

ROI
ENGAGEMENT
ACQUISITION
AUTHENTICITY
INFLUENCE
NETWORK
UHNWI
ASPIRATIONAL
ORGANIC



simply
ABU DHABI
THE WORLD'S FINEST

SOCIAL MEDIA RATE CARD 2022

Based on 12 month contracted campaigns

Instagram Audience:

www.instagram.com/simply.abudhabi

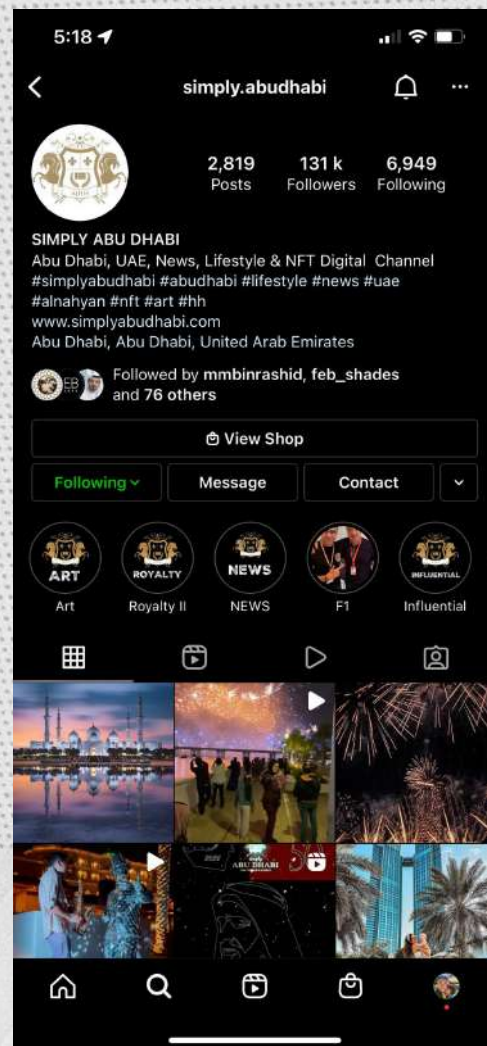
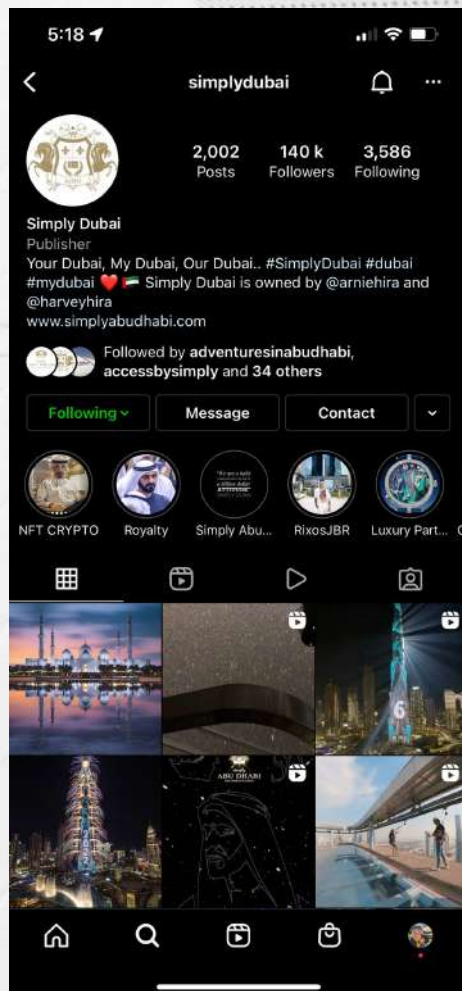
www.instagram.com/amazingabudhabi

