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QATAR MEDIA KIT 2019



# FACT IS A MULTIPLATFORM MEDIA BRAND

**Fact Magazine** is a well-established urban culture and lifestyle magazine published regionally since 2004, with titles across the GCC, FACT Qatar is a division of Nans Group Publishing, which also published Ohlala, Ohlala Arabia and Hadag magazines across the region. Nans Group Publishing is also the organiser of the FACT Dining Awards celebrating the best in the food industry. The FACT Dining Awards Doha, known for celebrating the best restaurants in the country now enters its 6th year.

## DIGITAL



D

## ONLINE PLATFORMS

**FACTQATAR.COM** is one of the most comprehensive lifestyle website in the Qatar. FACT readers know how to have a good time - their main reasons for visiting the website are "to plan a night out" and "to find out what's on". Because they are actively seeking information about how to spend their free time and disposable income they are highly receptive to relevant advertising messages. FACT digital platforms offer a variety of digital online solutions to cater to your requirements (Web banners, EDMs, online contests etc.).

## AWARDS



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## AWARDS

**FACT Award** was established in 2013 in Doha to acknowledge, reward and celebrate excellence across all key sectors of the hospitality industry. Today, the FACT Awards brand is recognised regionally as the ultimate hallmark of industry excellence. The FACT Dining Awards gala ceremony is regarded as milestone event in the industry calendar, attended by the industry's key decision makers as well as key consumer media and influencers.

## PRINT



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## MAGAZINE

Read in-depth coverage of the city's local talent, arts and cultural activities. We put great emphasis on covering the hospitality and dining scene, hidden hotspots and events happening in Qatar. You'll get the best travel stories, fashion and beauty must-haves and exclusive interviews too. We aim to highlight and support local exhibitions and community initiatives that will benefit our readers.

# SOCIAL MEDIA & ONLINE

FACT prides itself on being one step ahead of its competitors when it comes to social media and reader interaction. FACT Qatar edition has already established itself in the digital world with an active presence on Facebook, Twitter, and Instagram. Here, the team talk with readers, support clients, and run the magazine's now famous giveaways.

## Twitter

@FACTMagazineME is on its way to building a reputable following, through fun and interesting tweets on a daily basis.

## Facebook

FACT Qatar's Facebook page is used to promote events and dining offers, as well as to interact with readers and clients.

## EXCLUSIVE VIDEOS

FACT creates exclusive video content for advertising clients to share and promote across ALL of our social media channels. This can be a themed night or brunch visit, a room review or even a special event. We'll film, edit and post!

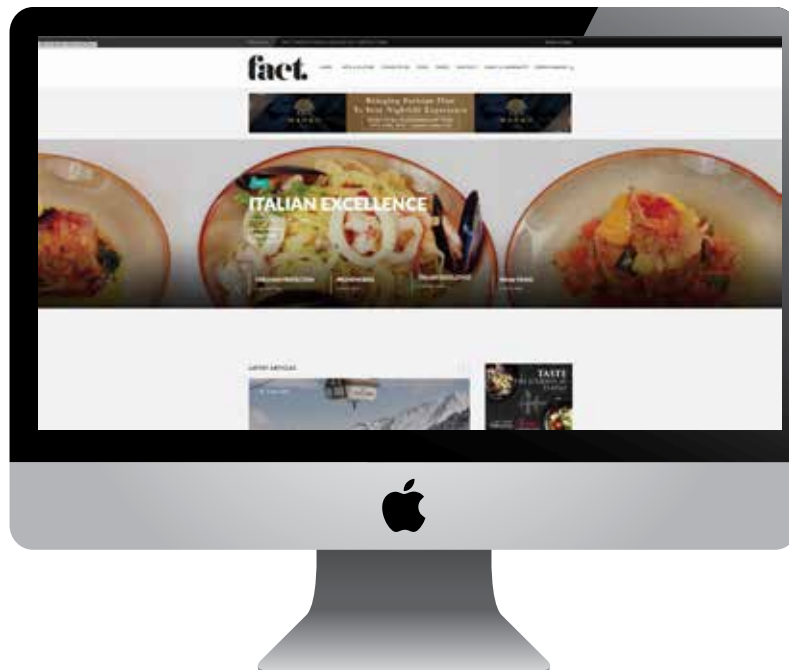
## Instagram

@factqatar we post pictures of unusual finds, foodie hotspots, and the content from our latest issue, tagging clients and using appropriate hashtags.

