

# fact.

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MEDIA KIT 2024

# FACT IS A MULTIPLATFORM MEDIA BRAND

**FACT** – food, art, culture, travel. It's who we are and what we do! **FACT** Magazine is an urban culture and lifestyle print magazine that is published regionally. **FACT** Qatar is fiercely local but with an international slant. Our content is lively, fun, informative and entertaining. Our digital platforms carry the best of the magazine content, as well as up-to-the-minute reports on happenings and news around the country. And the hugely popular **FACT** Dining Awards Qatar, now in its ninth year, celebrates the country's best restaurants and chefs.

## PRINT



Dynamic, diverse, fun! **FACT** magazine is one of the only continuously published lifestyle publications in the country. Well established as an up-to-the-minute and comprehensive source of news and inspiration for the local and expat communities, our readers have an insatiable curiosity for knowledge and information about the newest and best places to eat, shop and socialise. They are well-educated, quirky, active, tech-savvy and enjoy a lively social life, trying out concerts, food festivals, film screenings and other creative events. Culturally curious, they are always keen to discover new restaurants, bars and cafés, as well as enjoying news and offers from existing favourites. They are also endlessly receptive to news and reviews of the latest tech gadgets and automotive models to hit the market. Readers' disposable income is spent on the latest fashion trends, gadgets and enjoying active social time with family and friends, perhaps at a trendy brunch, a beachside staycation or a fun night out.

## DIGITAL



**FACTQATAR.COM** is the go-to hub for all things lifestyle in Qatar! At **FACT**, we don't just follow trends – we set them. Our readers know how to have a good time and are always seeking the best ways to elevate their lifestyle by discovering what's hot in the city. Embark on a journey of discovery while exploring our website; the passport to planning a perfect night out and staying in the loop with the latest happenings in Qatar. **FACT's** digital platforms offer a myriad of innovative solutions to cater to your advertising needs. From attention-grabbing web banners to EDMs that keep our audience updated, we provide a stage for your brand to shine. We also pride ourselves on our social media presence, which is amongst the leaders in the market. We offer captivating videos, engaging reels, stories and posts – all meticulously crafted to not only complement magazine content but also as standalone initiatives that can represent your brand with flair.

## E-NEWSLETTER AND E-BLAST



Our monthly newsletter offers a great resource bringing Qatar readers a collection of highlights alongside premium up-to-the minute content from **FACT's** website. It's the place to discover restaurant launches, new menus, exciting F&B offers and the latest on fashion, tech and more plus lots of local news.

## AWARDS



The annual **Fact** Dining Awards are now in their ninth year and offer a transparent way of recognising the very best across the country's vibrant and expanding dining scene. Winners are chosen based on rigorous assessment by an independent judging panel and also via online public vote. The 2023 edition featured 52-plus categories with more than 600 entries and attracted a record 69,000-plus unique online votes. The awards offer the ideal opportunity for raising your brand profile through both sponsorship and networking, with hundreds of leading industry executives attending the red-carpet, gala ceremony. There are also PR and marketing opportunities throughout the voting period and afterwards as images from the event appear both in **FACT** magazine and across our social media channels.

# MISSION - VISION - HERITAGE

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## OUR MISSION

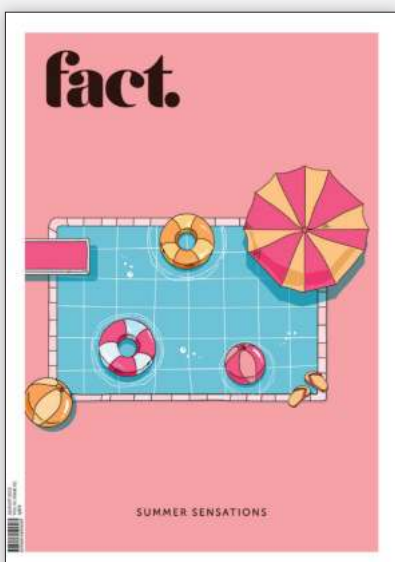
**FACT** Qatar offers a bold, energetic and witty yet neutral and always well-informed voice. We value our reader loyalty and interaction always with a finger on the pulse of the local business community, promoting initiatives and services both on a B2C and B2B basis. Everything we do is enhanced on our digital and social media platforms through regular exciting competitions and calls to action.