www.instagram.com/simplydubai

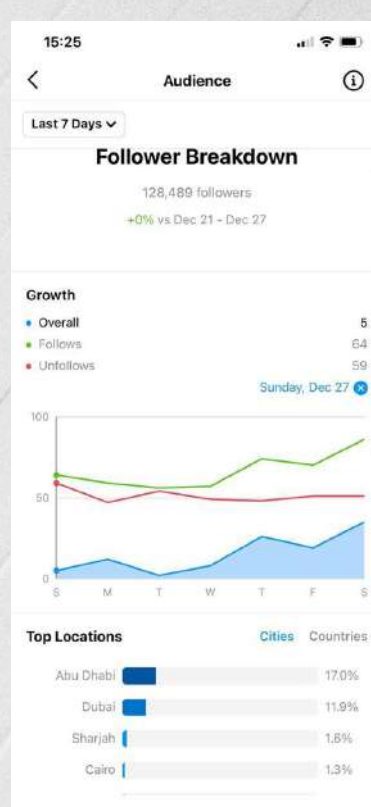
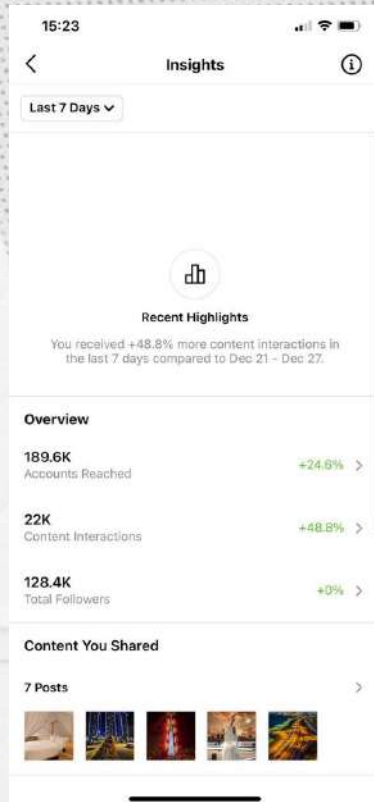
@simply.abudhabi

@simplydubai

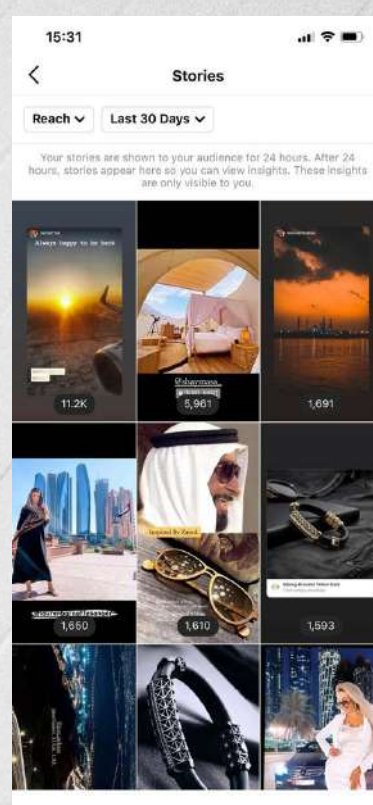
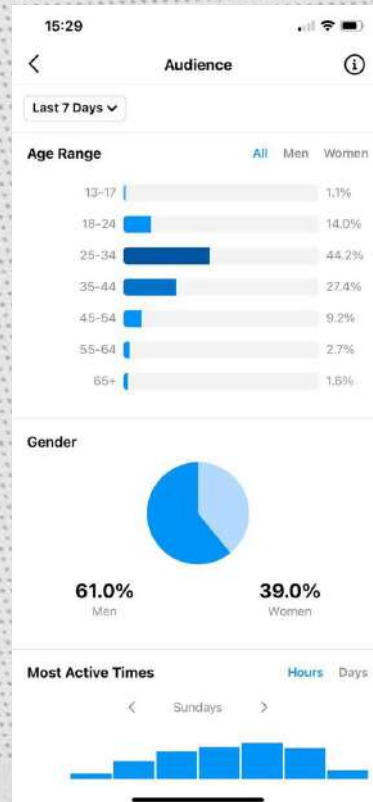
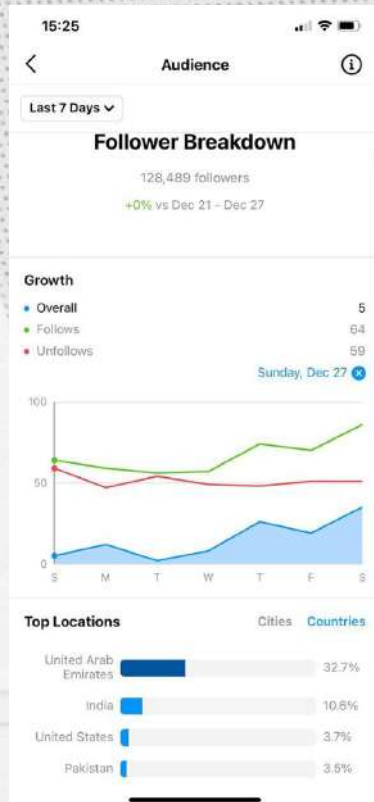
- Audience/Followers - Simply Abu Dhabi: 131,000+
- Simply Dubai: 141,000
- **Total Reach 272,000**



