EXPAT WOMAN.COM
connecting women worldwide

Media Kit 2023

The *Facts*

Connecting women worldwide since 2002...

1.5 MILLION

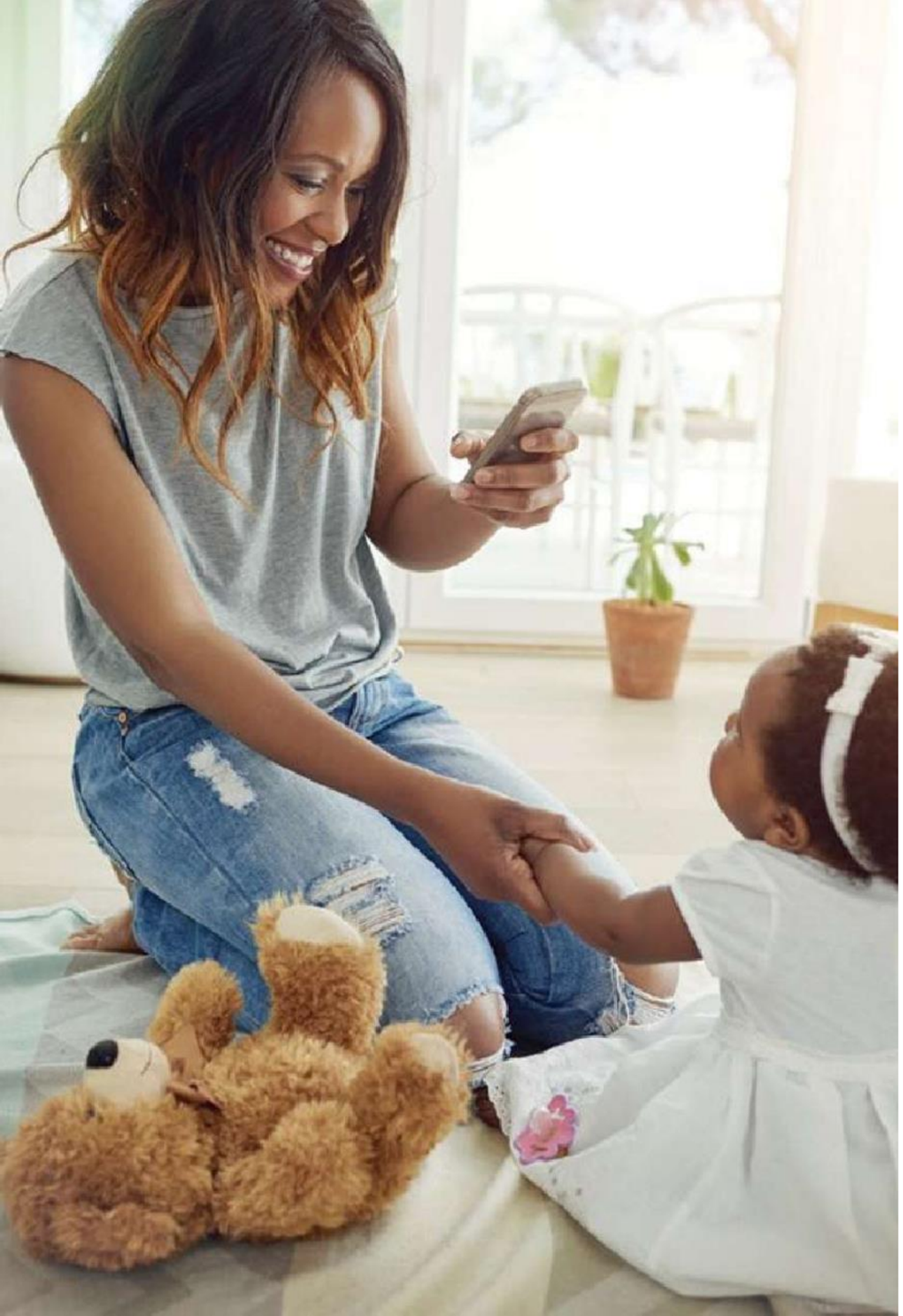
monthly unique users

3.0 MILLION

monthly visits

5.0 MILLION

monthly page views



Social *Media*

