



Media Kit 2024





# The *Facts*

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*Connecting women worldwide since 2002...*

**1.5 MILLION**

monthly unique users

**3.0 MILLION**

monthly visits

**5.0 MILLION**

monthly page views





# Social *Media*

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150,000+



35,000+



20,000+

OVER 1 MILLION

monthly social reach





# EW *Influencers*

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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/room  
mate

58%

Car owners



Take me to:

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

## Regional *Sites*

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## Lifestyle *Sites*

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ew//moda  
fashion • beauty • home

 ewfood

 EW mums  
مامز



# Editorial *Pillars*



Education



Mums



Fashion & Beauty



Dining



Forum



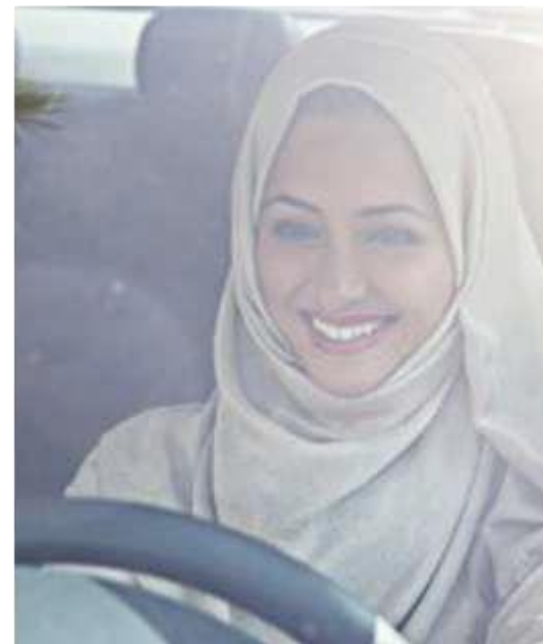
Guide & FAQ



Home Services



Property & Law



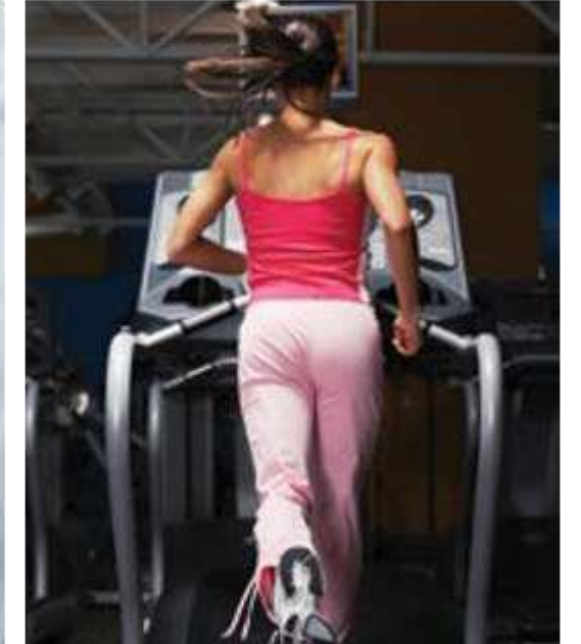
Motoring



Salons & Spas



Health & Wellness



Fitness



Welcome to the world of

ew//moda  
fashion • beauty • home

Fashion

Beauty

Travel

Home

Bridal







# CONNECTED *MODA*

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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