Analytical Insights



Analytical Insights



Facebook

<http://www.facebook.com/simplyabudhabi>

Instagram

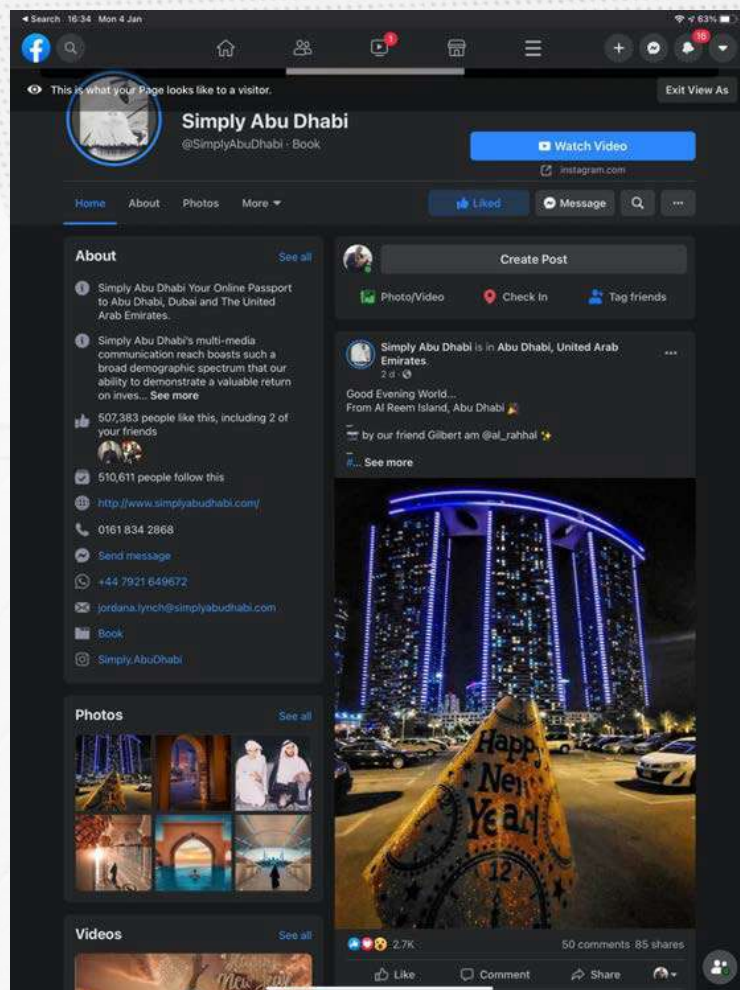
www.instagram.com/simply.abudhabi

www.instagram.com/simplydubai

Facebook Audience:

Simply Abu Dhabi 510,000+

<http://www.facebook.com/simplyabudhabi>



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PLATINUM PACKAGE MULTI-MEDIA CAMPAIGN:

***Includes Marcoms via both Facebook & Instagram**

- 4 posts per month on Instagram on both channels:
- This will include 1 Feed Post and 1 Insta Story per channel.
- Normal Cost: £1,000 per post per channel
- Value: £8,000 per calendar month
- Yearly Cost: £96,000
- 1 Post on the Simply Abu Dhabi Facebook account per month (12 total)
- Normal Cost £2,000 per month
- Value: £24,000
- Total Solution Value: £120,000 Your Price: £24,000



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GOLD PACKAGE MULTI-MEDIA CAMPAIGN:

- 2 posts per month on Two channels :
- This will either be an Insta Story or a feed post.
- Channels @simply.abudhabi & @simplydubai • Normal Cost: £1,000 per post per channel
- Value: £2,000 per calendar month
- Yearly Cost: £24,000
- Price: £18,000 per annum



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SILVER PACKAGE DIGITAL ONLY MEDIA CAMPAIGN:

- 1 posts per month on one instagram channel:
- This can be a choice of a Insta Story or a Feed Post
- Choice of @simplyabudhabi or @simplydubai
- Normal Cost: £1000 per post per channel
- Value: £1,000 per calendar month
- Yearly Cost: £12,000
- **Price: £12,000 per annum**