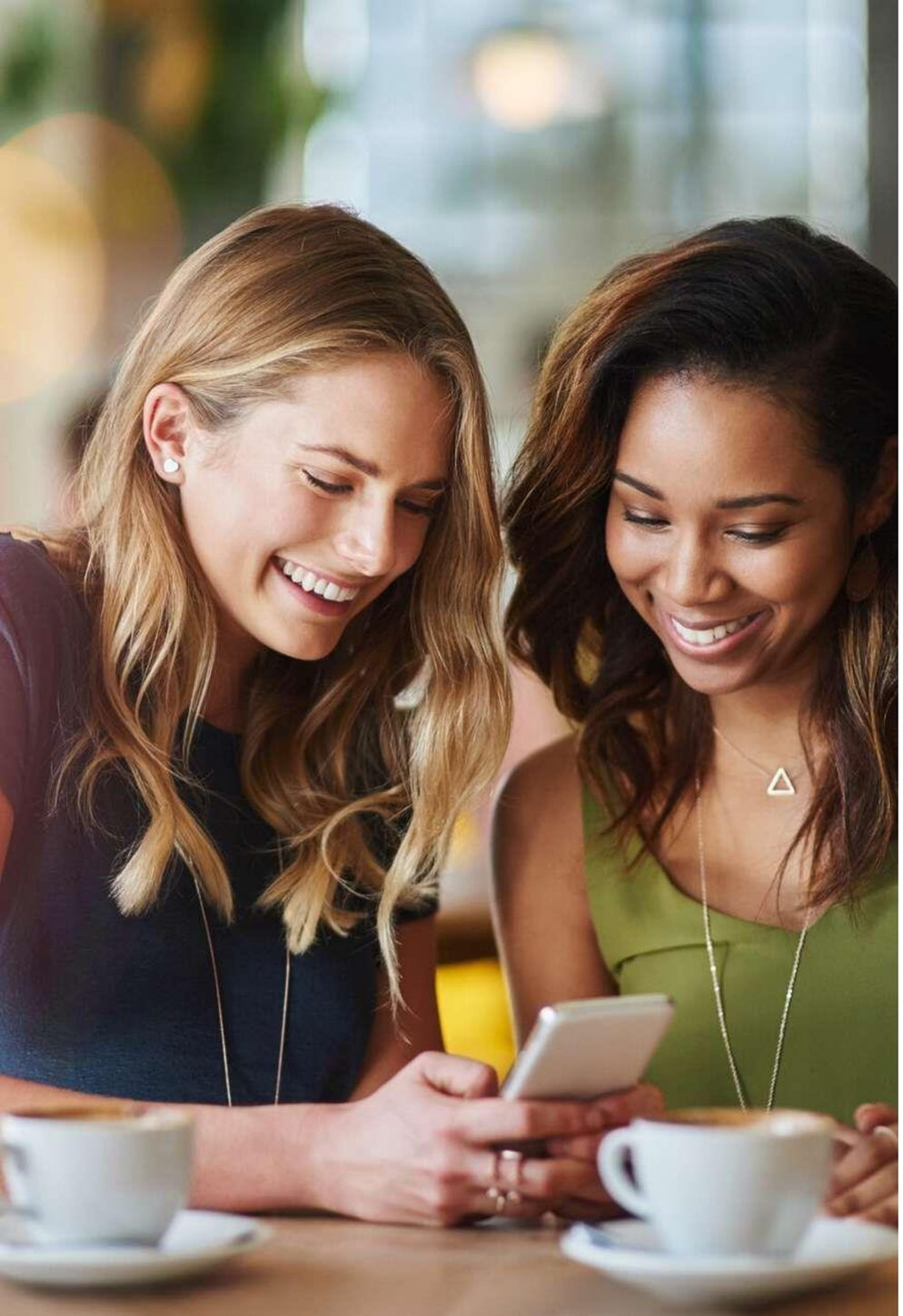
150,000+

35,000+

20,000+

OVER 1 MILLION

monthly social reach

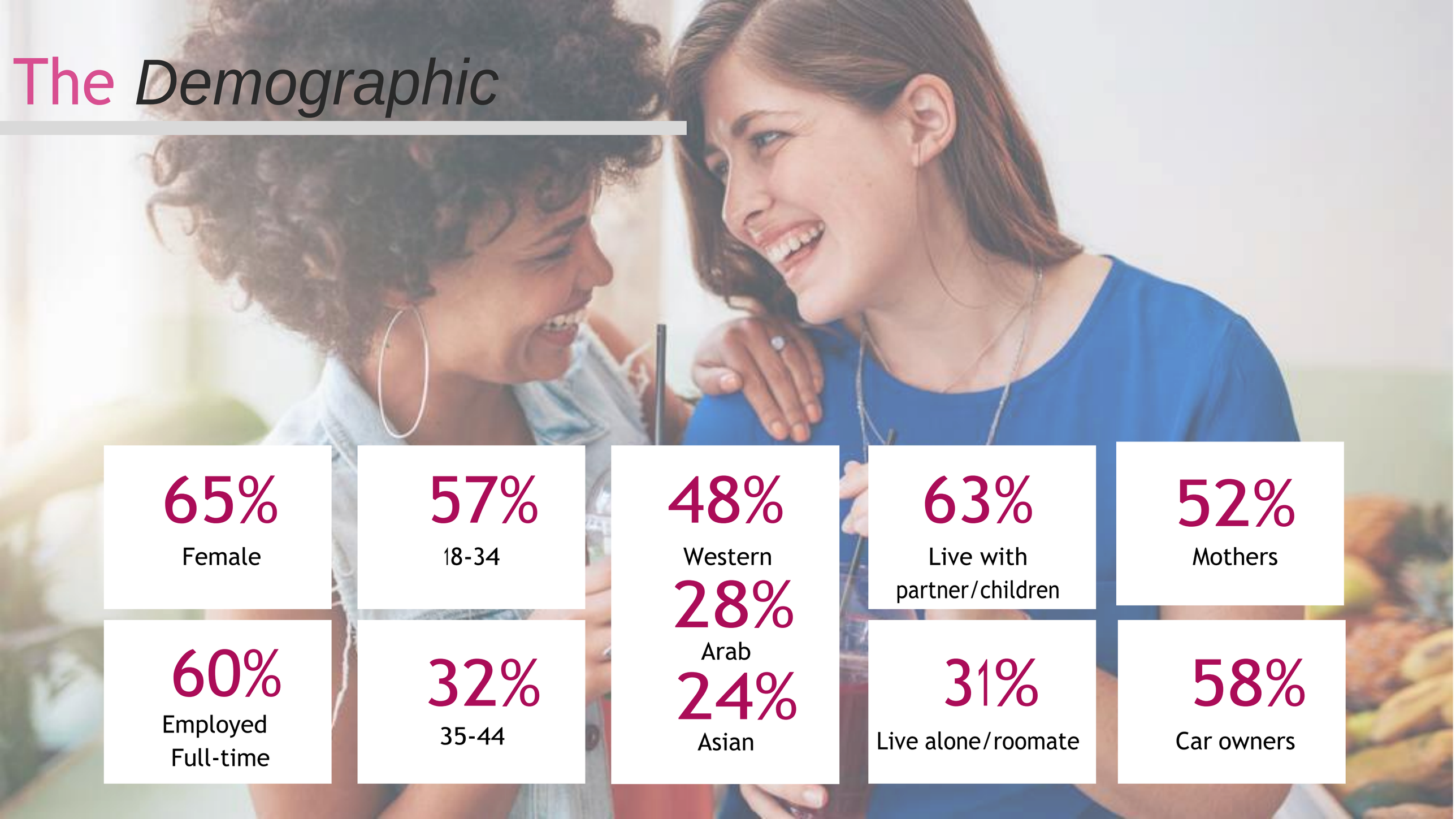


EW *Influencers*

ewmoda
EWmums

we work with our influencer panels for editorial, reviews and events

The *Demographic*



65% Female

57% 18-34

48% Western

28% Arab

24% Asian

63% Live with partner/children

52% Mothers

60% Employed Full-time

32% 35-44

31% Live alone/roomate

58% Car owners

Take me to:

Dubai
Abu Dhabi
Qatar
Bahrain
Kuwait
Oman
Saudi Arabia
Singapore
Vietnam
Hong Kong
Azerbaijan

