MEDIA PARTNERSHIPS 2027

simply ABU DHABI

simply LUXURY

BEST OF BOTH WORLDS

PRINT & DIGITAL

Reality is the new luxury. We put it in your hands, and on every screen.

LUXURY AT YOUR FINGERTIPS

A PHYSICAL, TANGIBLE, ASSET BASED BUSINESS
ENHANCED BY A HYBRID DIGITAL MULTIMEDIA PUBLISHING ENGINE

THE SIMPLY COLLECTION

49 editions. One extraordinary history.

Every edition, in order, from the first to the latest. Collector books, commissioned editions and gift boxed presentations, each one readable online cover to cover.

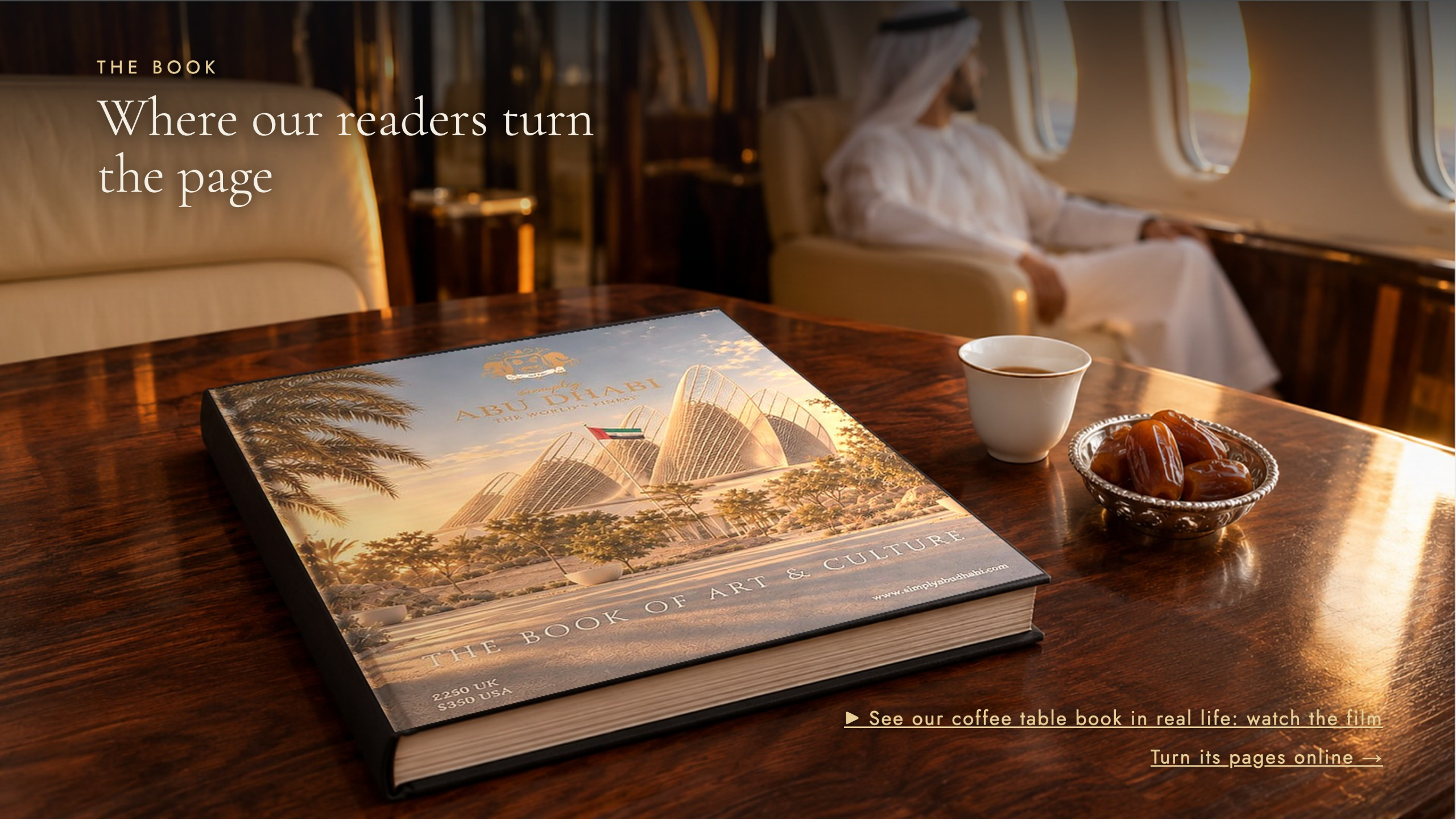
Read every edition online →

▶ See our coffee table book in real life: watch the film



THE BOOK

Where our readers turn the page



