Spécial madame FIGARO بالعربي

MEDIA KIT 2026

Spécial madame FIGARO بالعربي

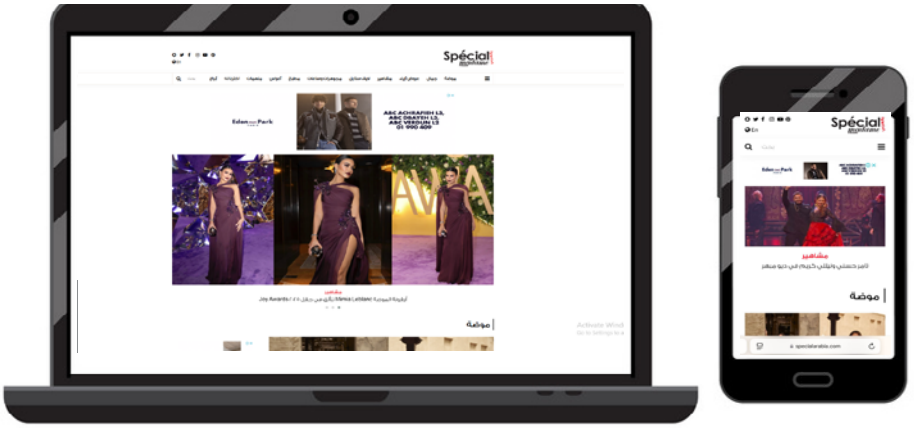
FASHION, BEAUTY,
JEWELRY & WATCHES
LIFESTYLE, PEOPLE,
INSPIRATIONAL WOMEN
WEDDINGS, FOOD,
HOROSCOPE...

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

Spécial madame FIGARO بالعربي

DIGITAL AUDIENCE

OCTOBER 2026



AUDIENCE

- 1.7M PAGE VIEWS
- 1.2M USERS

INSTAGRAM REACH

- 700K VIEWS

COUNTRY

- 21% UAE
- 43% KSA
- 36% REST OF THE WORD

DEVICES

- 88% MOBILE
- 3% TABLET
- 9% DESKTOP

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DIGITAL AUDIENCE

OCTOBER 2026

GENDER

81% *WOMEN*

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

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DIGITAL AUDIENCE

OCTOBER 2026

88%
Interested in different dresses and shoes

51%
Engaged with women clothing accessories

53%
Searching for Luxury brands

50%
Focusing on health care

87%
Looking for skincare products

63%
Captivated by Fashion & Beauty

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DIGITAL AUDIENCE

OCTOBER 2026

7X
more likely to look for healthy food options

9X
more likely to look for skirts

10X
more likely to be interested in sportswear

6X
more likely to buy cosmetics

5X
more likely to engage with entertainment related topics

5X
more likely to be interested in TV shows

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DIGITAL AUDIENCE

OCTOBER 2026

FACEBOOK	TWITTER	INSTAGRAM
29K	1500	26.6K

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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.

Spécial madame FIGARO بالعربي

EDITORIAL OVERVIEW

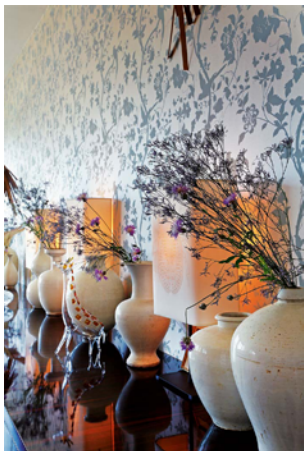
BEAUTY

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 madame FIGARO بالعربي

EDITORIAL OVERVIEW

DECO



TRAVEL

PEOPLE

INSPIRATIONAL

HEALTH

WEDDINGS

JEWELRY

CULTURE

FOOD

HOROSCOPE

Spécial madame FIGARO بالعربي

DIGITAL RATES 2026

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

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DIGITAL
TECH SPECS

BANNER DESKTOP

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

FORMAT: JPEG, GIF

MAXIMUM SIZE: 250KB

BANNER MOBILE

320 x 50px, 300 x 250px,

FORMAT: JPEG, GIF

MAXIMUM SIZE: 150KB

VIDEO DESKTOP

640 x 360px

FORMAT: MP4

MAXIMUM SIZE: 1MB

VIDEO MOBILE

640 x 360px

FORMAT: MP4

MAXIMUM SIZE: 1MB

Spécial madame FIGARO بالعربي

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

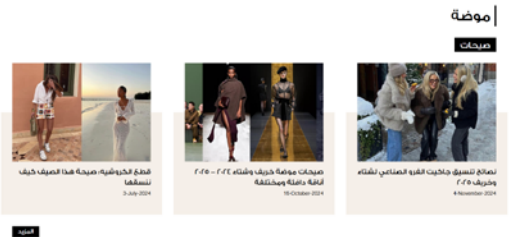
Copy written by our editors, these articles are visually supported by relevant material such as videos and photo galleries.

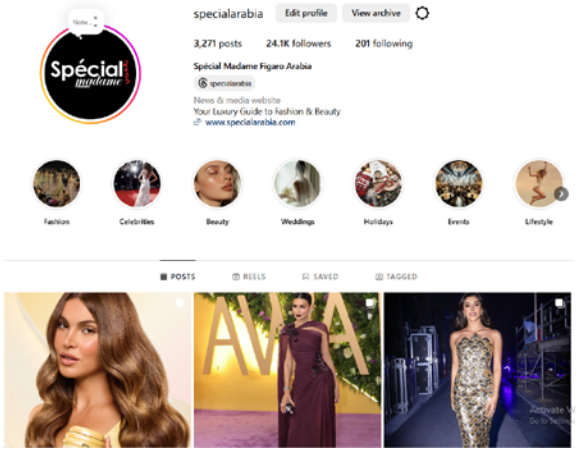
DIGITAL SPONSORSHIP

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
Facebook	Reach *(Guaranteed)*	Socio Demographic	Image
Instagram	Video Views	Interest	Link
Twitter		Geolocation	Videos
Pinterest		Gender	Stories
Snapchat		Age	

Madame Figaro, a global brand.

9 INTERNATIONAL EDITIONS

Japan
Portugal
Lebanon
China
Turkey
Hong Kong
Greece
Cyprus
Spain

N°1 in circulation with 382,431 copies distributed

INTERNATIONAL

PRINT

INFLUENTIAL LABELS

EVENTS

madame FIGARO

THE BRAND BRINGS TOGETHER
7 MILLION PEOPLE
EVERY MONTH

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

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

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