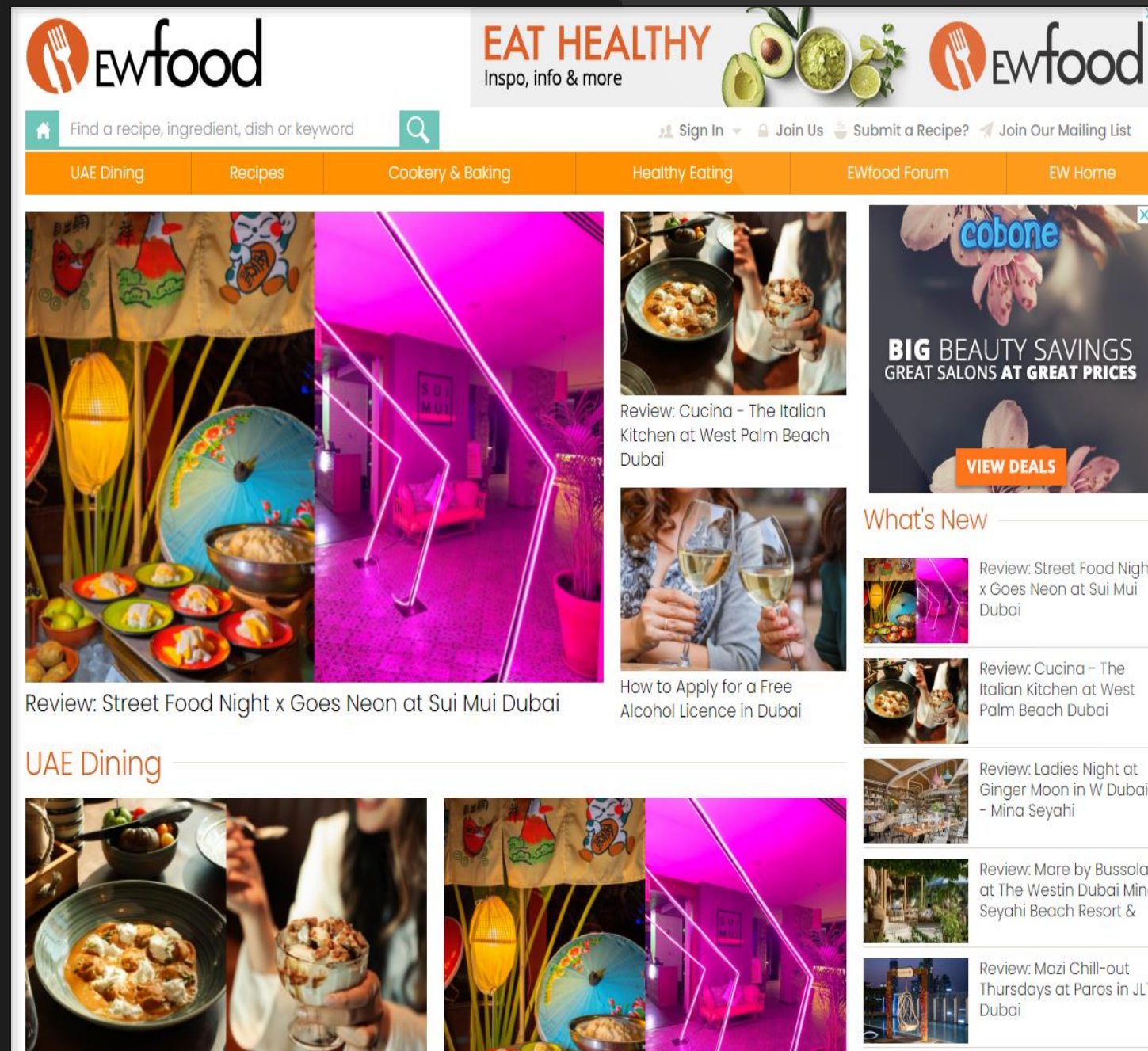
Art Dubai

BRIDE Abu Dhabi & Dubai





UAE Dining  
Recipes  
Cookery & Baking  
Healthy Eating  
Food Forum







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*





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*



Banners



Reviews



EDMs



Sponsored  
Content



Events



Video



Social  
Media



JPG, PNG, or GIF (Standard and Overlay)  
MP4 or MOV (Overlay)

