



WATCH
YOUR STEP

Spécial *madame*

FIGARO

MEDIA KIT 2026

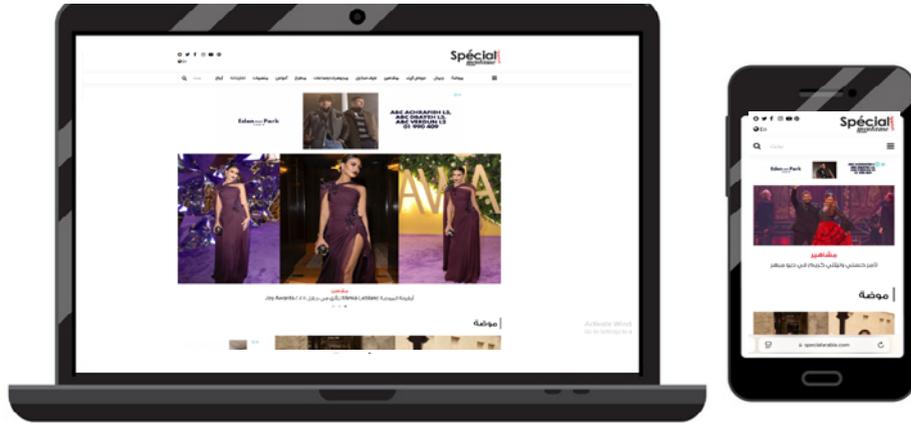
ημερίδα

Spécial تخصصي *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

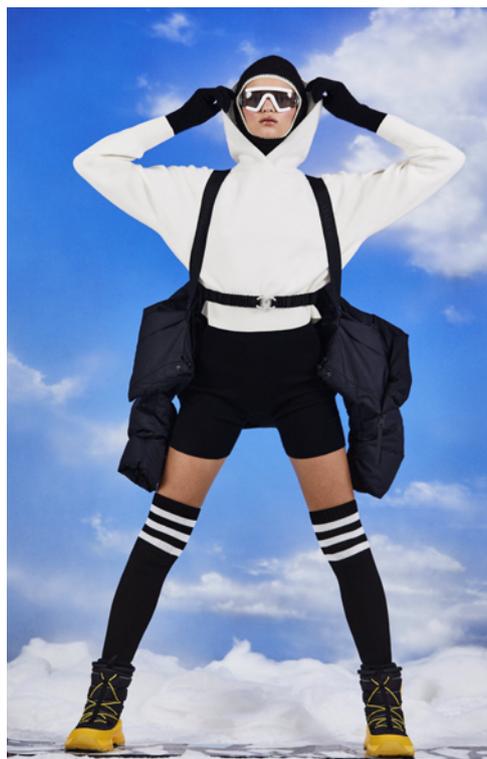


INSTAGRAM
24K

EDITORIAL OVERVIEW

FASHION

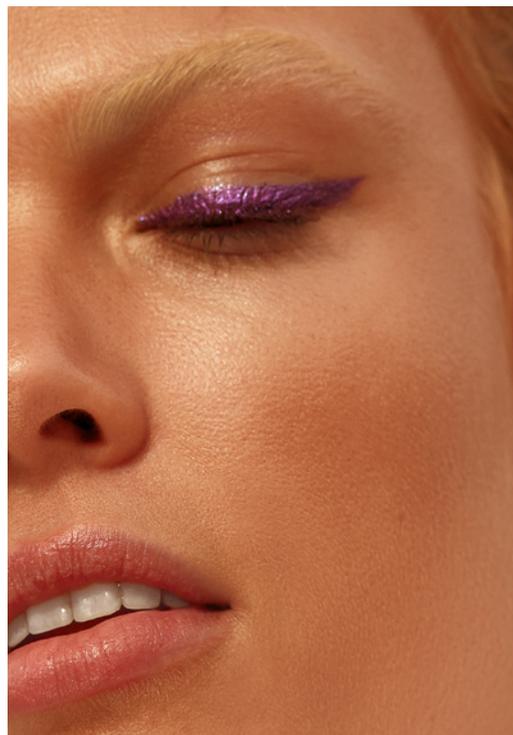
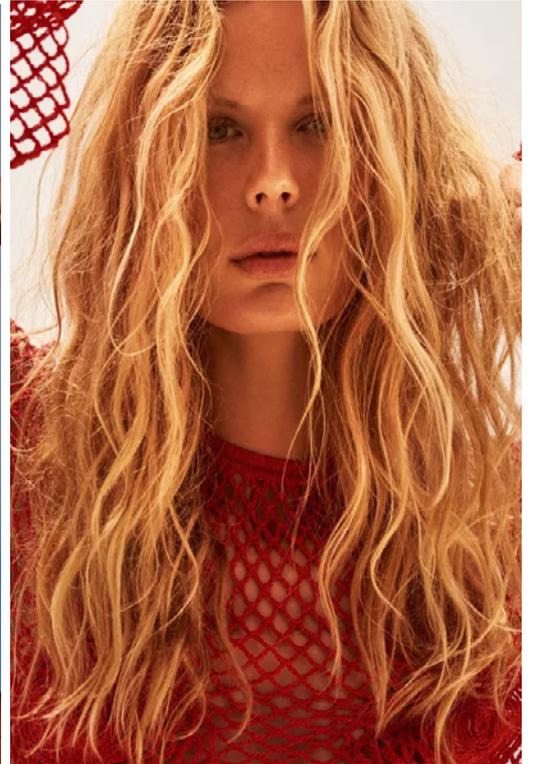
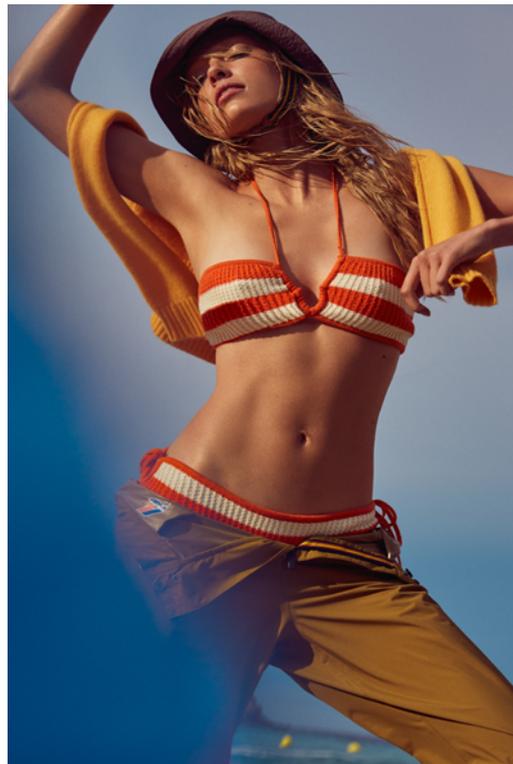
We bring you the latest news about the fashion industry, designers, trends, up-to-the-minute runway shows photos, influencers and celebrity style, shopping suggestions, and large coverage of Fashion Weeks.



EDITORIAL OVERVIEW

BEAUTY

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



INSPIRATIONAL

HEALTH



WEDDINGS



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 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.

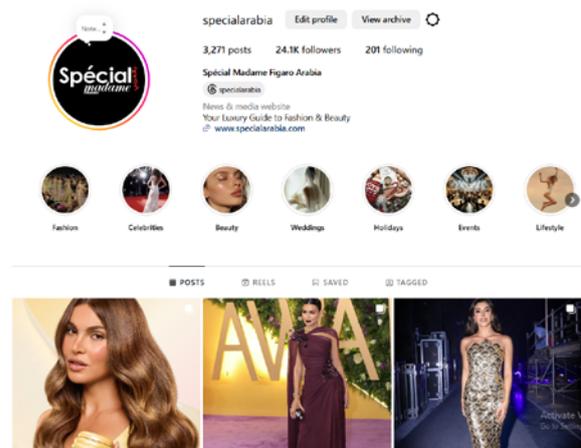
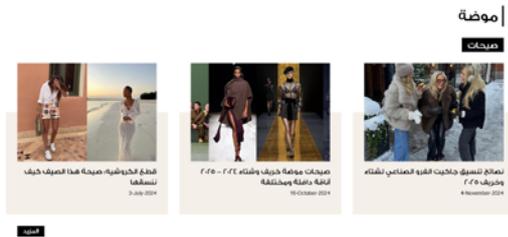
DIGITAL SPONSORSHIP

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

Spécial FIGARO **بالعرب** 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"> Facebook Instagram Twitter Pinterest Snapchat 	<ul style="list-style-type: none"> Reach <i>(Guaranteed)</i> Video Views 	<ul style="list-style-type: none"> Socio Demographic Interest Geolocation Gender Age 	<ul style="list-style-type: none"> Image Link Videos Stories

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)

INFLUENTIAL LABELS

EVENTS

madame
FIGARO

THE BRAND BRINGS TOGETHER
7 MILLION PEOPLE
 EVERY MONTH

DIGITAL

PODCAST



PODCASTS BY MADAME
 + 2 millions of streams



NEWSLETTER SUBSCRIBERS
 910 K



MOBILE APP
 400 000 VISITS

6.3 million unique visitors



INFLUENTIAL COMMUNITY
 3,3M OF SOCIAL MEDIA USERS

Spécial madame FIGARO

C O N T A C T U S



UAE

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