V

## OUR VISION

Read in-depth coverage of Qatar'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 and motoring 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.



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## REGIONAL HERITAGE

**FACT** has already established itself as the monthly magazine of choice in the GCC. With titles in Bahrain, Dubai, Abu Dhabi and Qatar, **FACT** is one of the most widely distributed and popular titles in the region. We continue to bring international standards and an edgy editorial voice to the Gulf.

# READERSHIP PROFILE

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



## MONTHLY INCOME

QR20,000+

## CIRCULATION

7,500

(copies per month)

## READERSHIP

81,000

## TARGET AUDIENCE

36%  
LOCAL

64%  
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 & Staycation



# DIGITAL AUDIENCE PROFILE

**FACT** Magazine's digital audience in Qatar is an affluent, vibrant blend of urban locals and expatriates, forming a significant portion of the mass consumer market.

From local insights to global perspectives, our digital audience is curated for those who appreciate the finest experiences and are eager to explore what Qatar has to offer.

## UNIQUE MONTHLY VISITS

275K+

## AVG MONTHLY VISITS

450K+

## TARGET AUDIENCE

45%  
LOCAL

55%  
EXPATRIATE

## GENDER DISTRIBUTION

47%  
Female

53%  
Male

## AGE DISTRIBUTION

23%  
Under 20 YRS

31%  
20-30 YRS

26%  
30-40 YRS

20%  
40+ YRS

## READERS' INTERESTS

13%  
Art & Culture

37%  
Hospitality  
& Dining

18%  
Motoring &  
Technology

12%  
Fashion  
& Beauty

20%  
Travel & Staycation



# EDITORIAL

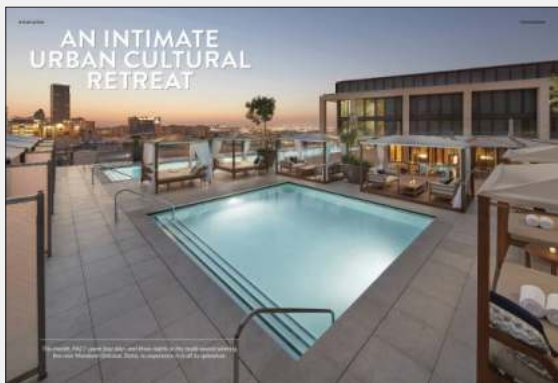
**FACT** Qatar is the city's first metropolitan culture magazine boasting international standards of design, as well as unparalleled editorial integrity. A fiercely local publication with a sophisticated edge, the magazine has in-depth coverage of Qatar's arts, fashion, culture, motoring and dining, alongside all the best events, delivering probing features and up-to-date news from Qatar. 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, LOCAL NEWS,  
UPCOMING EVENTS