Regional *Sites*

Lifestyle *Sites*

ew//moda
fashion • beauty • home

EWfood

EW mums

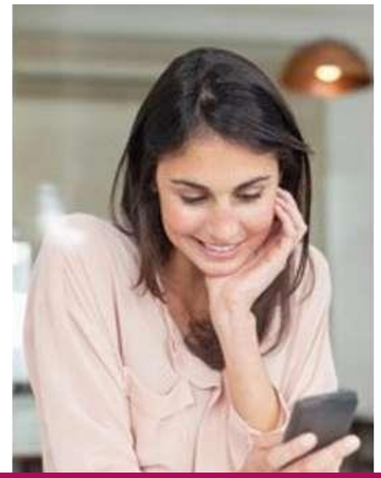
Editorial *Pillars*

Education

Mums

Fashion & Beauty

Dining



Forum

Guide & FAQ

Home Services

Money & Property

Motoring

Salons & Spas

Health & Wellness

Work & Play

Welcome to the world of

ew//moda

fashion • beauty • home

Fashion

Beauty

Travel

Home

Bridal

CONNECTED *MODA*

ewmoda has a strong reach into the local fashion and lifestyle community through selected partnerships, working closely with local bloggers and social influencers.

ewmoda is an official media partner for art, lifestyle and fashion events in the UAE including:

Dubai Design Week
Downtown Design
Art Dubai
BRIDE Abu Dhabi & Dubai

EWfood

UAE Dining

Recipes

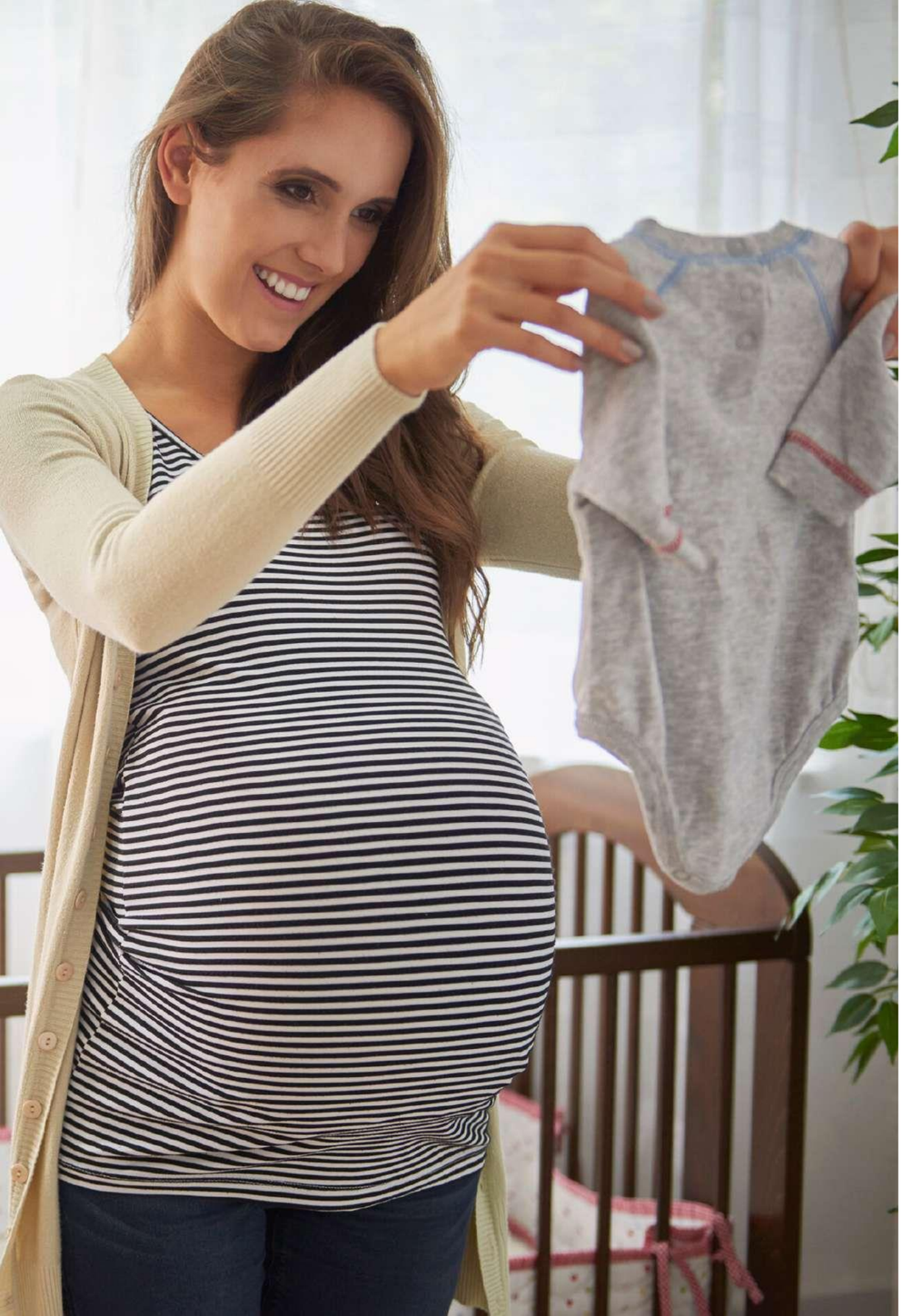
Cookery & Baking

Healthy Eating

Romantic Foods

Videos

EWfood Forum



EW mums مامز

87% of first born babies are to millennials

66% of births in UAE are to expat mothers

600,000+ babies born each year in UAE & KSA

300,000+ new mums every year in UAE & KSA

80 new babies born in Dubai each day

1500+ births a day in KSA

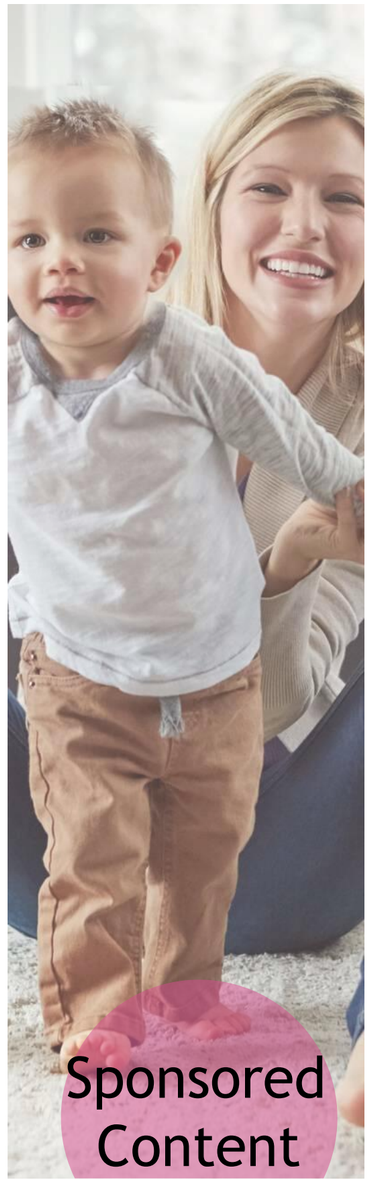
Source: Dubai Statistics Centre, WHO, UNICEF, world population review

EW mums ماما

Sponsorship is available for popular interactive tools in English & Arabic:

Ovulation Calendar
Due Date Calculator
Weight Gain Calculator
Baby Names Finder
Baby Development Stages
Toddler Development Stages
Big Kids Development Stages