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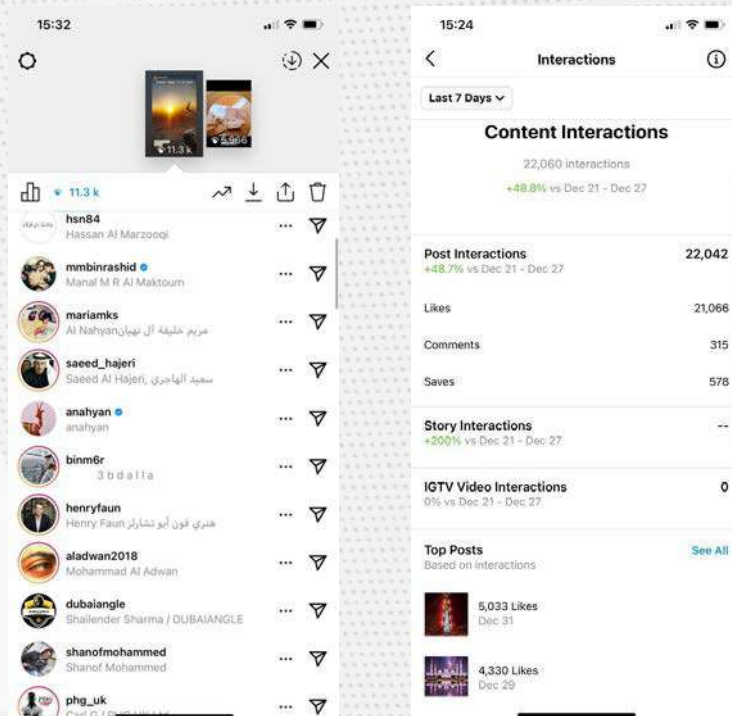
BRONZE PACKAGE DIGITAL ONLY MEDIA CAMPAIGN:

- 1 posts “every other month” on one instagram channels.
- This can be a choice of a Insta Story or a Feed Post
- Choice of @simply.abudhabi or @simplydubai • Normal Cost: £1,000 per post per channel
- Value: £1,000 per calendar month
- Yearly Cost: £6,000
- Price: £6,000 per annum or

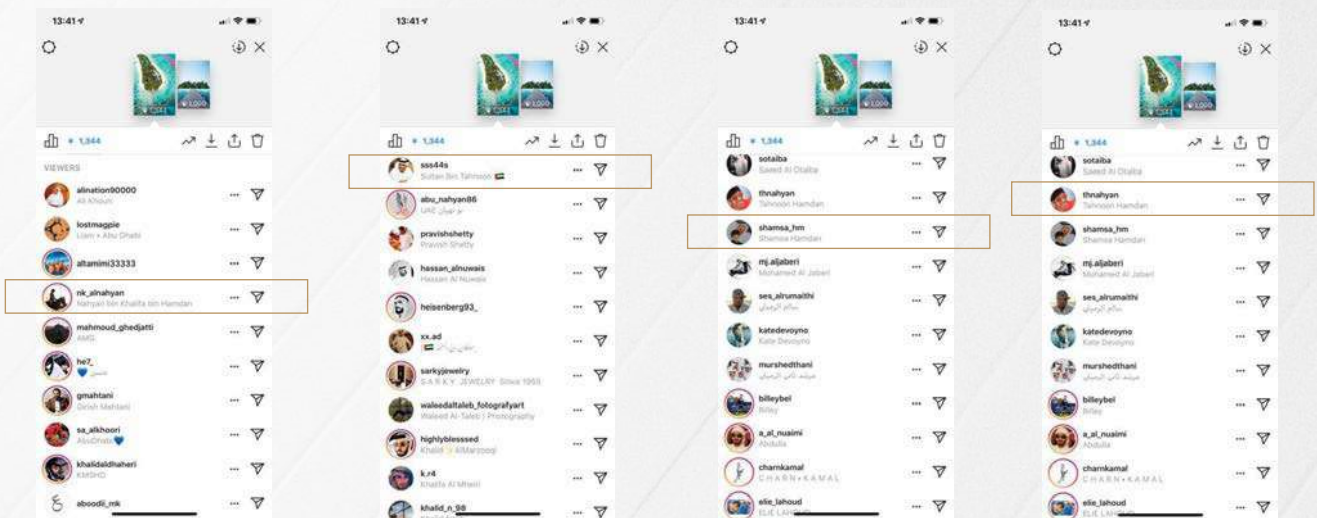


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CASE STUDY: COCO PRIVE PRIVATE ISLAND