**MOTORING**  
ISLAND RIDES, BEHIND THE WHEEL,  
CAR AND MOTORBIKE TEST DRIVES,  
MOTORING NEWS



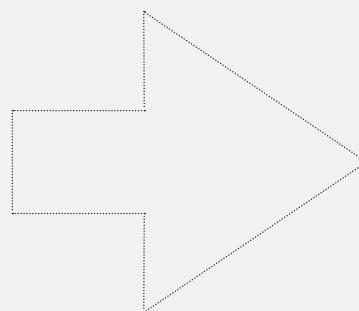
**TRAVEL**  
STAYCATIONS, VACATIONS,  
HOTEL SPOTLIGHTS



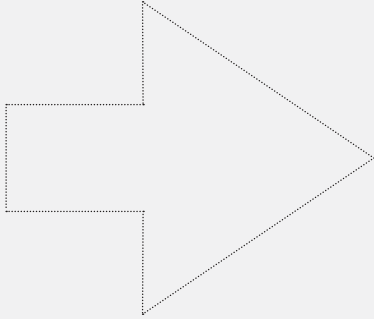
**INTERVIEWS**  
5 OVER 5, VOICE FROM THE  
KITCHEN, CHEF IN FOCUS



**DINING**  
RESTAURANT REVIEWS,  
DINING LISTINGS



# OUR SECTIONS



**SPA AND WELLNESS**  
SPA REVIEWS,  
TREATMENT OFFERS



**TECHNOLOGY**  
PLUGGED IN, APPS,  
GADGET REVIEWS



**ARTS & CULTURE**  
EXHIBITIONS, REVIEWS, Q&As, INTERVIEWS,  
SPOTLIGHTS, LOCAL TALENT



**ENTERTAINMENT**  
BOOKS, MUSIC, TV, MOVIES

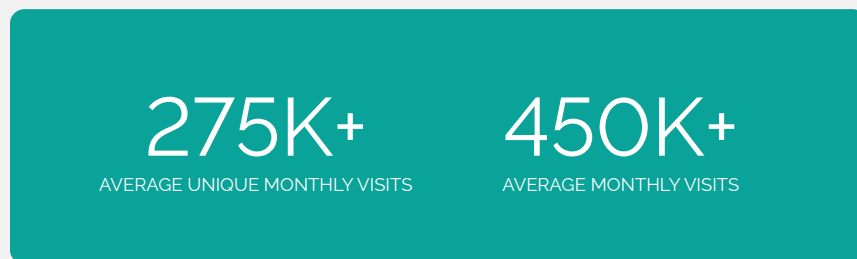


**FASHION AND BEAUTY**  
LATEST COLLECTIONS AND TRENDS,  
BEAUTY PRODUCTS

# FACT BY NUMBERS

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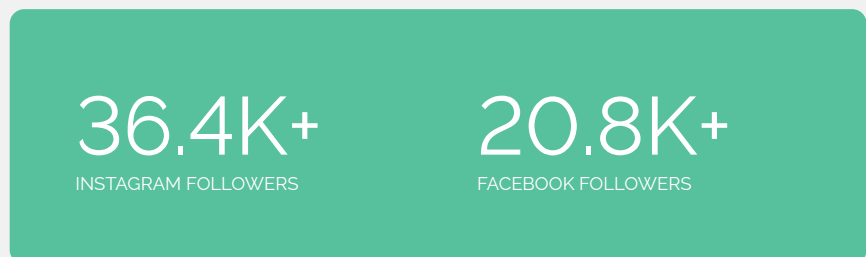
Dedicated to delivering tangible results through dynamic solutions across diverse platforms.



WEBSITE



SOCIAL



E-NEWSLETTER  
EDM



AWARDS



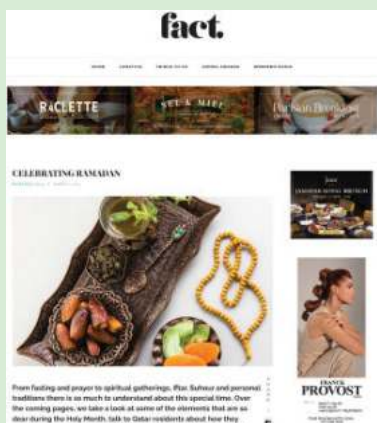


## WEBSITE

Tailored advertorials, designed in our own editorial style, can be created by our professional team. Using client-provided information we will edit and layout your news and stories in a way that highlights your business while appearing engaging and interesting to our readers.

## SPONSORED CONTENT

## ROUNDUP STORIES



Can take the form of inclusion in roundup stories, such as Coffee Culture or Ramadan Dining, where you can showcase your brand alongside others in the sector with information provided by the client to achieve maximum accuracy.

## BESPOKE CONTENT

We can also produce Bespoke Content, which could be anything from a single page to highlight the opening of a new restaurant or launch of a new menu to a comprehensive spread over multiple pages showcasing a whole property or an interview with a specific spokesperson to talk about a specific aspect of the business giving a human face to your brand.



## SPONSORED CONTENT RATES

We have two basic options for you to choose from:

## OPTION 1

## ROUNDUP STORIES

QR10,500 per article

## OPTION 2

## BESPOKE CONTENT

QR15,000 per article

\*The article will be published permanently.

\*\*2-1 do-follow-links to be featured in the article.