OUR *PRODUCTS*



JPG, PNG, or GIF

Flash, HTML or Animated GIF

Let's talk *banners*

We serve banners on a CPM basis

Billboard
970x250

Wallpaper
1280x800

Overlay
720x480

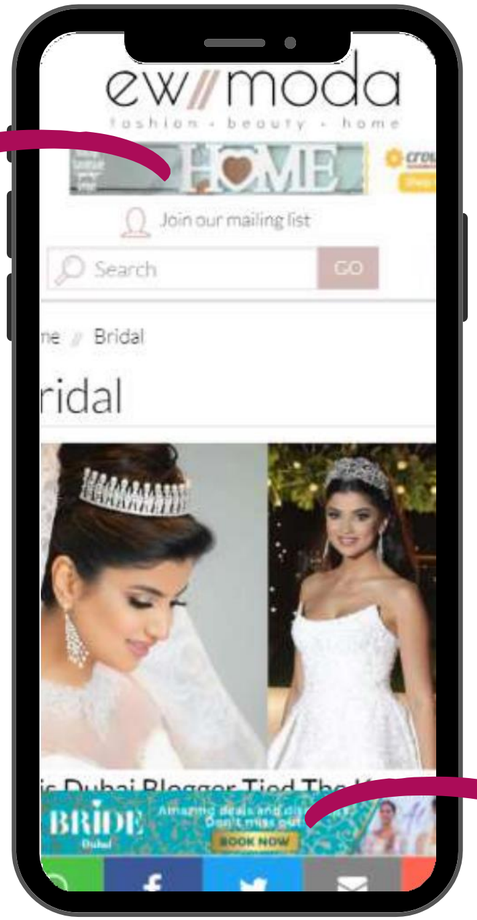
Leaderboard
728x90

MPU or Half-Page
300x250
300x600

Target Rich Media Advertising

Audience on *the move*

Leaderboard
320x50



Mobile Campaign
50% of our readers access the site via mobile devices

Sticky Banner
320x50

Overlay
320x480

Sponsored *Content*

Share your brand messages with our PR Publication Packages

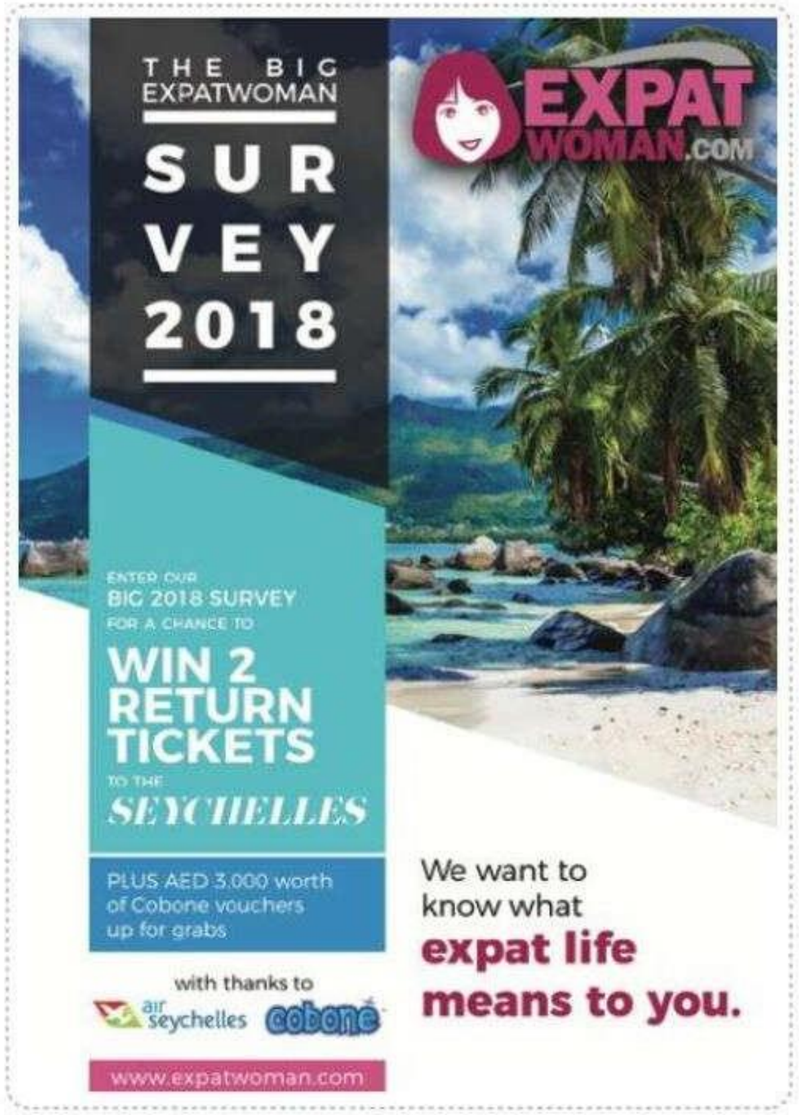
Book a single editorial feature or discounted packages for multiple campaign commitments

All posted features promoted pan-site, across EW social media and newsletters

Dedicated *EDM*

60,000+ subscribers

Market *Research*



EW Market Watch Surveys canvas our readers' behaviour and preferences across a range of topics

8,808 respondents

"...58% are car owners of which, 60% bought new"

"Top weekend activity? Visiting a mall...74%"

"43% take holiday/mini-breaks locally"