YOUR ROYAL AUDIENCE



NAHYAN BIN
KHALIFA BIN HAMDAN

SULTAN BIN TAHNOON
AL NAHYAN

SHAMSA HAMDAN

TAHNOON HAMDAN

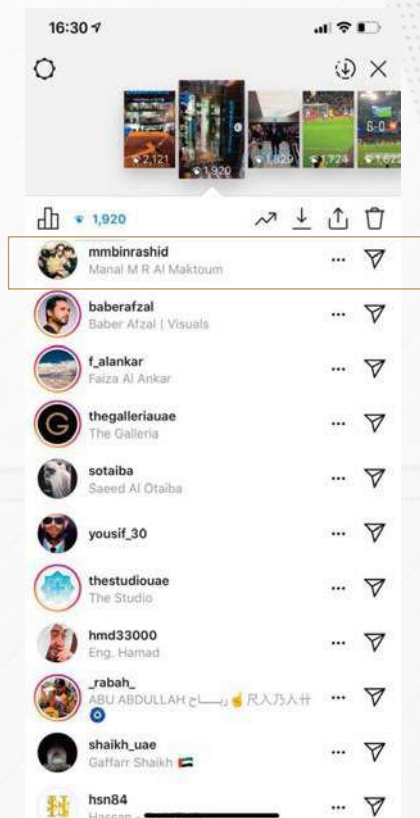


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ROYAL FOLLOWING:

Manal bint Mohammed
bin Rashid Al Maktoum

HH Sheikha Manal is daughter of the Sheikh Mohammed the Ruler of Dubai. She is also wife to HH Sheikh Mansour bin Zayed Al Nahyan Deputy Prime Minister of the UAE and owner of Manchester City Football Club.

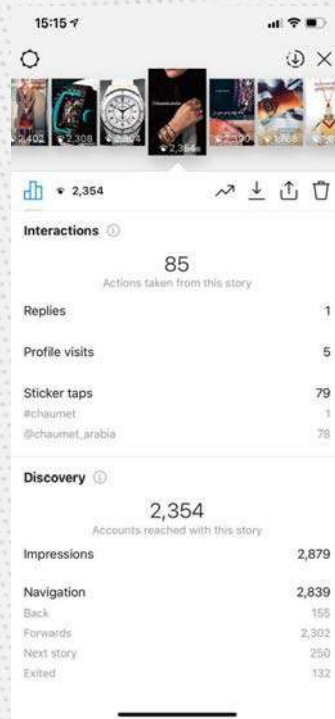


Her Highness Sheikha Latifa
Khalifa Bin Zayed Al Nahyan
- the UAE Presidents Daughter

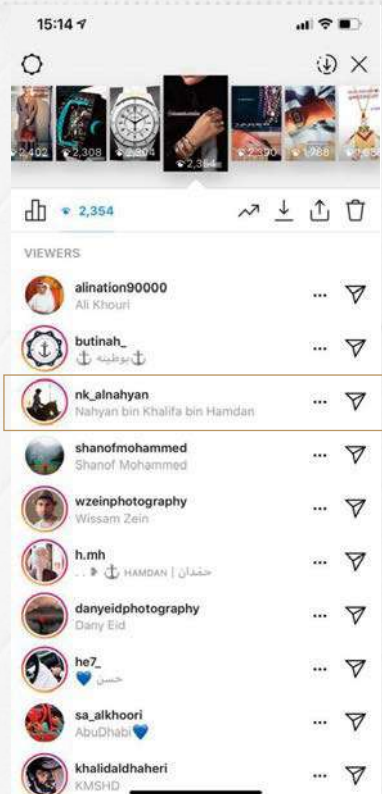
Showcasing one of Simply Abu Dhabi's media partner products which was gifted directly to Her Highness. To show her appreciation and gratitude she kindly published the gift on to her own personal instagram account thanking us as our media partner.



CASE STUDY: CHAUMET



ROYAL AUDIENCE



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NAHYAN BIN
KHALIFA BIN HAMDAN

Simply Abu Dhabi Analytics & Insights:

Simply Abu Dhabi is directly distributed to 7,800 of the World's Wealthiest Individuals through our Print Medium and we have a digital patronage in excess of 800,000+ Ultra High Net Worth & Aspirational followers, via our social media channels.