\*\*\*We will email you beforehand and discuss the client link and topic of the article

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (display banners, e-Newsletters, e-blasts, etc) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

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WWW.FACTQATAR.COM

# DIGITAL - INSTAGRAM ADVERTISING

## ABOUT

We post up-to-the-minute website and magazine content alongside unusual finds, dining hot spots and our popular weekly Weekend Mania and roundup stories, always using appropriate hashtags and tagging clients.

## AUDIENCE

FACT readers are intuitive and curious about cultural happenings, local events, the latest brunch, the newest art exhibition and other interesting places to check out in their free time.

**KEY IG STATS**

**2% Engagement Rate**

**125K Total Reach**



## VIDEO CONTENT CREATION FOR SOCIAL MEDIA REELS

**FACT's** Reels offer the perfect opportunity to promote your venue through dynamic and engaging video content. We will showcase your offering to our readership, from retail outlets to new restaurants, menus and brunches, in Instagram reels that we create and share across our social media feeds, bringing a new audience to your brand.

## REAL - TIME CONTENT

Our Instagram and Reels can be filmed with or without a presenter.

The latter option offers the benefit of having someone narrate the video, talking potential USPs of the brand.



**36.4K+** INSTAGRAM FOLLOWERS

**20.8K+** FACEBOOK FOLLOWERS

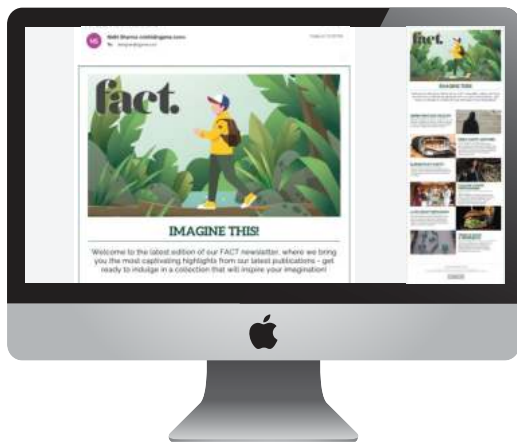
Price and space requirements available upon request Email: [chirine@fact-magazine.com](mailto:chirine@fact-magazine.com)

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Our monthly newsletter offers a great resource bringing Qatar readers a collection of highlights alongside premium up-to-the minute content from FACT's website. It's the place to discover restaurant openings, new menus, exciting F&B offers and the latest on fashion, tech and more plus lots of local news.



## E - NEWSLETTER SPONSORED PANEL

Reach our audience of 38K with a clickable panel on our monthly e-newsletter that takes readers to your bespoke article hosted on our website.

## E - NEWSLETTER BANNER

A maximum of three paid banner advertisements are available in each e-newsletter.

**SPECS** - 590 x 380 pixels  
Max file size 70kb

AV. OPEN RATE:

**16-22%**

## E-NEWSLETTER FREQUENCY

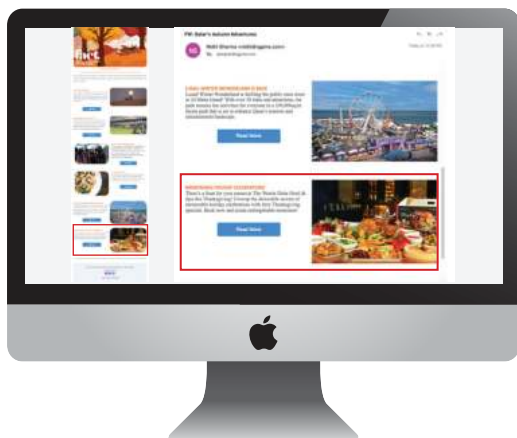
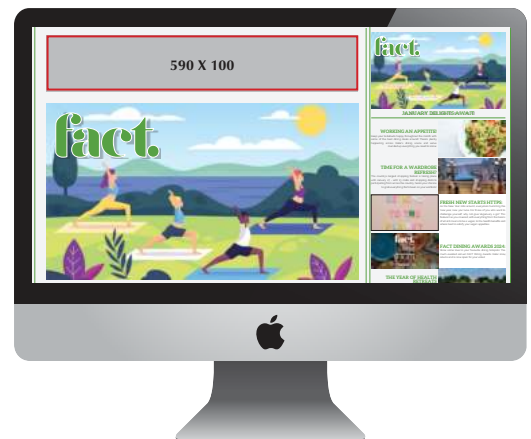
Distributed every month

## TOP LEADERBOARD BANNER ON E-NEWSLETTER

The top leaderboard banner of FACT's monthly e-newsletter is the first visible banner advertisement. It is positioned vertically above the editorial content to ensure maximum attention and engagement.

**SPECS** - 590 x 100 pixels | Max file size 70kb JPG/GIF formats.

QR 7,500 per box



## COMMERCIAL BOX IN FACT NEWSLETTER

The commercial box is the last visible banner advertorial in FACT's monthly e-newsletter. This placement is selected strategically because it allows the advertisement to leave a lasting impression on the reader as they conclude their interaction with the newsletter.

QR 3,500

## COMMERCIAL NEWSLETTER

FACT's commercial newsletters are specialised newsletters that go out during Ramadan and other festive seasons, offering a curated selection of special deals and promotions. The newsletter serves as a valuable resource for readers seeking to enhance their festive celebrations.

QR 5,000 per box



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**DEDICATED EDM**

Our dedicated EDMs ensure that special offers and targeted messages reach **FACT** magazine's highly engaged readership actively seeking products, services and exclusive promotions.

**SPECS**

- Height is customisable per your specs.
- Width: 600 pixels file size 1MB Max.
- Copy, images and the link require a minimum of seven working days before broadcast date.
- Provide email subject line heading.

AV. OPEN RATE:

**16-20%**



QR8,700

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (display banners, e-Newsletters, e-blasts, etc) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.



## FACT DINING AWARDS 2024

Since its launch in 2015, the annual Fact Dining Awards has continued to grow each year and is known as a transparent means of recognising the very best across the F&B sector in Qatar. The 2024 awards season promises even more growth within the country's thriving restaurant scene. This year, with the help of industry partners, we aim to attract more than 70,000 votes from the public, over 55 categories.

## FDA – THE BENEFITS OF PARTNERSHIP

### RAISING YOUR BRAND PROFILE

Associating your brand with the Fact Dining Awards will generate strong recognition within the sector.

Your presence, including logos, banners, mention on the winners' screen and media wall, alongside company representatives at the gala awards ceremony, will demonstrate your importance within the sector.



### PR AND MARKETING OPPORTUNITIES

Branding does not begin and end at the event itself. We will include your brand in all the pre- and post-event PR material released to the media, influencers and industry leaders across a heavily promoted three-month campaign.

### ENGAGEMENT

Across the full awards process, your branding will reach hundreds of thousands of consumers and key decision makers.



### NETWORKING

As a partner, you will be invited to the event where you will have access to the crème de la crème of society, VIPs, Royals and public figures plus all the decision makers from the hospitality and F&B sectors. This event opens up an unprecedented networking opportunity with the possibility for you to host key clients and generate new leads.



### PARTNERSHIP PACKAGES AVAILABLE

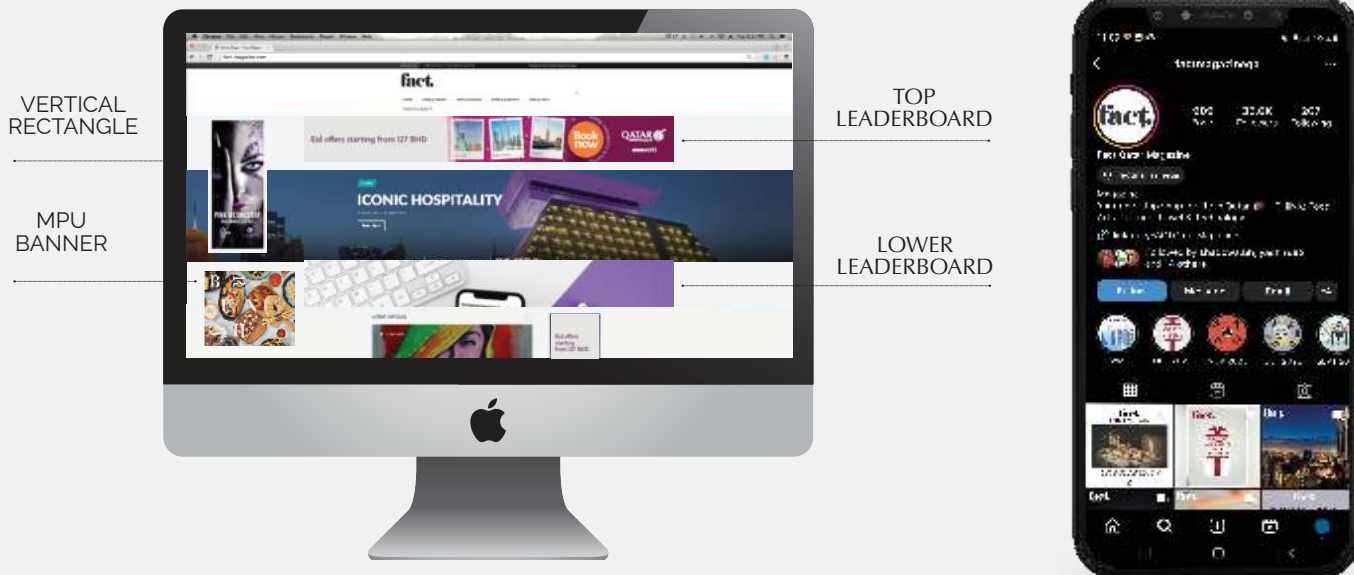
To discuss how partnering with the Fact Dining Awards can benefit your brand, please contact **Chirine Halabi** on [chirine@fact-magazine.com](mailto:chirine@fact-magazine.com)

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# 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.



## ADVERTISING RATES

### 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 38,000+ EMAIL IDS

**ONE EDM** (E-Newsletter with personalised subject lines) ..... QR 8,700

### DIGITAL ADVERTORIAL

..... QR 10,500

### SOCIAL MEDIA

POST ..... QR 5,000  
 SOCIAL MEDIA COMPETITION ..... QR 3,500  
 STORY ..... QR 2,500  
 PACKAGE (Social Media Story + Post + Competition) ..... QR 7,500  
 WEEKEND MANIA/MONTH ..... QR 1,000  
 WEEKEND MANIA/YEAR ..... QR 6,000

### PHOTOSHOOT

5 - PAGE PHOTOSHOOT ..... QR 35,000  
 VIDEO (1-2 MINUTES) ..... QR 8,000  
 VIDEO (2-5 MINUTES) ..... QR 10,000

### TOP LEADERBOARD BANNER:

1 week: ..... QR 3,000  
 2 weeks: ..... QR 4,500  
 1 month: ..... QR 8,500

### 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

Email communications are mailed to our members and previous awards voters.  
 EDM to our Qatar database 38,000+ Email IDs (subscribers + previous voters) organically grown over several years.  
 We receive strong open rates, averaging at 16% - 22%.  
 Monthly New Users increase at 8% - 12%

#### Specifications:

- JPG Image artwork - no larger than 1MB
- Copy, images and the link require a minimum of seven working days before broadcast date.
- 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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# FACT MAGAZINE PRINT RATE CARD

**FACT** Qatar is a multimedia brand with a print 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.

## STANDARD POSITIONS

FULL PAGE _____	QR 16,000	USD 4,395
HALF PAGE _____	QR 8,000	USD 2,190
DPS _____	QR 20,000	USD 5,490

## PRIME POSITIONS

FC _____	QR 51,000	USD 14,000
IFC _____	QR 17,000	USD 4,670
IFC DPS _____	QR 25,000	USD 6,870
IBC _____	QR 19,000	USD 5,220
OBC _____	QR 40,000	USD 11,000
GATEFOLD _____	QR 35,000	USD 9,610

