



**Media Kit 2026**



# 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

**31%**

Live alone or with a  
roommate

**52%**

Mothers

**60%**

Employed  
Full-time

**32%**

35-44

**58%**

Car owners

# Regional Sites

## Take me to:

Dubai  
Abu Dhabi  
Qatar  
Bahrain  
Kuwait  
Oman  
Saudi Arabia  
Global - Hong  
Kong, Singapore  
& More!

# Lifestyle Sites

ew//moda  
fashion • beauty • home

 ewfood

 EW mums  
مامز

# Editorial Pillars



Education



Mums



Fashion & Beauty



Dining



Forum



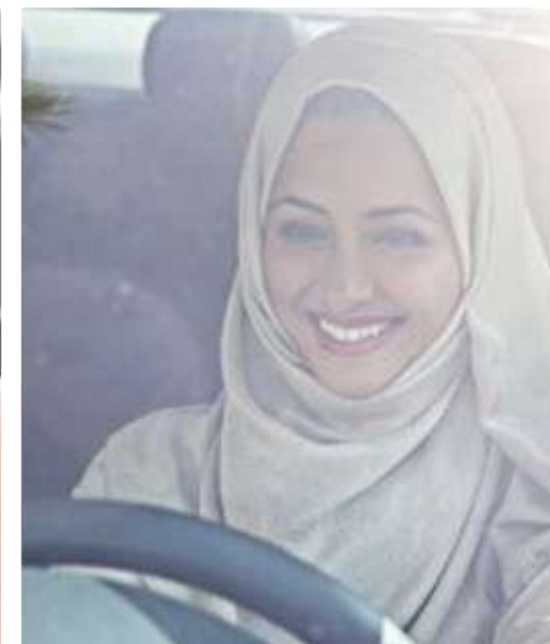
Guide & FAQ



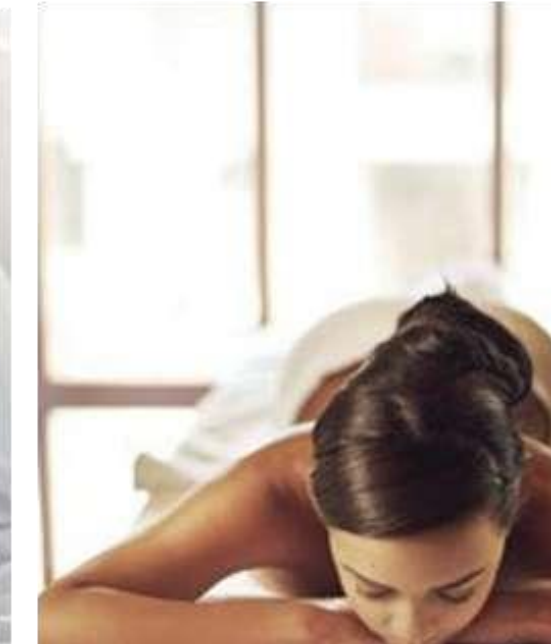
Home Services



Money & Property



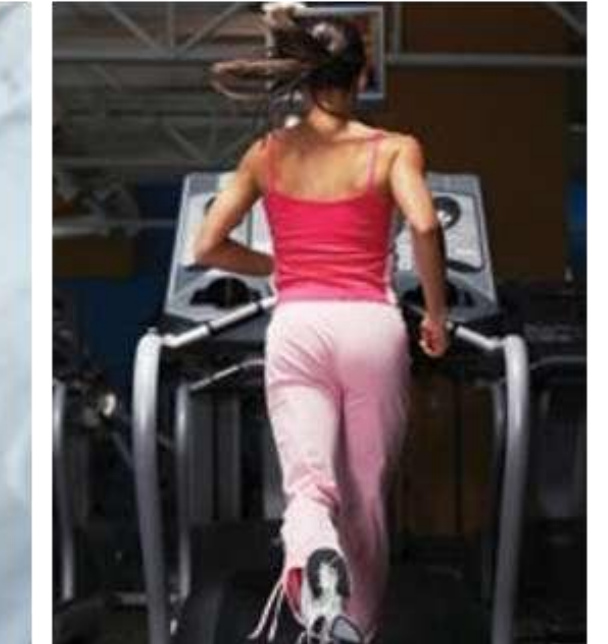
Cars



Salons & Spas



Health & Wellness



Fitness



UAE Dining  
Recipes  
Cookery & Baking  
Healthy Eating



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 Articles



Events



Surveys



Social Media

JPG, PNG, or GIF

Flash, HTML or Animated GIF

# Let's talk banners

We serve banners on a CPM basis



**Leaderboard Banner**  
 (728x90px) - Static JPG,  
 PNG, or animated GIF

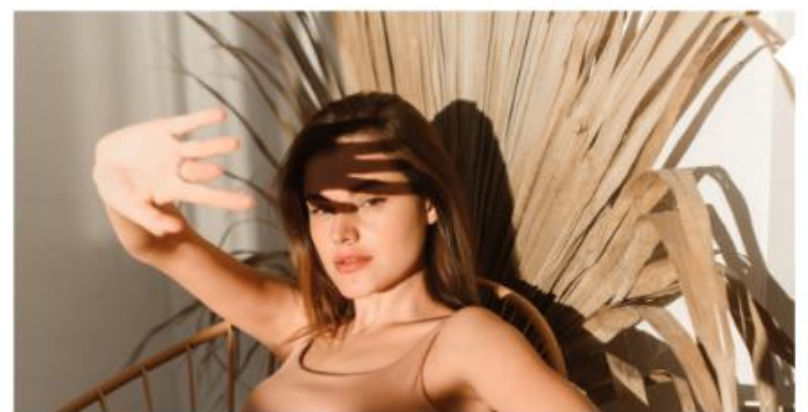
**Half-Page Banner**  
 (300x600px) - Static JPG,  
 PNG, or animated GIF