## Issuu

This online platform provides a sneak peek into the latest issue with the magazine getting up to 50,000 unique visitors and reads, monthly.

*Our brand new website [www.factqatar.com](http://www.factqatar.com) packages all the best features from print, as well as all the latest events and happenings in Qatar.*

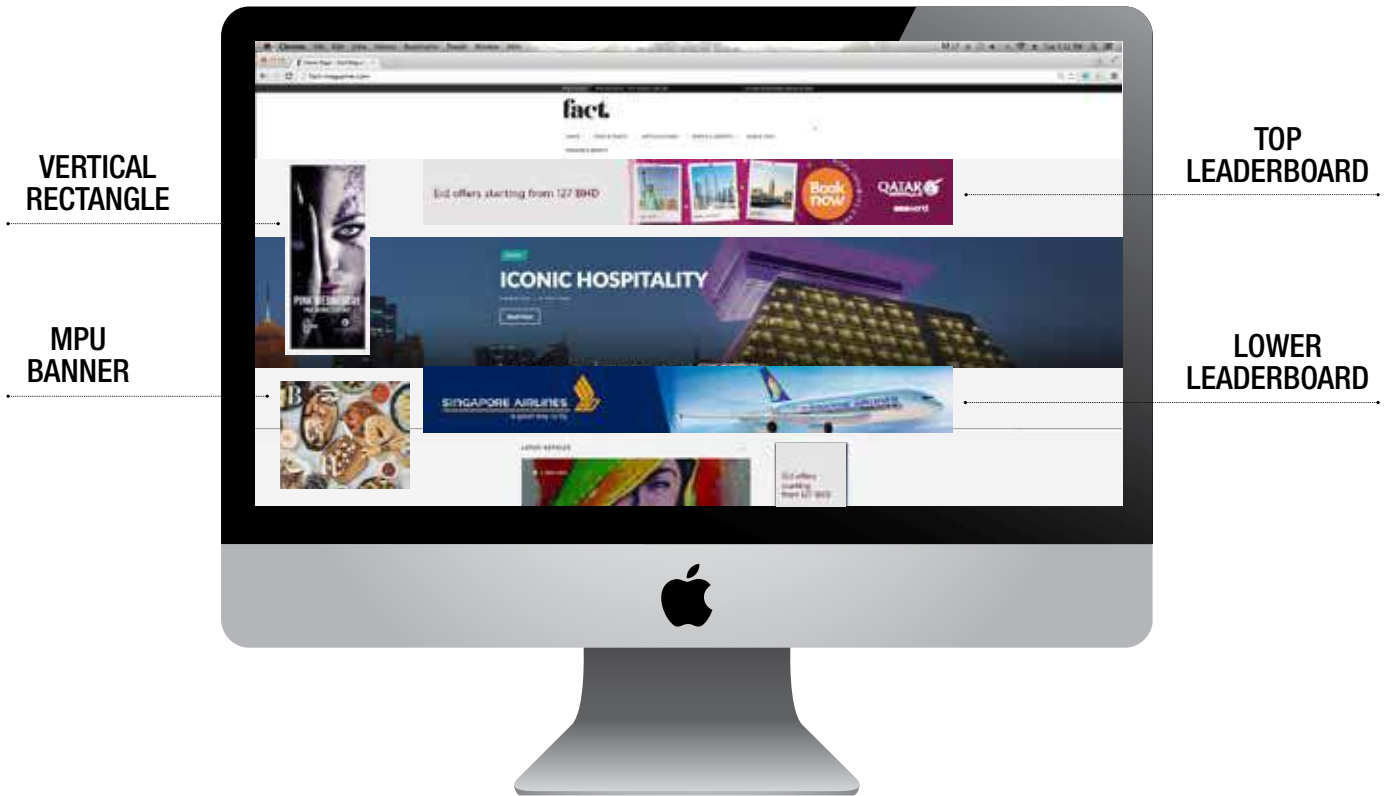


CHECK OUT OUR NEW WEBSITE  
[WWW.FACTQATAR.COM](http://WWW.FACTQATAR.COM)



# DIGITAL RATE CARD

www.factqatar.com is the ultimate go-to source for all things local in Qatar. First for arts, cultural happenings, fashion, tech, motoring, dining, hospitality and travel, FACT prides itself on being fiercely local, bringing informative features directly to our readers in the most fun and energetic way possible. Get all the latest at your fingertips on our brand new website.