▶ See our coffee table book in real life: watch the film

Turn its pages online →



JEWELLERY & WATCH SHOW, ABU DHABI

The collection, in person

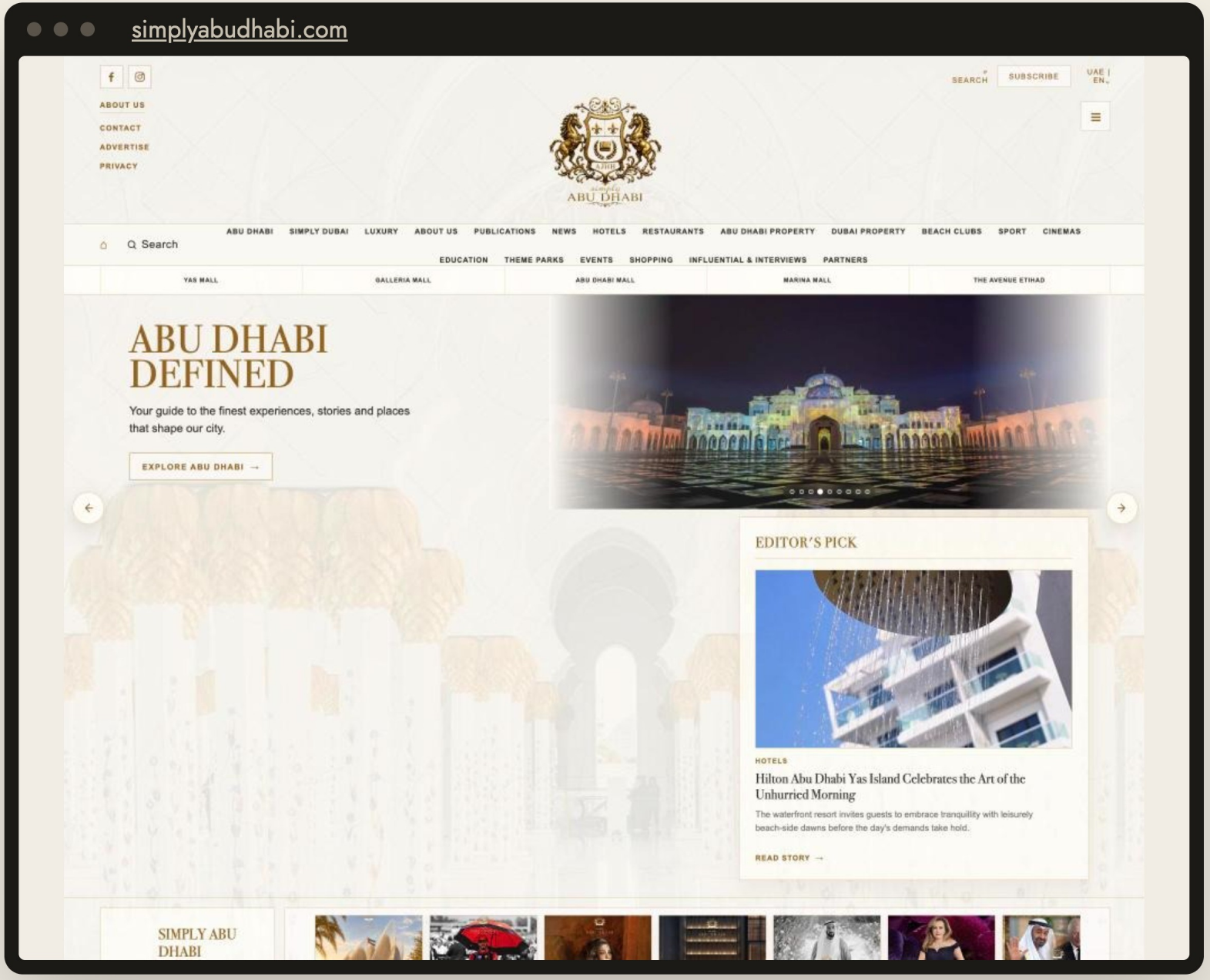
DIGITAL ·
SIMPLYABUDHABI.COM

Abu Dhabi, defined. Every day.

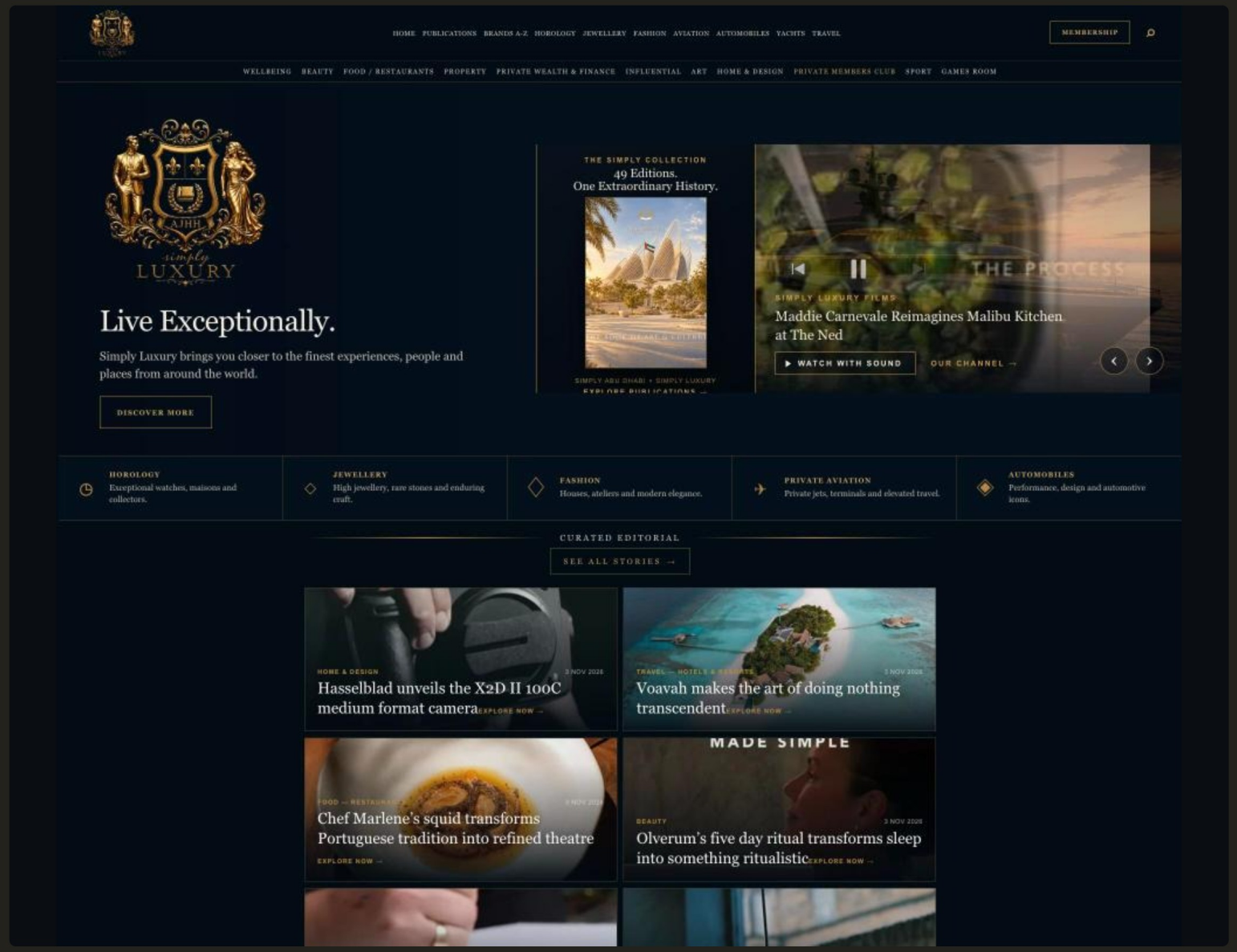
Official news, hotels, restaurants, culture, events, property and the Simply Dubai edition.