Top 10 Free Indoor Things to Do in Dubai This Summer



Editors Pick



Skincare and Beauty Offers Your Face Will Thank You For This Summer



ON EXPATWOMAN TODAY



Buy or Sell Your Car in Dubai Easily With Our Classifieds



Current Events and What's On in Dubai



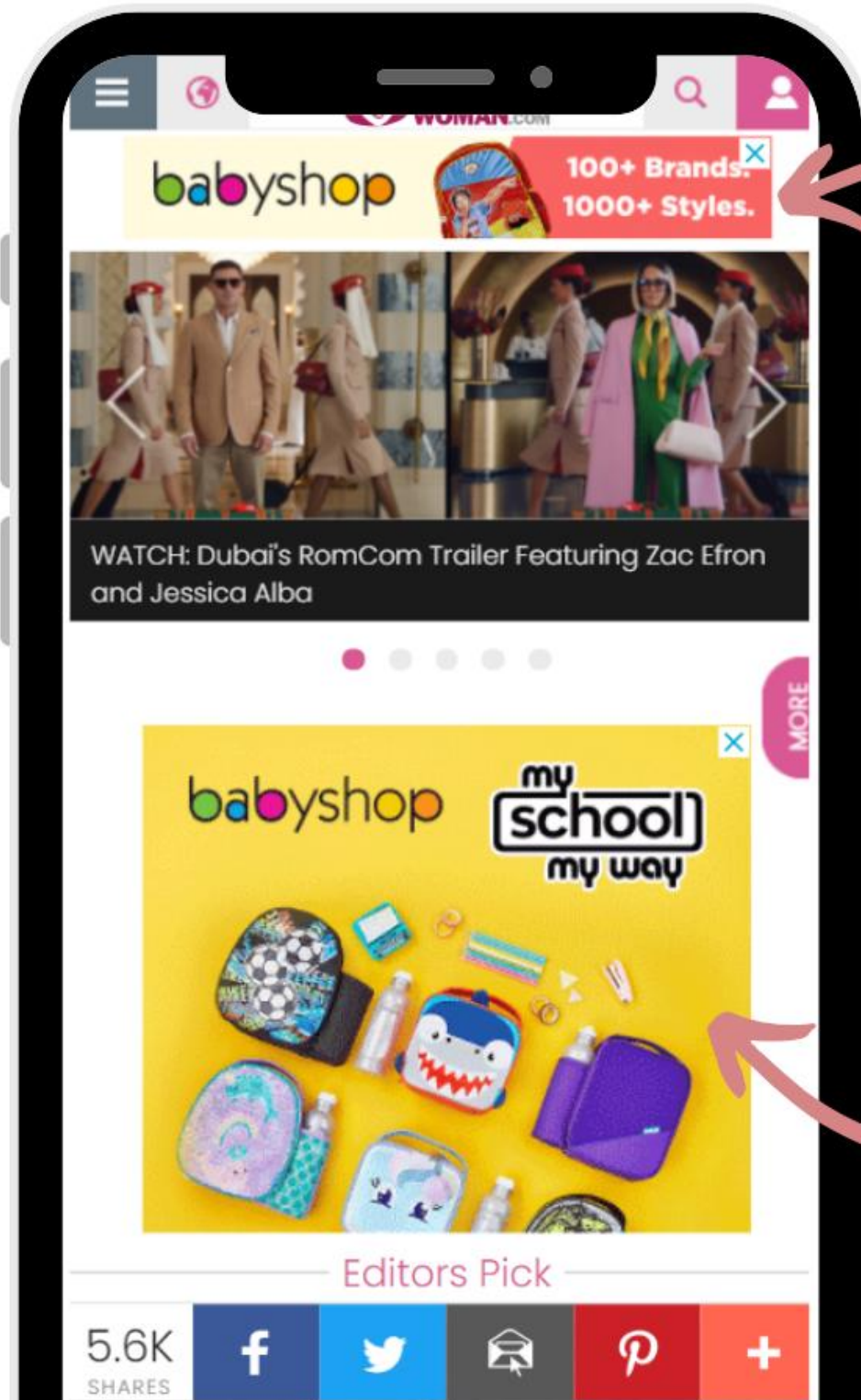
Top Trips From Dubai Under 5 Hours