In terms of effectiveness of our lifestyle offering, we invite you to appraise and assess the testimonials from various captains of industry within the Luxury marketplace, which include the likes of Mr Torsten Muller-Otvos CEO of Rolls Royce, CEO Of Harry Winston Nayla Hayek; CEO of Graff Diamonds; Francois Graff, President at Net-A-Porter Alison Leonihis to name only a few.

See here:

<http://www.simplyabudhabi.com/letters-of-recommendation>

Digital Communication:

Our Digital landscape has experienced organic exponential growth over the last 5-6 years and focuses on the delivery of Social Media Content. Our Facebook account boasts an audience of 500,000+ fans, complimented by three Instagram accounts; @simplyabudhabi (148k+), @amazingabudhabi (80+k) and @simplydubai (95+k) allowing us to communicate to over 800,000+ unique individuals on a daily basis of whom the majority percentage is from the UAE and the Middle East.

We conservatively estimate the combined net worth value of our audience in 2018 to be easily in excess of 4 Trillion US (\$) Dollars. Some examples of our readers and audience include the following:

1. The Al Nahyan (Abu Dhabi), Al Maktoum (Dubai) and Al Saud (Saudi) Royal Families
2. The Habtoor Family, The Seddiqi Family, The Bin Hendi Family, The Al Futtaim Family, Rostamani, Al Fahim Family, The Alabbar Family and the Ghurair, Shamsi & Lootah families etc...
3. Her Majesty Queen Elizabeth II, HRH Prince William & HRH Prince Harry.
4. Tesla's; Elon Musk, Facebook's: Mark Zuckerberg, Google's; Sundar Pichai & Amazon's Jeff Bezos.
5. Blackstone's; Stephen A. Schwarzman, Richemont's; Johann Rupert, Kering; Francois Pinault.
6. Sir Richard Branson, Leonardo Di Caprio (Home address), Keanu Reeves (Home address)
7. Microsoft's; Bill Gates, Softbank's; Masayoshi Son, Apple's; Tim Cook, Sky & 21st Century Fox's; James Murdoch to name a selection.

View personalised video messages from F1 Driver Nico Rosberg, Fast & Furious Movie Star Tyrese, UK Pop Sensation Olly Murs and UAE Royalty His Highness Sheikh Zayed bin Suroor Al Nahyan here:

<http://www.simplyabudhabi.com/friends-of-simply-abu-dhabi/>

We also have some very recent 2019 video wishes that range from Hollywood to Bollywood stars such as:

- Anil Kapoor (Bollywood legend and acted in 24 and Mission Impossible) <https://www.instagram.com/p/BsD1NSSgISY/>
- Tyrese - Fast & Furious Actor, Nani (Footballer) Tim Cahill (Footballer) <https://www.instagram.com/p/BsDC9gDg4Wf/>
- Highly Influential Emirati Audience <https://www.instagram.com/p/BsDm9-YgHfV/>

Also attached are some digital media statistics which also include demographic stats ascertained via a paid digital marcoms exercise that we executed for Coco Prive Island in the Maldives. They illustrate the website click link-throughs and also the number of profile visits that we generated via Simply Abu Dhabi's Instagram channel, which you will see, delivered an engaging and positive result for our client.

Royal Patronage:

To demonstrate some of our Royal patronage, also included is a pdf document illustrating screen grabs of some recent re-posts we delivered, which were sourced from UAE President Khalifa's daughter's; Her Highness Sheikha Latifa bin Khalifa Al Nahyan's own Instagram page, showing her son reaching out to the Simply Abu Dhabi publication, which featured her Grandfather on the front cover, the late Sheikh Zayed bin Sultan Al Nahyan, The founder of the UAE. The analytics of these stories are embedded into the pdf file attached and show the viewing audience which consists of The Ruler of Dubai's Daughter, who is also wife to Sheikh Mansour; Her Highness Sheikha Manal bin Mohammed Al Maktoum (@mmbinrashid), the daughter of the Crown Prince of Abu Dhabi (Sheikha Mariam @abudhabiMariam) and various other royal Al Nahyan and Al Maktoum family members.

On average our Instagram stories generate anywhere between 1800 views and 10,000 views depending on the content.

Our Instagram picture posts tend to generate anywhere between 1500 likes to 9,000 likes again dependent on the content and the time of day.

Our Instagram video posts generate between 2000 views and 150,000 views subject to content.

For more information on Simply Abu Dhabi please appraise our full media kit online click here:

