

fact.



QATAR MEDIA KIT 2022

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 publishes 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 8th year.

DIGITAL



D

ONLINE PLATFORMS

FACTQATAR.COM is one of the most comprehensive lifestyle websites in 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 Awards was established in 2012 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



P

PRINT

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, exhibitions, upcoming artists 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, and Instagram. Here, the team talks with readers, supports clients, and runs the magazine's famous giveaways.

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!

Issuu

This online platform provides a sneak peek into the latest issue of the magazine, getting an average up to 90,000 unique visitors and reads, monthly.

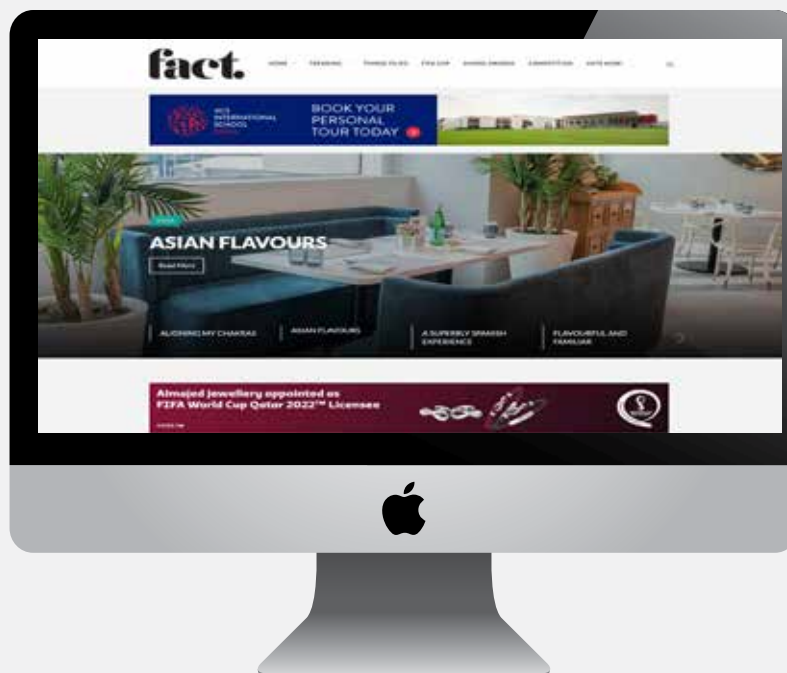
Instagram

@factqatarmagazine posts pictures of unusual finds, foodie hotspots, and content from our latest issue, tagging clients and using appropriate hashtags.

Facebook

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

Our website www.factqatar.com packages all the best features from print, as well as all the latest events and happenings in Qatar.

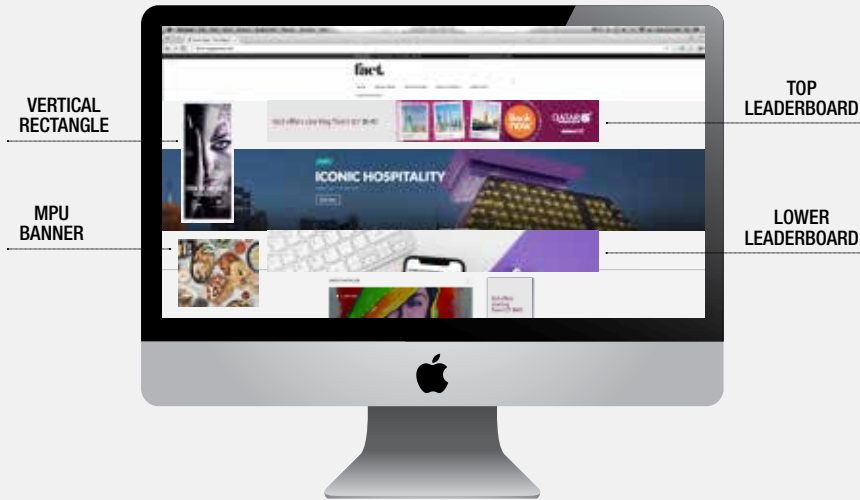


CHECK OUT OUR WEBSITE
WWW.FACTQATAR.COM



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 website.



WEBSITE

<i>Monthly Unique Users</i> 161,594	<i>Per Monthly Page Views</i> 240,400	<i>Per Monthly Sessions</i> 385,829
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SOCIAL MEDIA

<i>Monthly impressions</i> 11,200	<i>Monthly Reach</i> 9,500	<i>Age Range</i> 18-54
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ADVERTISING RATES & DISCOUNTS

HOMEPAGE PLATFORM

- TOP LEADERBOARD** 1200 x 156 pixels | Max file size 70kb
- LOWER LEADERBOARD** 1200 x 156 pixels | Max file size 70kb
- VERTICAL RECTANGLE BANNER** 220 X 550 PIXELS | MAX FILE SIZE 70KB
- MPU BANNER** 300 x 250 pixels | Max file size 35kb

BESPOKE EDM TO 30,000 EMAIL IDS

- ONE EDM** (E-Newsletter with personalised subject lines) Qar 8,700
- E-NEWSLETTER** (listing, promotions included) Qar 3,500

SOCIAL MEDIA

- POST** Qar 5,000
- SOCIAL MEDIA COMPETITION** Qar 3,500
- STORY** Qar 2,500
- PACKAGE** (Social Media Story + Post + Competition) Qar 7,500

PHOTOSHOOT

- 5 PAGE PHOTOSHOOT** Qar 35,000
- VIDEO (1-2 MINUTES)** Qar 8,000
- VIDEO (2-5 MINUTES)** Qar 10,000

Email Communications are mailed to our members and previous Awards voters.
EDM to our Qatar database 30,000+ Email IDs (subscribers + previous voters) organically grown over 5 years.
We receive strong open rates, averaging at 7% - 12%.
Monthly New Users increase at 4% - 5%

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

TOP LEADERBOARD BANNER:

- 1 week: QR 3,000
- 2 weeks: QR 4,500
- 1 month: QR 7,500

LOWERBOARD AND VERTICAL RECTANGULAR BANNER:

- 1 week: QR 2,500
- 2 weeks: QR 3,500
- 1 month: QR 6,500

MPU BANNER:

- 1 week: QR 2,000
- 2 weeks: QR 2,500
- 1 month: QR 5,500

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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
7,500
(copies per month)

READERSHIP
81,000

TARGET AUDIENCE
32% LOCAL **68%** EXPATRIATE

GENDER DISTRIBUTION

45% Female **55%** Male

AGE DISTRIBUTION

10%
Under 20 yrs

44%
20 – 30 yrs

34%
30 – 40 yrs

12%
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**



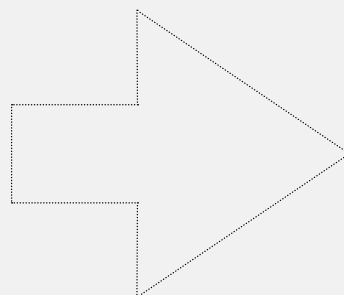
MOTORING

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



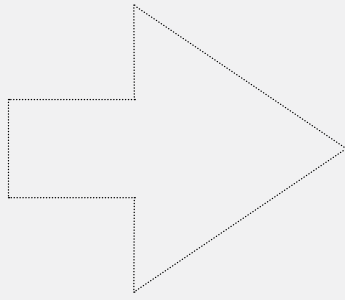
TECHNOLOGY

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



EDITORIAL

FACT Qatar aims to be the ultimate source of information, advice and happenings in 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.



INTERVIEWS

5 OVER 5, VOICE FROM THE KITCHEN, ISLAND INSIDER



FASHION AND BEAUTY

COLLECTION FOCUS, **STYLE ROUND UP**, LOCAL DESIGNERS, **BEAUTY CHECKLIST**



DINING

VENUE REVIEWS, **CHEF'S TABLE**, CITY BITES, CULINARY SPOTLIGHT, **FOODIE CORNER**



HOSPITALITY & HEALTH

SPA REVIEW, WEEKEND SPOTLIGHT, **HOTSPOT**, HEALTH ADVICE



SPA AND WELLNESS

SPA REVIEWS, TREATMENT OFFERS

PRINT RATE CARD

PRIME POSITIONS

FC	QR 51,000	USD 14,000
DPS	QR 20,000	USD 5,490
IFC	QR 17,000	USD 4,670
IFC DPS	QR 25,000	USD 6,870
IBC	QR 19,000	USD 5,220
OBC	QR 30,000	USD 8,240
GATEFOLD	QR 35,000	USD 9,610

STANDARD POSITIONS (ADVERTISEMENT)

FULL PAGE	QR 15,000	USD 4,120
HALF PAGE	QR 7,000	USD 1,920

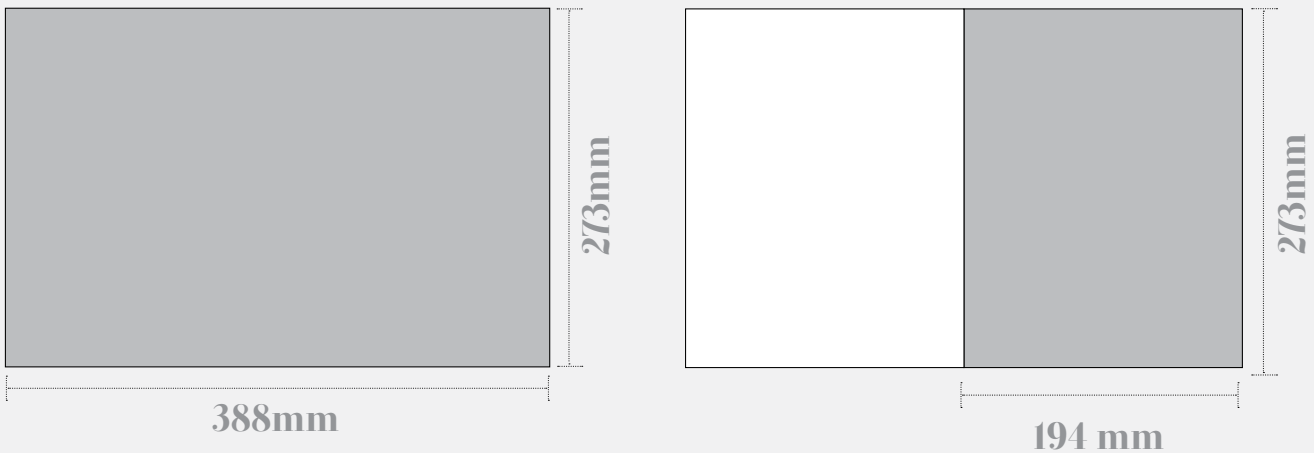
STANDARD POSITIONS (ADVERTORIAL)

FULL PAGE	QR 9,500	USD 2,610
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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

7,500 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 cold stores, with prime position. The magazine is also available in Hamad International Airport Business Class lounge.

CHIRINE HALABI
PUBLISHING DIRECTOR
E: CHIRINE@FACT-MAGAZINE.COM
M: +974 3303 3475