

Elevated Luxury, Global Reach

Simply Abu Dhabi **Media Kit 2024**



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ABU DHABI
THE WORLD'S FINEST

Welcome...

...to the world of unparalleled luxury. Simply Abu Dhabi is an invitation-only publication with global reach. Our name reflects our origins in, and deep love of, the UAE, but in just over 10 years we have grown to have a powerful worldwide audience.

With a loyal following of ultra-high net worth readers in the UK, the UAE, USA, APAC and Europe, we are uniquely placed to reach your core target audience.

This elite readership includes royalty, global brand owners, CEOs and other influential industry leaders.

Every issue of Simply Abu Dhabi is a testament to the luxury lifestyle, covering a range of topics that resonate with the

opulent tastes of our readers. From the intricate craftsmanship of fine watches and jewellery to the latest in high-end automotive design, fashion, beauty, health, gourmet cuisine, elite aviation, exclusive travel destinations, and prime real estate, our editorial content is a celebration of the finer things in life.

We offer an array of bespoke packages meticulously designed for luxury brands seeking to engage with our affluent readership. Whether it's through sophisticated advertising, editorial prowess, personal profiling, or exclusive events, a partnership with Simply Abu Dhabi is a passport to unparalleled global recognition and prestige.



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Key Demographics

- ♦ Global audience age range 30-60, with an **average net worth per reader of £30 million.**
- ♦ **10,000 individual UHNW readers** and a further reach of 30,000 from distribution to royal offices, embassies, elite private residences and luxury retailers.
- ♦ **Online audience of 800,000** across all our digital and social media platforms.
- ♦ Our readers are passionate about investing in classic cars, diamonds and jewellery, watches, handbags and high-end accessories, fine art, elite global properties, sophisticated financial strategies, and the creation of enduring legacies.
- ♦ They represent a **global community of like-minded collectors and savvy investors**, united by an appreciation for assets that not only embody luxury but also appreciate in value over time.
- ♦ We produce 3 issues per year, with 2024 editions scheduled for April, July, and November (Distribution Timelines per issue are March-May; June-October and November-February)



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Our offering...



Simply Abu Dhabi offers a range of tailored packages for luxury brands to connect with our affluent readership. Whether through advertising, editorial features, profiling, or exclusive events, partnering with Simply Abu Dhabi ensures your brand receives the recognition and visibility it deserves globally.

Print Rate Card

Gift Box: £400,000
Front Cover: £60,000
Inside Front Cover: £45,000
DPS 1: £40,000
DPS 2: £35,000
DPS 3: £30,000
Standard DPS: £20,000
Full Page: £15,000
Inside Back Cover: £40,000
Outside Back Cover: £50,000

Special Pull out Inserts and Simply 'Style'
Contract Publishing on request
Digital rates on request



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Digital & Social Media

A link to each online edition of Simply Abu Dhabi is emailed to over 800,000 active and subscribed email addresses globally.

Social Networks

Facebook: Simply Abu Dhabi's Facebook page has approximately 500,000 organic followers.

Instagram: We proudly boast over 131,000 organically created Instagram followers for <https://www.instagram.com/simplyabudhabi.ae>, complemented by 135,000 followers on @SimplyDubai.

- Circa 80% of Instagram audience are Middle Eastern Arabic followers; an estimated 15% are from the elite Expat demographic; and the remaining 5% represent cosmopolitan patrons from around the world.

Linkedin: The founders of Simply Abu Dhabi have over 30,000 commercial connections with various Entrepreneurs, Venture Capitalists, Industry Leaders, Key Decision Makers, Marketing Officers, and Brand Managers globally.

Through our social media channels, we do not just promote – we elevate and amplify the brand essence of all our associated partners, ensuring unparalleled brand awareness in the realm of luxury and opulence.