## ADVERTISING RATES & DISCOUNTS ————— 1 MONTH

### HOMEPAGE PLATFORM

<b>TOP LEADERBOARD</b>	728 x 90 pixels   Max file size 70kb	Qar 5,500
<b>LOWER LEADERBOARD</b>	728 x 90 pixels   Max file size 70kb	Qar 5,000
<b>VERTICAL RECTANGLE BANNER</b>	220 X 550 PIXELS   MAX FILE SIZE 70KB	Qar 5,000
<b>MPU BANNER</b>	468 x 60 pixels   Max file size 35kb	Qar 4,000

### BESPOKE EDM TO 32,000 EMAIL IDS

**ONE EDM** \_\_\_\_\_ 32,000 EMAIL \_\_\_\_\_ Qar 3,200 (Qar 100 CPM)

Email Communications are mailed to our members and previous Awards voters.  
 EDM to our Qatar database 32,000+ Email IDs (subscribers + previous voters) organically grown over 5 years.  
 We receive strong open rates, averaging at 7% - 12%.

#### specifications:

- JPG Image artwork - no larger than 1MB
- Copy and images are required minimum of 7 working days before date to be sent
- Provide email subject line heading
- Images to be supplied in highest resolution possible
- Multiple links are possible and should result in a higher CTR
- Ensure one link in first paragraph to engage readers

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WWW.FACTQATAR.COM

# READERSHIP PROFILE

FACT Magazine is designed and edited to specifically target the urban, local and expatriate community in Qatar that makes a large part of the mass consumer market. Our research shows that our readers are:



MONTHLY INCOME  
**QR 20,000 +**

CIRCULATION  
**12,000**  
(copies per month)

READERSHIP  
**130,000**

TARGET AUDIENCE  
**30% LOCAL**      **70% EXPATRIATE**

## GENDER DISTRIBUTION

**55%** Female      **45%** Male

## AGE DISTRIBUTION

**10%**  
Under 20 yrs

**45%**  
20 – 30 yrs

**35%**  
30 – 40 yrs

**10%**  
40+ yrs

## READERS' INTERESTS

**20%**  
Art & Culture

**35%**  
Hospitality  
& Dining

**10%**  
Motoring  
& Technology

**15%**  
Fashion &  
Beauty

**20%**  
Travel &  
Staycations



# EDITORIAL

FACT Qatar is the city's first metropolitan culture magazine boasting international standards of design, as well as unparalleled editorial integrity. A fiercely local publication with a sophisticated edge, the magazine has in-depth coverage of Qatar's arts, fashion, culture, motoring, and dining, alongside all the best events, delivering probing features and up-to-date news from Doha. Combined with a discerning review system by our team of experts, readers will never need to look elsewhere for all their lifestyle, retail and entertainment needs.



## LISTEN UP

FACT FINDS, **SOCIAL MEDIA**, LOCAL NEWS, SCOOP, **EVENTS CALENDAR**



## ARTS & CULTURE

**EXHIBITIONS**, REVIEWS, Q&A, **INTERVIEWS**, SPOTLIGHT, **LOCAL TALENT**



## TRAVEL

HOTEL HOTSPOTS, **GLOBETROTTER**, 24 HOURS IN, **STAYCATION SPOTS**



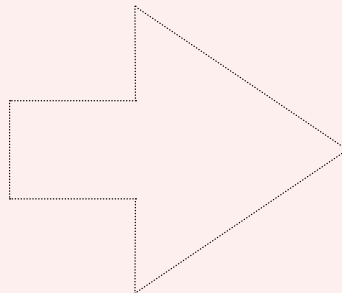
## MOTORING

**CITY RIDES**, CAR TEST DRIVES, **MOTORING NEWS**, EXCLUSIVE PRESS LAUNCHES



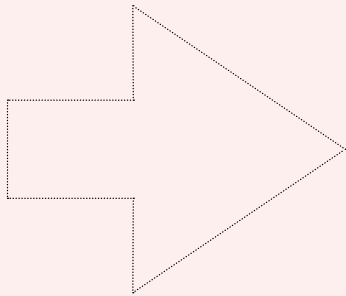
## TECHNOLOGY

PLUGGED-IN, **APPS**, GADGET REVIEWS



# EDITORIAL

FACT Qatar aims to be the ultimate source of information, advice and happenings in the Doha. Hospitality clients will have the opportunity for editorial support through food features and venue reviews. Fashion clients will get maximum collection exposure. FACT Qatar creates a great balance between editorial and client support.