# Let's talk banners

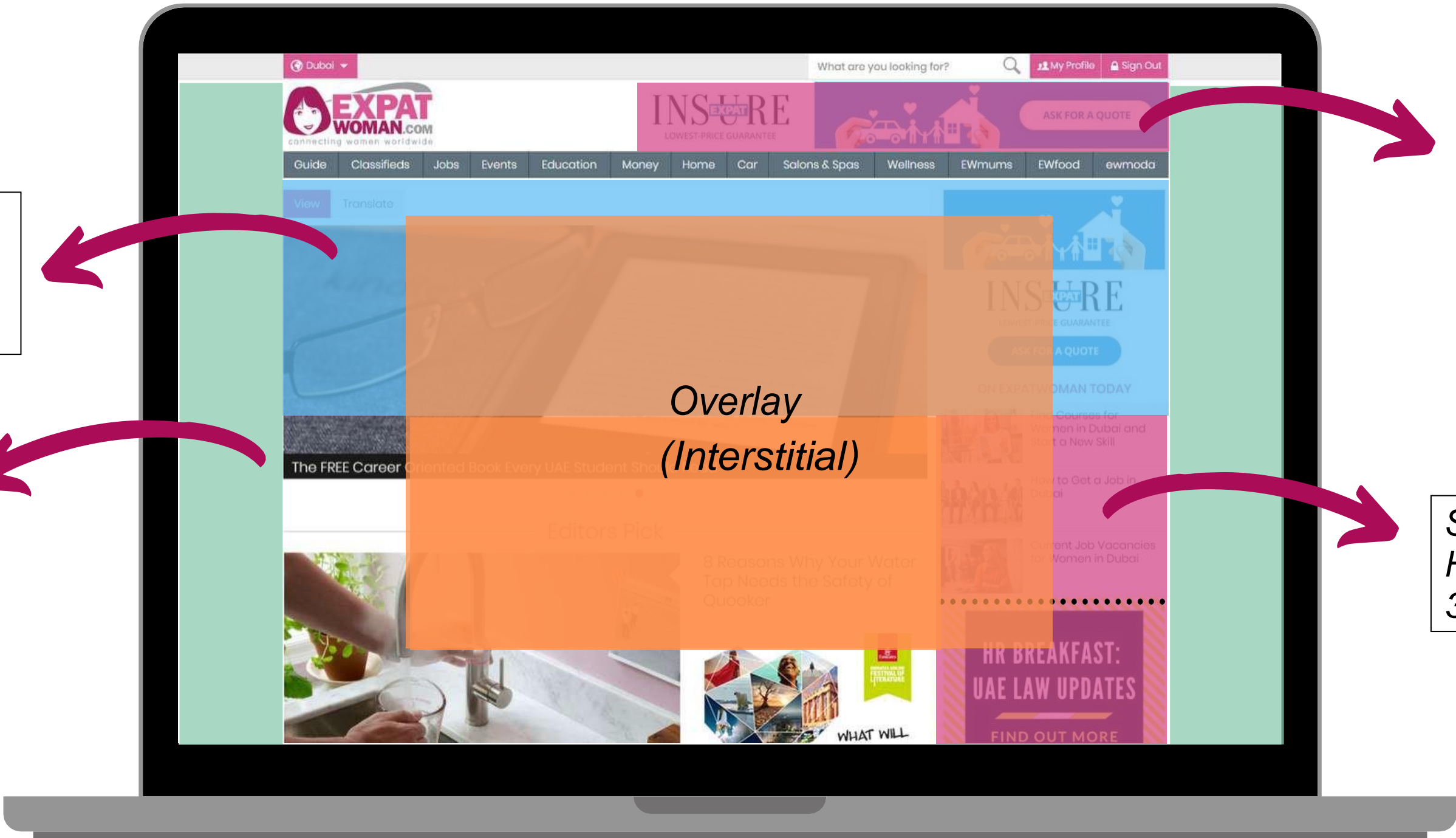
We serve banners on a CPM basis

Top 5 carousel – articles only (blue block)

Overlay (orange block) 720x480

Standard Leaderboard (pink block) 728x90

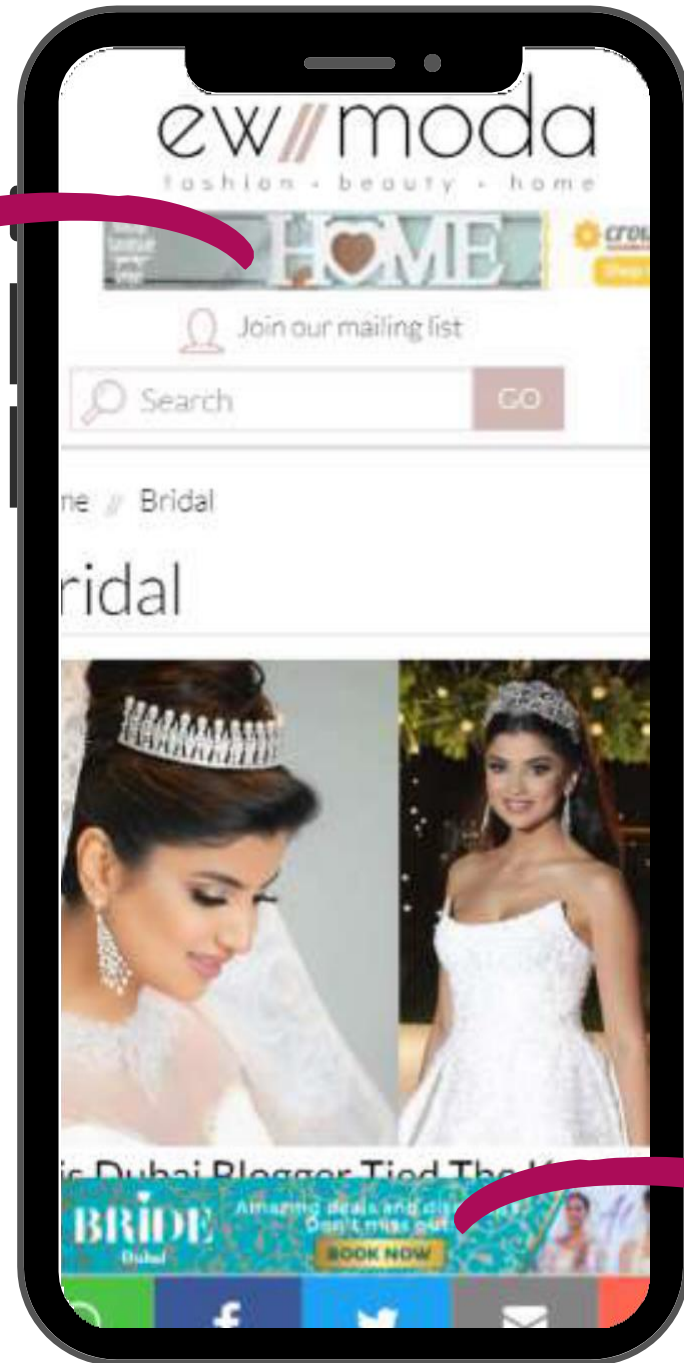
Standard MPU or Half- Page 300x250 / 300x600 (pink block)





# Audience on *the move*

Standard  
Mobile  
leaderboard  
320x50



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

Standard  
Sticky Banner  
320x50



Mobile 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





# Native Campaigns

Seamless  
Organic  
Engaging

*ExpatWoman is the region's #1  
content-rich digital title for  
female expats*







# Job Listings

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Top Page in Google Search: “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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