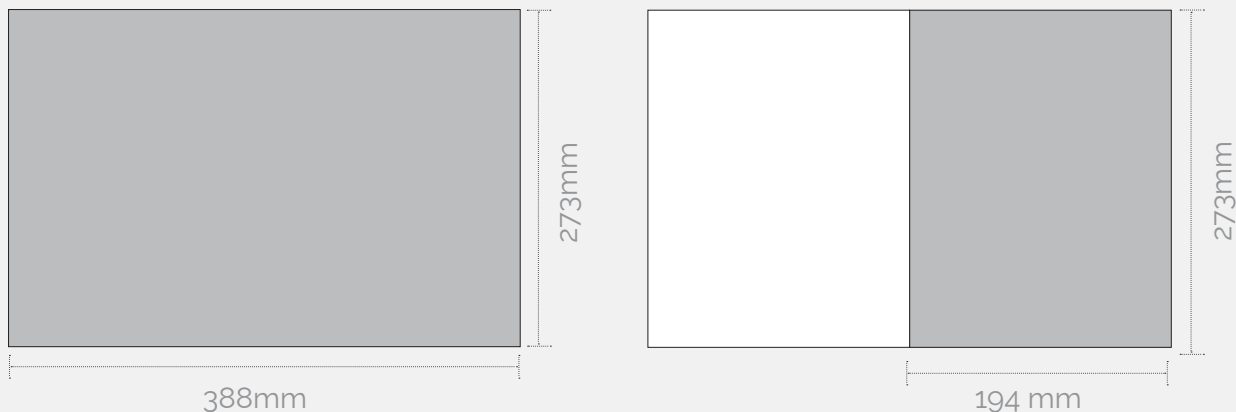
## STANDARD POSITIONS (ADVERTORIAL)

FULL PAGE _____	QR 9,500	USD 2,610
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## DISCOUNTS

AGENCY DISCOUNT _____	<b>25%</b>
3 INSERTIONS _____	<b>5%</b>
6 INSERTIONS _____	<b>10%</b>
12 INSERTIONS _____	<b>20%</b>

(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 countrywide through leading supermarkets, as well as complimentary copies being available in hotels, restaurants, coffee shops and shopping malls.

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EDITORIAL CALENDAR 2024



## JANUARY

### **Veganuary**

Where to find great vegan food in Qatar

Orthodox Christmas celebrations  
The best of the new season's dining offers  
Ethical travel



## FEBRUARY

### **Lovin' It**

**Valentines** – love languages and the best places to celebrate  
Doha Jewellery and Watches Exhibition – all the news and brand offerings  
Romantic Journeys  
FDA 2024 nominations



## MARCH

### **Ramadan Roundups**

All the Iftar, Suhour and Ghabga traditions and offers  
Places to eat traditional food  
Travel Saudi Arabia



## APRIL

### **Eid**

Getaways (nearby short stays) and gifting  
Pet-friendly places – cafes, parks, beaches  
Tech – latest gadgets from the trade shows



## MAY

### **Hidden Gems**

Locals' Guide to food, hot spots and entertainment  
Meet the bands – the post-Ramadan arrivals  
Green travel



## JUNE

### **Hot, Hot, Hot**

Summer activities – water sports, al fresco adventures  
Summer travel – getting ready for the big getaway travel tips  
Favourite al fresco dining spots  
FDA Winners announcement



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EDITORIAL CALENDAR 2024



## JULY

### Audience Spotlight

Local stars – ordinary people doing extraordinary things  
Summer Coolers – recipes, juice bars, ice cream parlours etc places to stay cool  
Travel – what's cool this year



## AUGUST

### Escapes

Staycations – where to get away if you're not going away  
Back to school shopping, lunch-box tips, meal prep ideas  
Last-minute breaks before the new school term



## SEPTEMBER

### Fashion

New season fashion, spotlight on local designers  
Our favourite spas – pampering escapes with a special emphasis on men's treatments  
Travel – child-free destinations



## OCTOBER

### Cooling Down

Outdoor activities  
Get your garden winter ready  
Winter season calendar announcements



## NOVEMBER

### On The Road

Extended Motoring Feature including additional test drives, extra news and interviews from the automotive sector  
F1 returns to Qatar – all the news from the track and entertainment around the city



## DECEMBER

### Festive Season

**National Day celebrations** – where to go and what to do  
**Christmas** – roundups from Gingerbread House making to the best dining and 'to go' offers  
**New Year** – the best places to ring in 2025 in style