



WATCH  
YOUR STEP

# Spécial *madame*

FIGARO

MEDIA KIT 2026

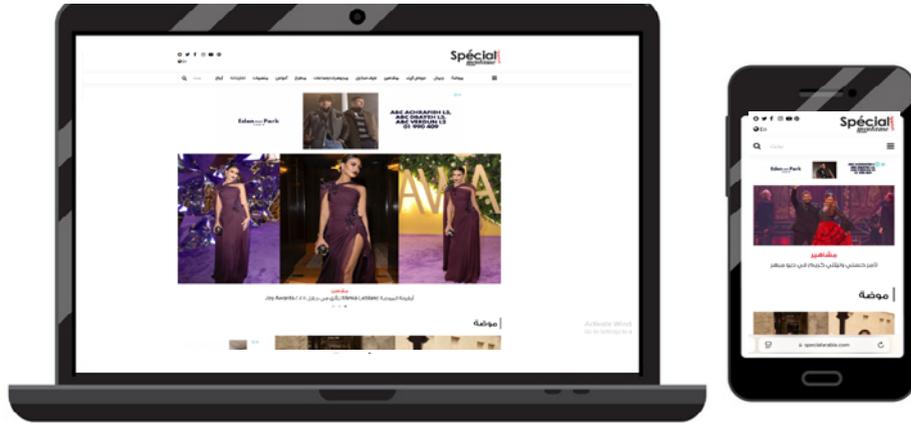
ημερήσιο

# Spécial **الشرق** *madame* FIGARO

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 JANUARY 2025



1.7M  
PAGE  
VIEWS

1.2M  
USERS

### AUDIENCE

21%  
UAE

43%  
KSA

36%  
REST OF  
THE WORD

### COUNTRY

88%  
MOBILE

3%  
TABLET

9%  
DESKTOP

### DEVICES

## DIGITAL AUDIENCE JANUARY 2025



81%  
*WOMEN*

### **GENDER**

19%  
*MEN*

### **AGE GROUP**

27%  
18 - 24

36%  
25 - 34

18%  
35 - 44

53%  
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 J A N U A R Y   2 0 2 5