144,000
Google impressions in one week

5,290
Pages indexed by Google



simplyluxury.net



DIGITAL · SIMPLYLUXURY.NET

Imminently the world's largest luxury ecosystem

13,624
Stories published

3,038
New stories in a single week

1,441
Houses and brands with their own page

158
Destinations covered

And counting. See the live figures →

WHERE YOUR BRAND LIVES · SIMPLYLUXURY.NET

Every corner of luxury, in eighteen sections

1,963 Food and Restaurants	1,790 Fashion	1,696 Travel, Hotels and Resorts	999 Art	962 Accessories	912 Beauty
873 Automobiles	779 Horology	707 Jewellery	583 Home and Design	553 Private Wealth and Finance	484 Nautical and Yachts
316 Sport	278 Private Aviation	247 Property	207 Private Members Club	196 Wellbeing	79 Influential

Stories per section, counted live from our archive. Each section grows every day.

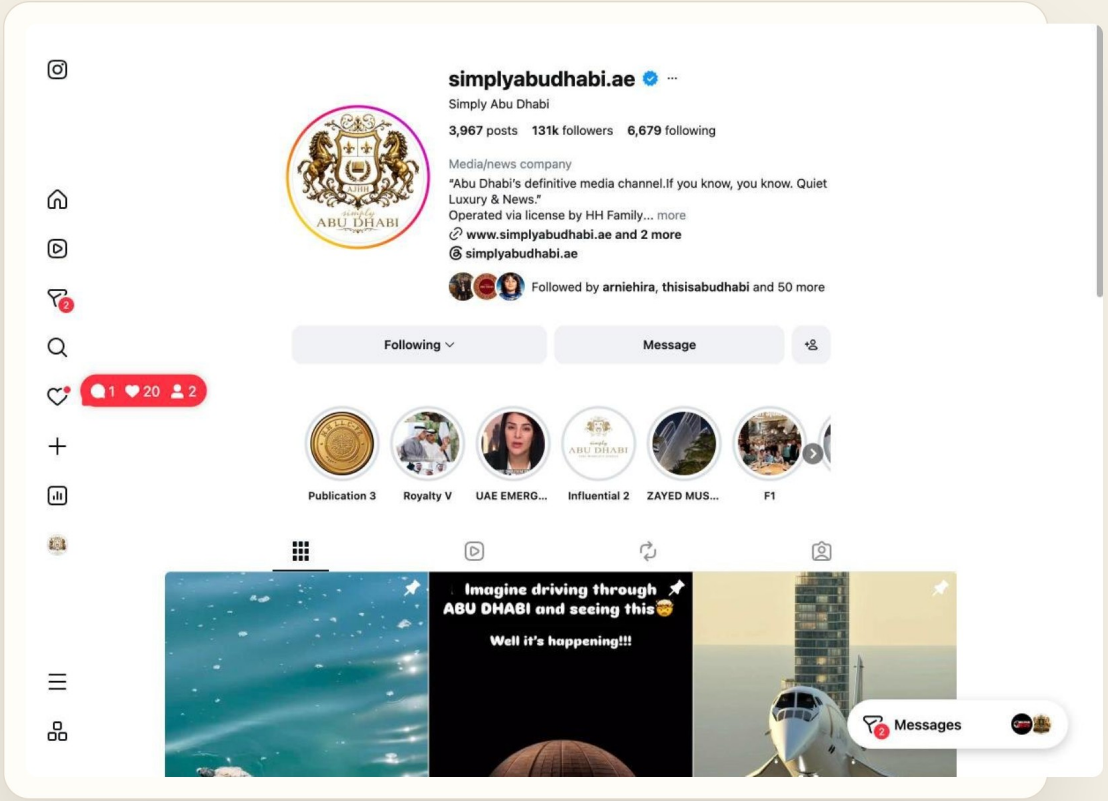
SOCIAL · FORCE MULTIPLIER

50 million + Instagram views

Across 2025 and 2026 on @simplyabudhabi.ae, @simplydubai @abudhabinews all verified media channels.

Channel	Audience
Facebook	500,000 followers
Instagram, four channels	266,000+ followers
Email distribution	800,000+ subscribers
LinkedIn network	30,000+ connections

@simplyabudhabi.ae · @simplydubai · @simplyluxury · @arniehira



THE 2027 THESIS

Reality is becoming a luxury.

As AI saturates every feed, the things you can hold, keep and pass on gain value. We are not a website. We are not only print. We are both, working as one.

"In a world increasingly dominated by AI and digital media, print has evolved into a luxury: a tangible, timeless artefact. To hold a printed piece is to hold a piece of humanity."

ARNIE S HIRA, FOUNDER AND CHAIRMAN

ONE BOOKING. FOUR CHANNELS.

The Hybrid Multimedia Publishing Engine

01	02	03	04
The Book	**simplyabudhabi.com**	**simplyluxury.net**	**Social**