Native *Campaigns*

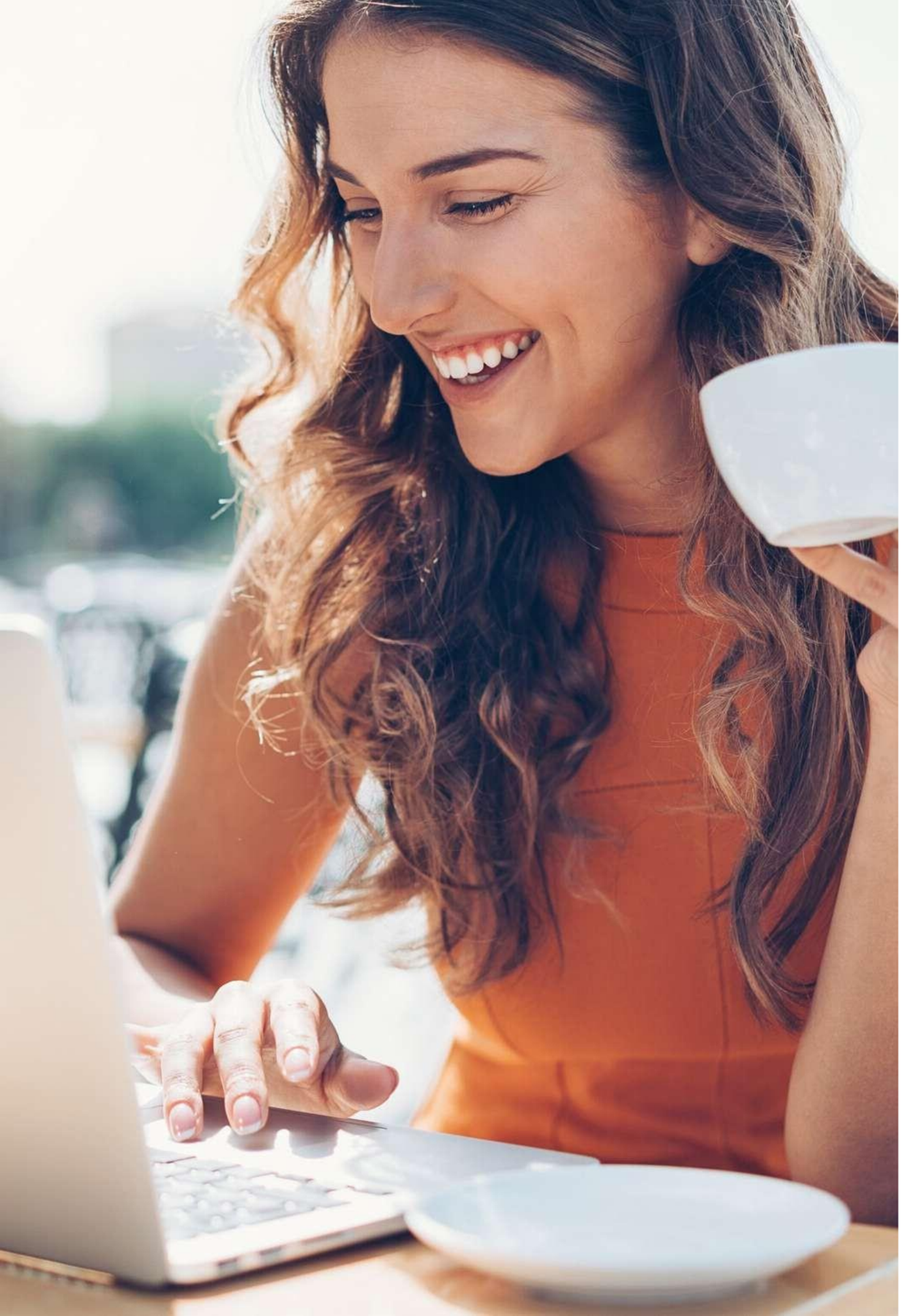
Seamless
Tangenical
Engaging

ExpatWoman is the region's #1 content-rich digital title

Job *Listings*

#1 in Google: Jobs for Women in Dubai
Over 1 Million Monthly Page Views
Targeted Audience for Relevant Applicants
Organically Shortlisted

Individual Job Ads
Multiple Job Packages
Display Banners
Thought Leadership Editorial Features



360° Marketing *Solution*

We have the audience that you need to reach online, on the move, or in person.

Looking for an activation we haven't mentioned yet? Let us know!
Our digital sales, marketing, and events teams are here to support you.

"If you want to talk to women, you need to talk to us."

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