MPU Banner (300x250px) - Static JPG, PNG, or animated GIF

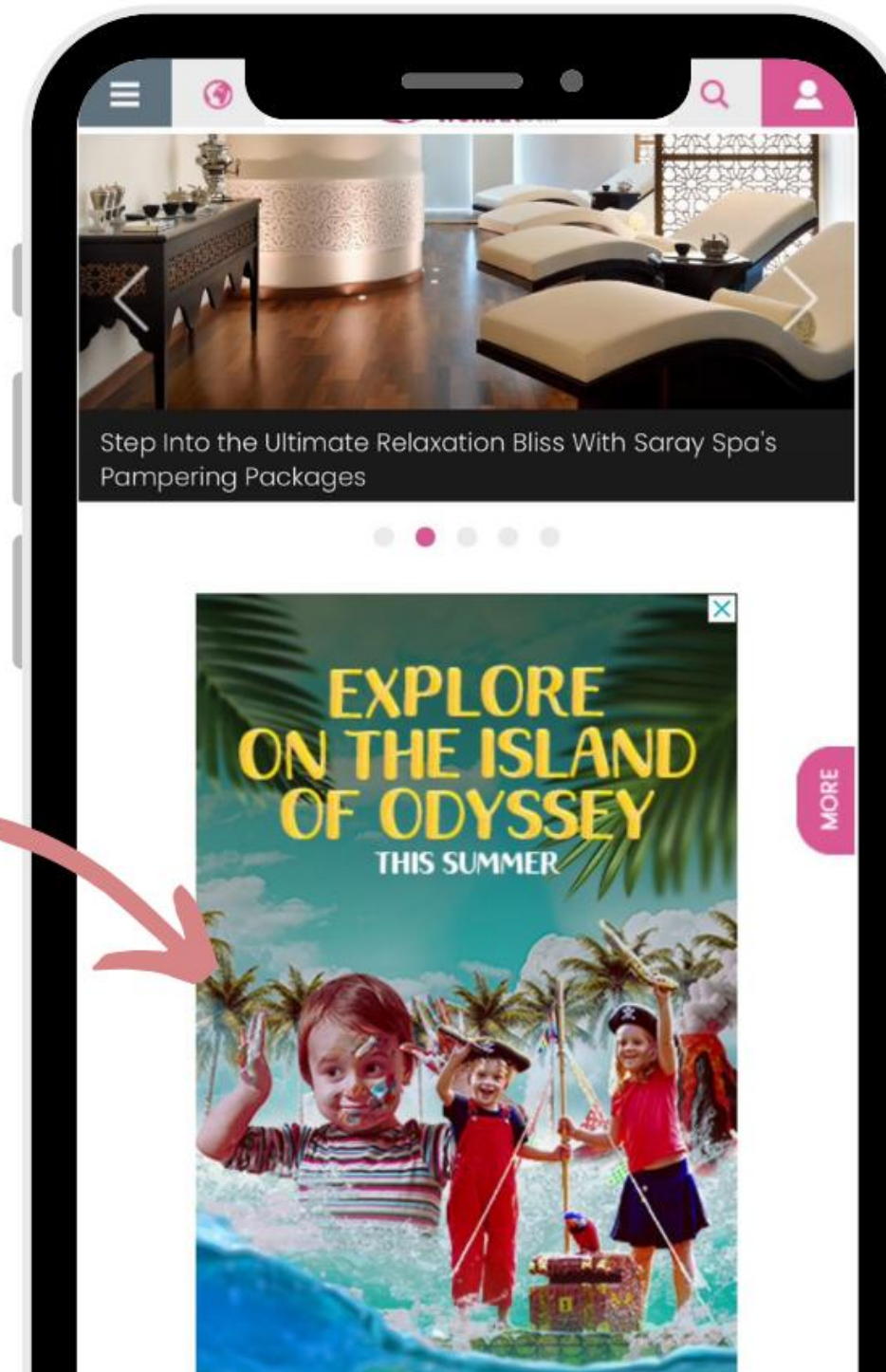
# Audience on *the move*

**Mobile Campaigns** - Over 60% of our audience access the website via phone or tablet.

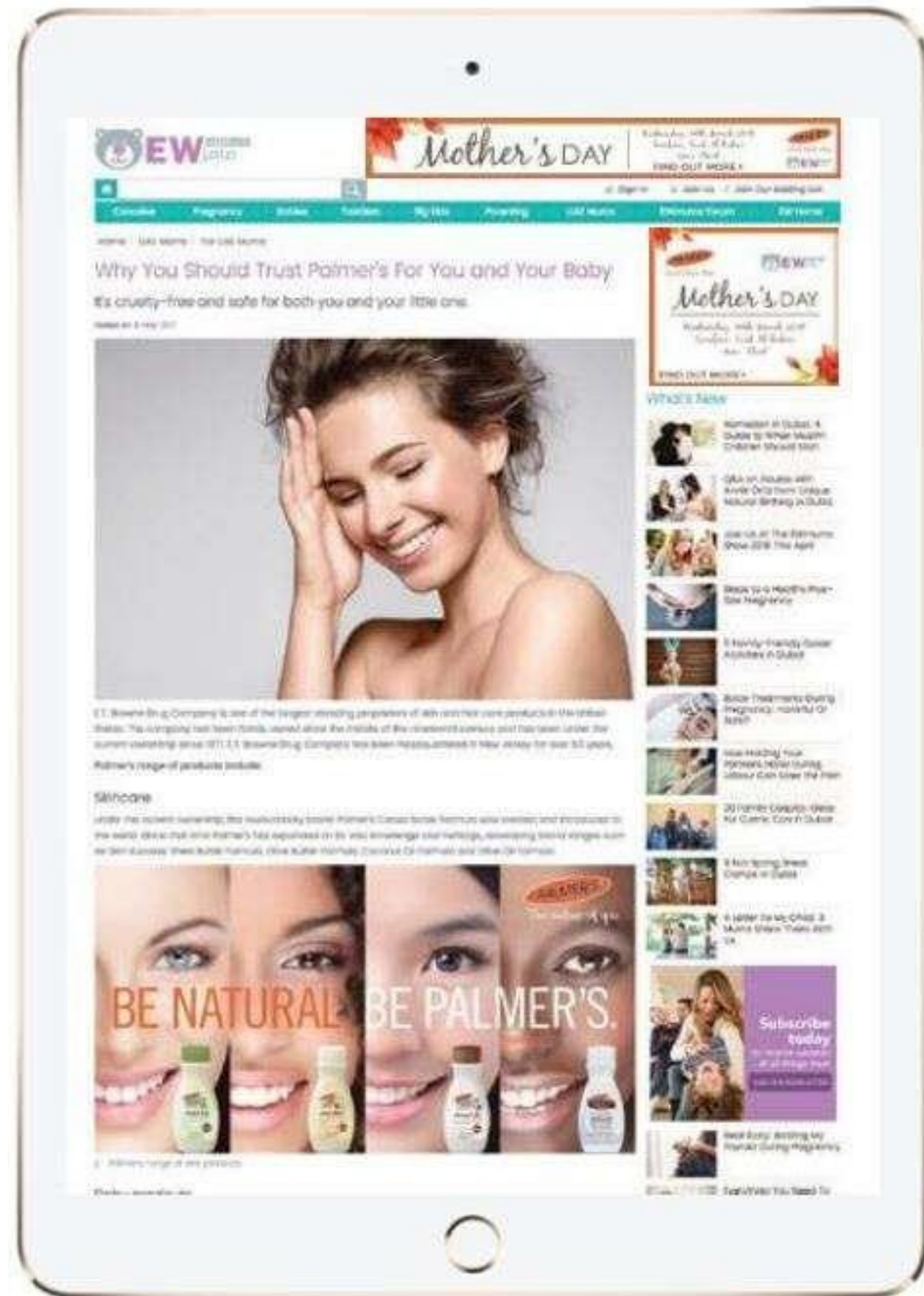


**Mobile Leaderboard Banner (320x50px) - Static JPG, PNG, or animated GIF**

**The same MPU and Half-Page banners displayed on desktop will also appear on mobile**



# 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



-breaks..."



# Job Listings

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#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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