 SEP 23	15 AUG 23
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OCTOBER 2023

1 OCT 23	15 SEP 23
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NOVEMBER 2023

1 NOV 23	15 OCT 23
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DECEMBER 2023

1 DEC 23	15 NOV 23
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CONDÉ NAST

PRINT RATE CARD

SIZE/POSITION	RATE (\$)
Gatefold (4 Pages)	53,500
Inside Reverse Gatefold (2 pages)	45,000
IFCS (English/Arabic)	35,000
DPS 1	29,500
DPS 1st Tunnel	28,000
Premium Full Page	17,000
DPS 2nd Tunnel	26,000
Full Page (Run of Book)	16,000
Specific Position	10% Loading
Consecutive Pages	15% Loading
Advertorial	15% Loading
Special Operation	*Price on request

AD SPECS (SINGLE PAGE)

TRIM: 220mm WIDTH x 283mm HEIGHT
 BLEED: 230mm WIDTH x 293mm HEIGHT
 TYPE AREA: 10mm
 COLOR: CMYK
 RESOLUTION: 300dpi
 FORMAT: PDF

AD SPECS (DOUBLE PAGE SPREAD)

TRIM: 440mm WIDTH x 283mm HEIGHT
 BLEED: 450mm WIDTH x 293mm HEIGHT
 TYPE AREA: 10mm
 GUTTER SPACE: 10mm
 COLOR: CMYK
 RESOLUTION: 300dpi
 FORMAT: PDF

INSIDE REVERSE GATEFOLD SPECS

TRIM: 426mm WIDTH x 283mm HEIGHT
 BLEED: 429mm WIDTH x 286mm HEIGHT
 TYPE AREA: 10mm
 COLOR: CMYK
 RESOLUTION: 300dpi
 FORMAT: PDF

All rates are gross and subject to change. Additional 5% VAT will be charged to the net rate. All bookings and transactions are subject to Nervora FZ LLC's terms and conditions.

DIGITAL EDITIONS RATE CARD

FORMAT

GCC Roadblock
Takeover
Country Targeting

RATE (US\$)

150
20,000/day
+10%

SUPPORTED FORMATS

Leaderboard
Mobile Leaderboard
Half Page
MPU
Billboard

SPECS

728 x 90
320 x 50
300 x 600
300 x 250
970 x 250

BRAND PARTNERSHIPS

Vogue Arabia brand partnerships are bespoke photoshoots, videos, and/or events created in collaboration with our editorial team. These projects are paired with media campaigns to maximize exposure and engagement.



VOGUE
ARABIA

DIGITAL RATE
CARD

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PRINT

1. All booked positions are non-cancellable unless explicitly confirmed by *Vogue Arabia* in writing.
2. Advertising discounts extended to any particular brand will be valid only for that specific brand and no other within the same company/agency. Any discounts offered are based on a requisite number of bookings per year and only applicable to larger booking volumes.
3. Ad creatives are to be submitted by the specified material deadline to ensure the qualitative printing of campaigns. *Vogue Arabia* reserves all rights to reject advertising creative or copy in its sole discretion.
4. Clients are liable to ensure the completion of their contract within any specified contract period. Any pending insertions cannot be carried over beyond the contract period.
5. The payment is due upon publication of the respective placement.

DIGITAL

1. Minimum spend applies.
2. Campaigns once confirmed with a signed booking order are non-transferable and non-refundable.
3. Payments are due 30 days from the day of invoicing. Invoices are sent when a campaign completes its flight dates and impression delivery.
4. Booking order and ad campaigns need to be submitted a minimum of 3 days before flight date in order to check that ad creatives are suitable for the *Vogue Arabia* environment and that tags are correctly implemented.
5. Digital media campaigns are sold as synchronized roadblocks only, with impressions from any roadblock format counting toward the impression target.
6. All campaigns are served GCC-wide and across both desktop and mobile. Any country-specific geo-targeting incurs a minimum additional fee of 10%.
7. *Vogue Arabia* takeovers are served globally and impressions cannot be geo-targeted. These are sold on a daily sponsorship model with an estimated number of impressions per day.
8. Campaigns will be invoiced based on impressions delivered and no reductions can be made based on other metrics. An industry-standard discrepancy of 10% will be applied in cases of reporting differences.
9. All campaign assets must meet our ad specifications, including but not limited to formats required and file weight. Campaigns that do not meet these requirements will be flagged prior to any launch of the campaign and campaign performance, including but not limited to viewability, cannot be guaranteed.
10. *Vogue Arabia* is unable to offer guarantees on CTR and SOV.

VOGUE

TERMS &
CONDITIONS

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VOGUE
ARABIA

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