## HOME & FURNISHING HOME STYLE, INTERIORS, FURNITURE



## FASHION AND BEAUTY COLLECTION FOCUS, STYLE ROUND UP, LOCAL DESIGNERS, BEAUTY CHECKLIST



## DINING VENUE REVIEW, CHEF'S TABLE, CITY BITES, CULINARY SPOTLIGHT, FOODIE CORNER



## HOSPITALITY & HEALTH SPA REVIEW, WEEKEND SPOTLIGHT, HOTEL HOTSPOT, HEALTH ADVICE



## LOCAL TALENT FACT FOCUS, COMMUNITY, YOUNG ENTREPRENEURS, LOCAL PROJECTS

# PRINT RATE CARD

FACT Qatar is a multimedia brand with an online publication, website and active social media presence. Find below our advertising rates, which include social media support and various complimentary benefits for your product/brand/company too. Email [marisela@fact-magazine.com](mailto:marisela@fact-magazine.com) for more information.

## PRIME POSITIONS

DPS	QR 20,000	USD 5,492
IFC	QR 17,000	USD 4,668
IFC DPS	QR 25,000	USD 6,865
IBC	QR 19,000	USD 5,217
OBC	QR 30,000	USD 8,238
GATEFOLD	QR 35,000	USD 9,611

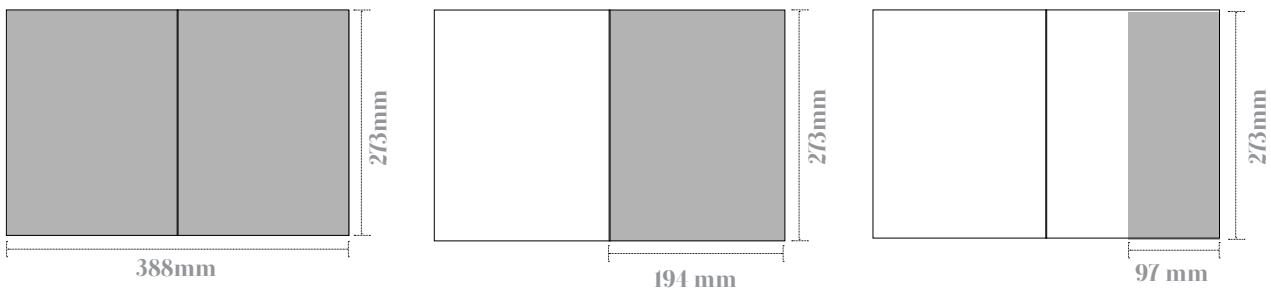
## STANDARD POSITIONS

FULL PAGE	QR 14,000	USD 3,844
HALF PAGE	QR 7,000	USD 1,922

## DISCOUNTS

AGENCY DISCOUNT	25%
3 INSERTIONS	5%
6 INSERTIONS	10%
12 INSERTIONS	20%

(SERIES DISCOUNTS NOT APPLICABLE FOR AGENCIES). SPECIAL OPERATIONS AVAILABLE ON REQUEST



**NOTES:** BLEED 5MM FOR ALL BLEED EDGES | **FORMATS** PDF, AI, INDD, JPEG | **MIN RESOLUTION** 300 DPI | **TRIM** DO NOT PLACE TEXT WITHIN 5MM OF EDGE



## DISTRIBUTION

12,000 copies of FACT Qatar are distributed, complimentary, in the city's hotels, restaurants, shopping malls and residential areas. The magazine is also sold in supermarkets and local coldstores, with prime position in all Carrefour stores on stands by the cashiers. The magazine is also available in Hamad International Airport Business Class lounge.

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