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Advertising specifications

Single Page

Bleed Size: 276mm x 339mm (Portrait) Trim Size: 270mm x 333mm (Portrait) Text Area: 258mm x 321mm (Portrait central to page) Optional Creep consideration add 8mm to text area on gutter side Image size: 300dpi Adverts to be supplied as press ready PDF's including bleed and with crop marks (No Spot Colours)

DPS

Bleed Size: 546mm x 339mm (Landscape) Trim Size: 540mm x 333mm (Landscape) Text Area: 516mm x 321mm (Landscape central to page) Optional Creep consideration add 8mm to text area on gutter side Image size: 300dpi Adverts to be supplied as press ready PDF's including bleed and with crop marks (No Spot Colours)

Gift Box Outer (UPP) Trim Size 272mm x 336mm (Portrait) Image colour: C.M.Y.K. (No Spot Colours) Image format adverts supplied: uncompressed Image format articles: uncompressed / Jpeg High Resolution Adverts to be supplied as press ready PDF's including bleed and with crop marks

Gift Box Outer (Printwell) Image colour: C.M.Y.K. (No Spot Colours) Image format adverts supplied: uncompressed Image format articles: uncompressed / Jpeg High Resolution Adverts to be supplied as press ready PDF's including bleed and with crop marks



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Meaningful Connections

The origins of Simply Abu Dhabi can be traced to the gracious personal financial support of His Highness, Sheikh Mohamed bin Zayed Al Nahyan, who, in 2013, held the distinguished title of Crown Prince of Abu Dhabi and currently is the esteemed Ruler of Abu Dhabi and President of the United Arab Emirates. This vital support was instrumental in not only launching our brand and enterprise, but also in cultivating meaningful connections with an expansive network of UHNW individuals and unparalleled access to a Royal network of friends and colleagues, both regionally and on the global stage.

We also believe that high-quality print publications such as Simply Abu Dhabi provide meaningful human connections with the reader, transcending the transient nature of digital content.

In a world dominated by screens, the act of physically engaging with a publication can forge a deeper emotional and immersive connection. This tactile, sensory engagement is particularly resonant within the luxury market, where the experience and the feel of a product are paramount.

Simply Abu Dhabi epitomizes this ethos, crafting its publication not merely as a magazine but as a tangible piece of art that invites readers to immerse themselves in a world of luxury. Our publication is valued as a bastion of curated, enduring content, much like a coffee table book that is cherished and revisited.



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A few testimonials . . .



Torsten Müller-Ötvös
Chairman Rolls-Royce Motors
Global:

"I have looked through your magazine and must say it is of the highest quality both in terms of content and presentation. It is the perfect platform for our products"



Domenico Dolce & Stefano Gabbana of Dolce & Gabbana:

"We like it a lot. It's beautiful, interesting and furthermore represents the culture of the UAE."



Chairwoman of The Swatch Group: Mrs Nayla Hayek

"Wonderful. It's really wonderful, congratulations. Really nice publication."



Philippe Zuber
CEO of Kerzner International

"Simply Abu Dhabi is brilliant; its high standard and quality, complemented by the integrated technology of its online version, makes this one top-notch publication."

ART AND CARS ARE BACK IN VOGUE & PROPERTY IN DEMAND

The ongoing passion for luxury collectibles pushed the Knight Frank Luxury Investment Index (KFLII) 16% higher in 2022. Art (up 29%) and classic cars (25%) led the table, propelled by record-breaking sales and some huge and unique collections coming to the markets. In the year ahead, 19% of UHNWIs intend to invest directly into income^[1] producing property, with 13% set to take the indirect route.*

WITH SUNBELT AND SNOWBELT RESORTS IN THE LEAD

Wealth preservation, hybrid working and early retirement themes supported resort markets, with sun (up 8.4%) and ski (8.3%) locations outperforming average prime market growth in 2022. This strength is reflected by our research into the high diversity of buyer nationalities in markets such as France, Spain and Italy.*

* Knight Frank Wealth Report 2023



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