



Spécial  
madame  
FIGARO  
بالعربي

MEDIA KIT 2024

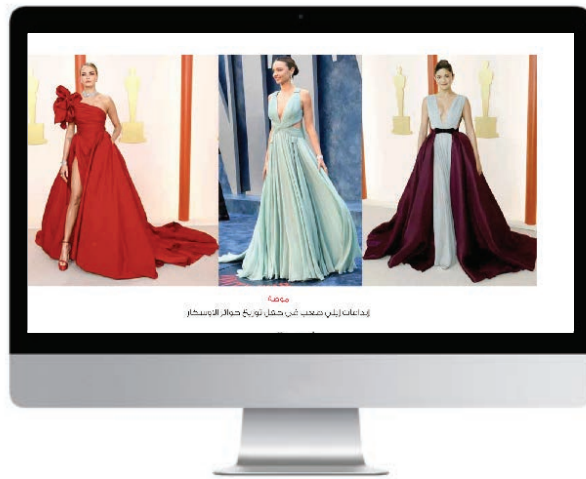
# Spécial!

*madame*  
FIGARO  
بالعربي

FASHION, BEAUTY,  
JEWELRY & WATCHES  
LIFESTYLE, PEOPLE,  
INSPIRATIONAL WOMEN  
WEDDINGS, FOOD,  
HOROSCOPE...

WELCOME TO THE  
LUXURY WORLD OF  
SPECIAL ARABIA, THE  
ONE-STOP DESTINATION  
FOR THE MODERN,  
TRENDY AND SASSY  
ARAB WOMAN.

## DIGITAL AUDIENCE DECEMBER 2023



250K  
PAGE  
VIEWS

1.3M  
EVENT  
COUNT

150K  
USERS

### AUDIENCE

18%  
UAE

42%  
KSA

12%  
EGYPT

### COUNTRY

86%  
MOBILE

4%  
TABLET

10%  
DESKTOP

### DEVICES

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## DIGITAL AUDIENCE DECEMBER 2023



78%  
*WOMEN*

### **GENDER**

22%  
*MEN*

### **AGE GROUP**

26.86%  
18 - 24

35.05%  
25 - 34

17.97%  
35 - 44

53.1%  
of total users  
with affinity to fashion,  
beauty, shopping and  
lifestyle

## D I G I T A L   A U D I E N C E D E C E M B E R   2 0 2 3



88%

Interested in  
different dresses  
and shoes

50%

Focusing on  
health care

51%

Engaged with  
women clothing  
accessories

87%

Looking for skincare  
products

53%

Searching for  
Luxury brands

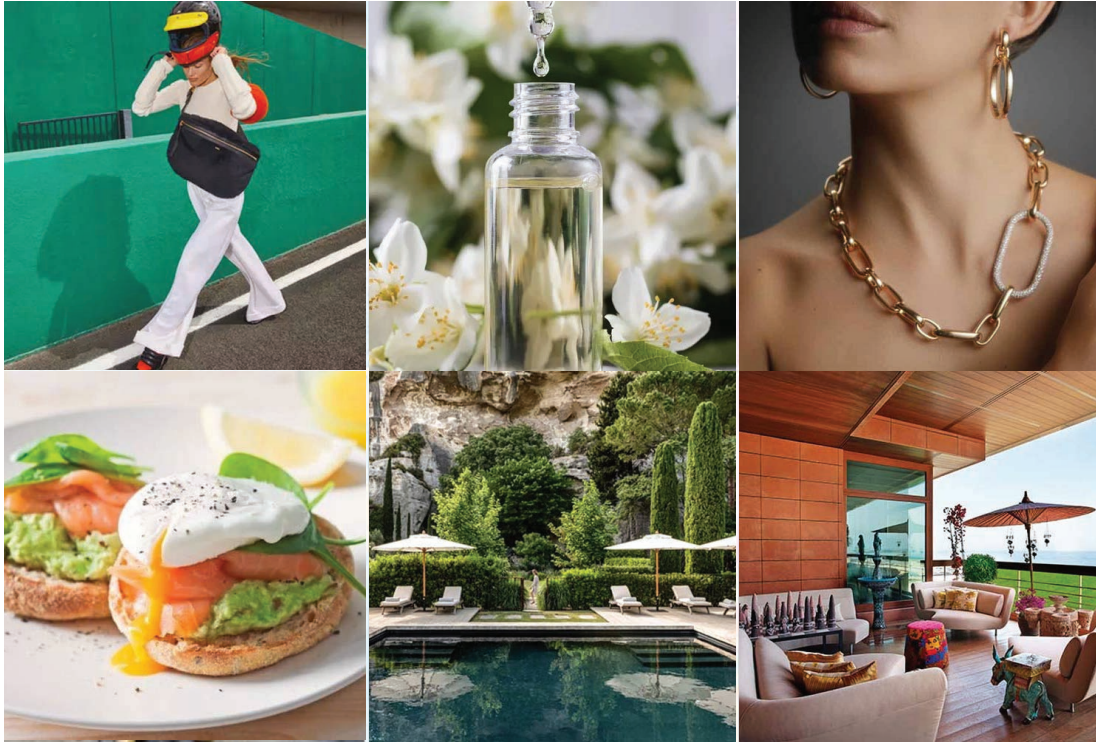
63%

Captivated by  
Fashion & Beauty

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## DIGITAL AUDIENCE DECEMBER 2023



7X

more likely to  
look for healthy  
food options

9X

more likely to  
look for skirts

6X

more likely to buy  
cosmetics

5X

more likely to  
engage with  
entertainment  
related topics

10X

more likely  
to be interested in  
sportswear

5X

more likely to  
be interested in TV  
shows

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D I G I T A L   A U D I E N C E  
D E C E M B E R   2 0 2 3



FACEBOOK  
29K



TWITTER  
1500



INSTAGRAM  
23.5K

## EDITORIAL OVERVIEW

### FASHION

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We bring you the latest news about the fashion industry, designers, trends, up-to-the-minute runway shows photos, influencers and celebrity style, shopping suggestions, and large coverage of Fashion Weeks.





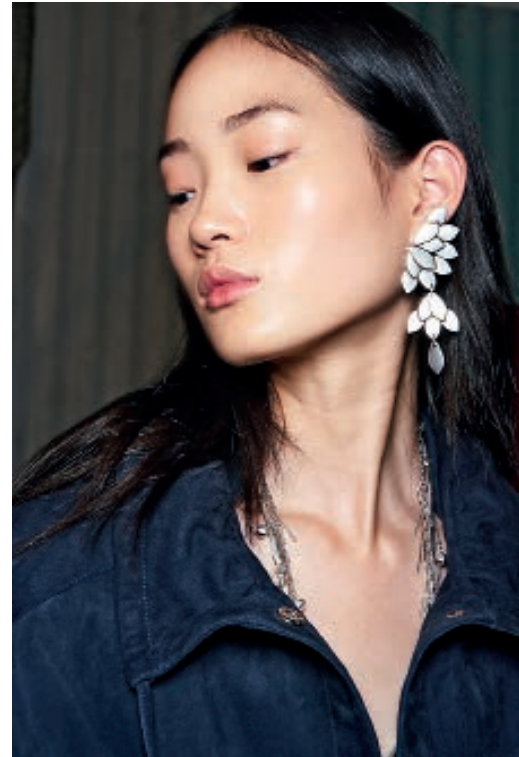
# Special madame FIGARO بالعربي

## EDITORIAL OVERVIEW

### BEAUTY

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Get the best beauty advice and tips from our editors but also from experts and makeup artists. Skincare, fragrances, makeup trends, how to videos, haircare, wellness, and cosmetic treatments: we've got you covered!



# Special!

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## EDITORIAL OVERVIEW

### DECO



### TRAVEL



### PEOPLE



### HEALTH



### WEDDINGS



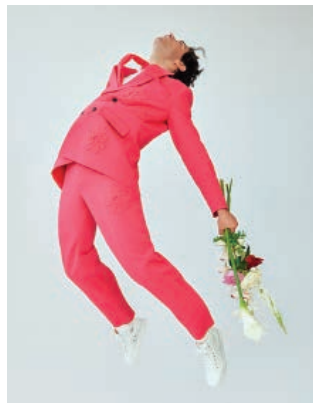
### INSPIRATIONAL



### JEWELRY



### CULTURE



### FOOD



### HOROSCOPE



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## DIGITAL RATES 2024



### STANDARD BANNERS

Sizes	Rate
728x90	\$75 CPM - Desktop
300x250	\$75 CPM - Desktop & Mobile
300x600	\$75 CPM - Desktop & Mobile
970x250	\$90 CPM - Desktop
320x50	\$75 CPM - Mobile
320x100	\$60 CPM - Mobile
Roadblock	\$125 CPM - Desktop & Mobile

### RICH MEDIA

	Rate
Overlay	\$110 CPM - Desktop & Mobile
Interstitial	\$110CPM - Mobile
Stickt Footer	\$100CPM - Desktop & Mobile
Expandable banner	\$110CPM - Desktop
Video InBanner	\$75 CPM - Desktop & Mobile
Video InView and InPage + sticky	\$40 CPM - Desktop & Mobile



# D I G I T A L T E C H S P E C S

## BANNER DESKTOP

970 x 250px, 728 x 90px,  
300 x 600px, 300 x 250px

FORMAT: JPEG, GIF

MAXIMUM SIZE: 250KB

## VIDEO DESKTOP

640 x 360px

FORMAT: MP4

MAXIMUM SIZE: 1MB

## BANNER MOBILE

320 x 50px, 300 x 250px,

FORMAT: JPEG, GIF

MAXIMUM SIZE: 150KB

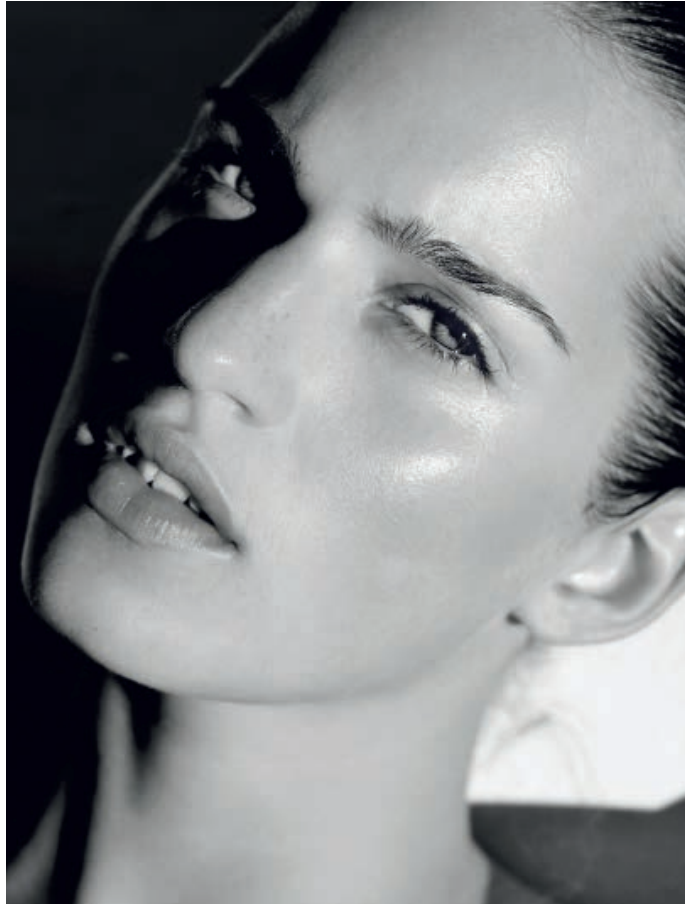
## VIDEO MOBILE

640 x 360px

FORMAT: MP4

MAXIMUM SIZE: 1MB

SPECIAL  
PROJECTS



**ADVERTORIAL SHOOTS**

Art directed by our team of experts, from photographers to stylists and art directors, these inspiring and amazing photos and videos communicate the brand/client's message and identity to our readers and viewers.

**NATIVE ARTICLE**

Copy written by our editors, these articles are visually supported by relevant material such as videos and photo galleries.

**DIGITAL SPONSORSHIP**

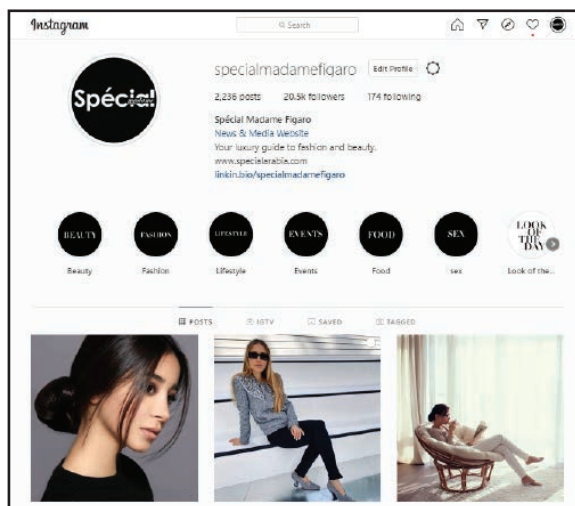
Tailor made feature or selected from our eight sections, it provides a flexible, personalized and targeted communication tool.

## GAIN IN VISIBILITY WITH SOCIAL MEDIA

The social media ecosystem has become saturated with influencers and advertisers of all kind. Standing out on these channels has become complicated and expensive.

Special Madame Figaro has a social following of more than 50,000 ; an exclusive and proactive community that can carry your brand in a trustworthy and premium environment.

We pledge never to post more than one sponsored post per day.