88%

Interested in  
different dresses  
and shoes

51%

Engaged with  
women clothing  
accessories

50%

Focusing on  
health care

87%

Looking for skincare  
products

53%

Searching for  
Luxury brands

63%

Captivated by  
Fashion & Beauty

## DIGITAL AUDIENCE JANUARY 2025



**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

# Spécial FIGARO بالعربي *madame*

D I G I T A L   A U D I E N C E

JANUARY 2025



FACEBOOK  
28K



TWITTER  
1500



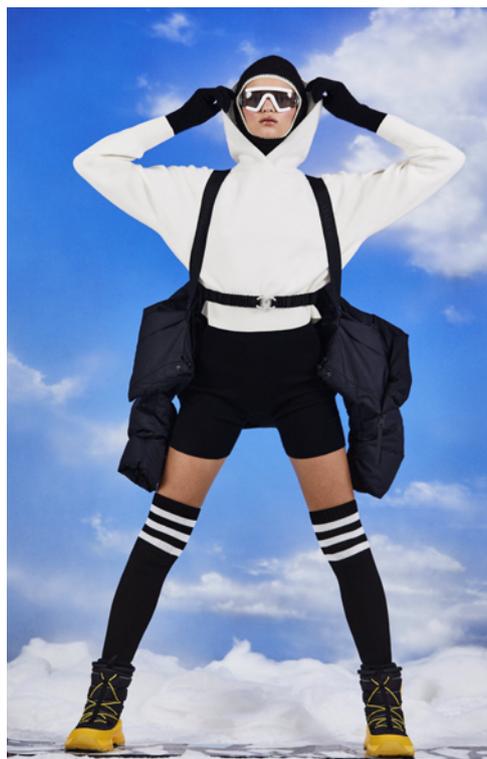
INSTAGRAM  
24K

## 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.

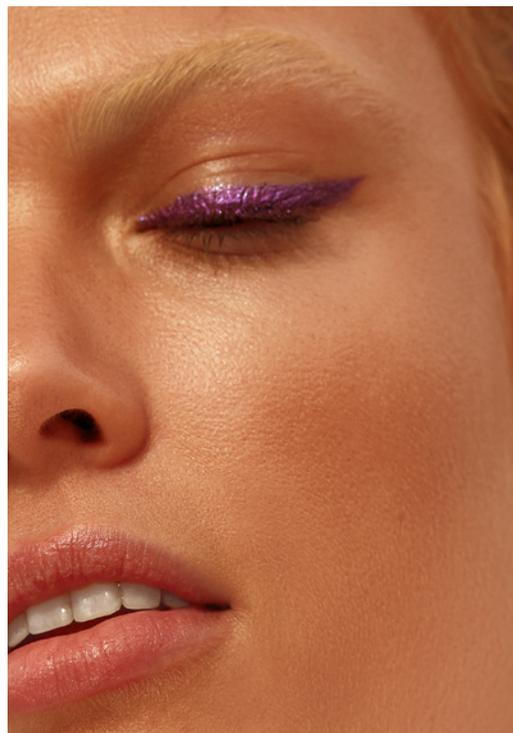
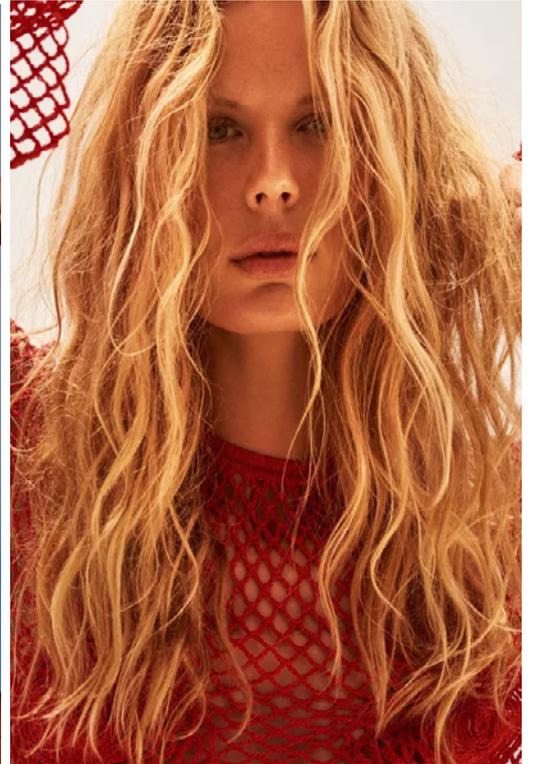
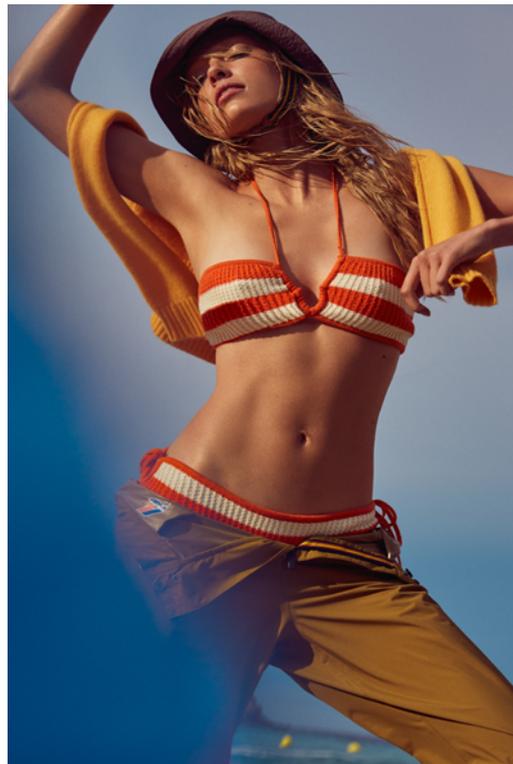


EDITORIAL  
OVERVIEW

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!



# Spécial **بالعربي** madame FIGARO

## EDITORIAL OVERVIEW

### DECO



### TRAVEL



### PEOPLE



### HEALTH



### WEDDINGS



### INSPIRATIONAL



### JEWELRY



### CULTURE



### HOROSCOPE



### FOOD



D I G I T A L  
R A T E S  
2 0 2 6



**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<br>and InPage + sticky | \$40 CPM - Desktop & Mobile  |

# D I G I T A L TECH SPECS

## 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.

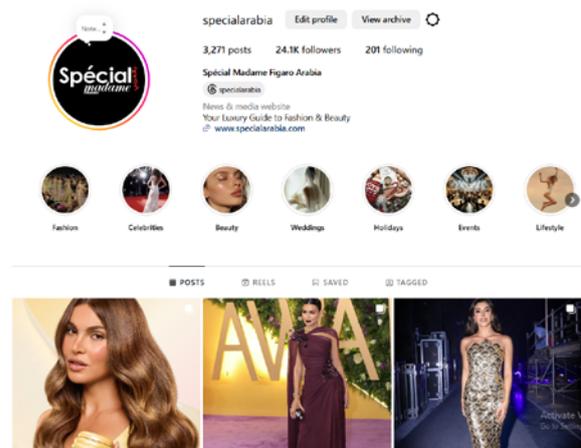
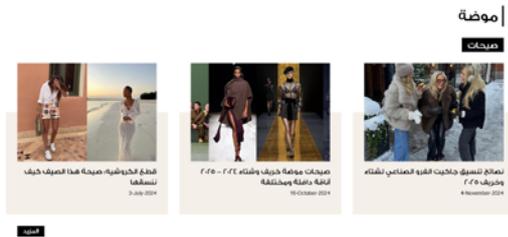
## **DIGITAL SPONSORSHIP**

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

# Spécial FIGARO **بالعربي** madame

## 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<br/><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

## INTERNATIONAL



N°1 in circulation with 382,431 copies distributed

## PRINT



**SPECIAL THEMATIC SERIES**  
**MADAME FIGARO CUISINE** (April-November)  
**HS LEADERSHIP** (October)

## DIGITAL



6.3 million unique visitors



**MOBILE APP**  
400 000 VISITS

*madame*  
**FIGARO**

THE BRAND BRINGS TOGETHER  
**7 MILLION PEOPLE**  
 EVERY MONTH

## INFLUENTIAL LABELS

## EVENTS

## PODCAST



**PODCASTS BY MADAME**  
+ 2 millions of streams



**NEWSLETTER SUBSCRIBERS**  
910 K



**INFLUENTIAL COMMUNITY**  
3,3M OF SOCIAL MEDIA USERS

# Spécial madame FIGARO

C O N T A C T U S



UAE

Dubai Media City  
DMC, Building 08, Unit EO 59

LEBANON

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Level 5 Building  
Tel: +961 1 611 115

[info@specialmagazine.co](mailto:info@specialmagazine.co)  
[www.specialarabia.com](http://www.specialarabia.com)

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