Platform	Objective	Targeting	Format
<ul style="list-style-type: none"> <li> Facebook</li> <li> Instagram</li> <li> Twitter</li> <li> Pinterest</li> <li> Snapchat</li> </ul>	<ul style="list-style-type: none"> <li>Reach <i>(Guaranteed)</i></li> <li>Video Views</li> </ul>	<ul style="list-style-type: none"> <li>Socio Demographic</li> <li>Interest</li> <li>Geolocation</li> <li>Gender</li> <li>Age</li> </ul>	<ul style="list-style-type: none"> <li>Image</li> <li>Link</li> <li>Videos</li> <li>Stories</li> </ul>

# Madame Figaro, a global brand.

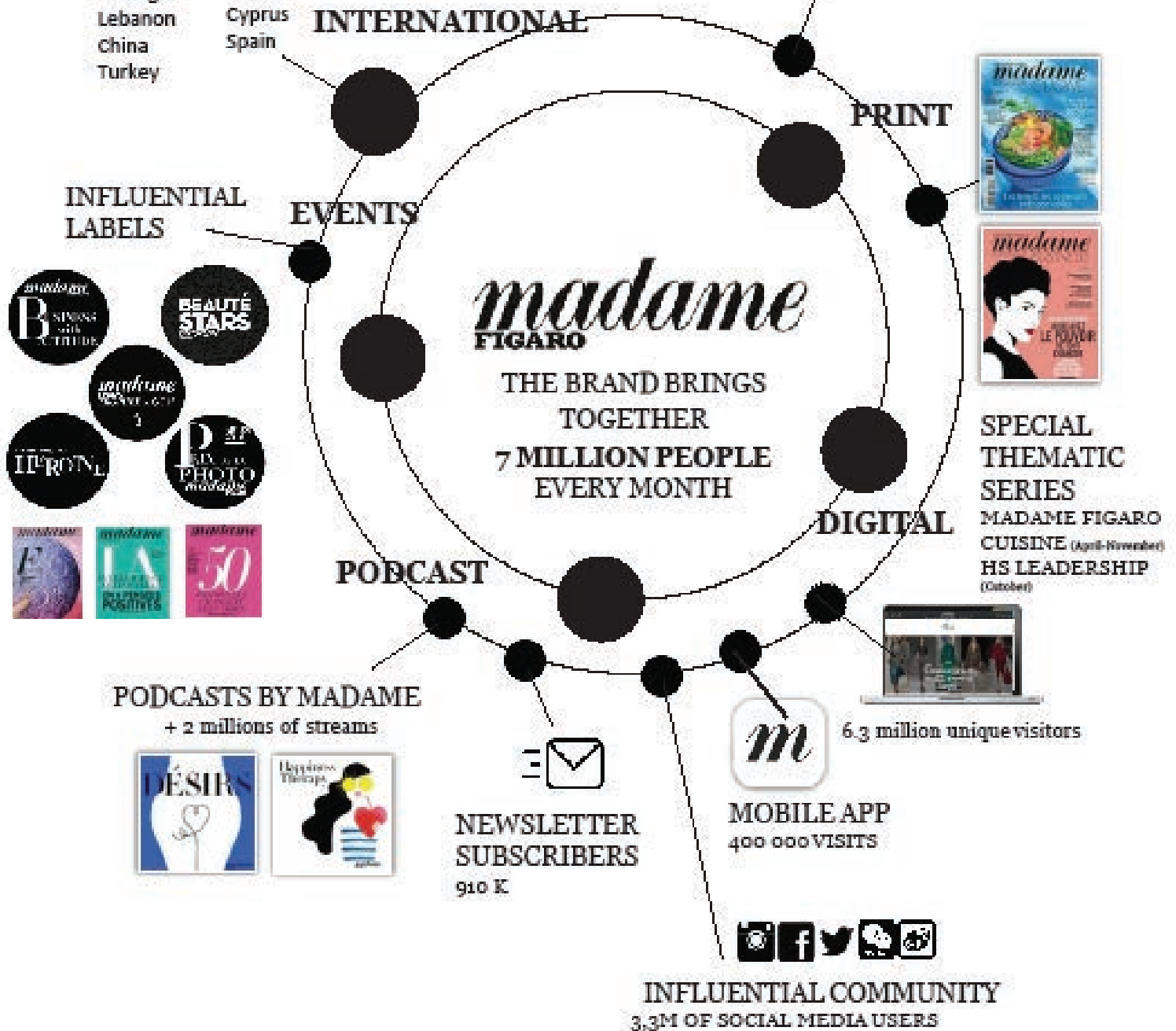


## 9 INTERNATIONAL EDITIONS

- Japan
- Portugal
- Lebanon
- China
- Turkey
- Hong Kong
- Greece
- Cyprus
- Spain



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## C O N T A C T   U S



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