Invitation only collector editions. Boxed, kept, displayed and revisited.	The capital's definitive media channel: news, hotels, dining, culture, property.	A global luxury ecosystem publishing every day, house by house.	Over 800,000 followers across Facebook and four Instagram channels.

Not a magazine. Not a platform. An engine: your story printed for the shelves of royal households and family offices, then carried every day across two websites and our social channels.



HH Sheikh Mohamed bin Zayed Al Nahyan and Chairman Arnie S Hira

SINCE 2013

Founded through the generosity of His Highness

In 2013, His Highness Sheikh Mohamed bin Zayed Al Nahyan, then Crown Prince of Abu Dhabi and today President of the United Arab Emirates, personally gifted Arnie S Hira the funds that brought Simply Abu Dhabi to life. Forty nine editions later, it remains invitation only.

13 YEARS

49 EDITIONS

PHYSICAL · TANGIBLE

A book, not a magazine

Each edition is a coffee table book in its own gift box: designed to be displayed, revisited and kept as a collector's item. Your brand lives on the table, not in the recycling.

10,000 collector copies per edition

3 editions a year

5,000 UAE and Middle East · 5,000 international

► See our coffee table book in real life: watch the film



WHO HOLDS THE BOOK

Readers you cannot buy on a feed

£30m
Average net worth of a book recipient, sustained for five years

30,000
Print readers per edition

120,000
Digital edition readers a year

30 to 60
Reader age range

Royal households, family offices, ultra high net worth collectors and global leaders, with interests in fine watches, jewellery, motoring, art, prime property, private aviation, hospitality and enduring family legacies.

Net worth figure from the distribution list provided by Abu Dhabi Media, the source of our original and ongoing distribution.

WHERE THE BOOK GOES

Delivered by hand to the rooms that decide

Private recipients, royal offices, embassies, luxury residences and premium retailers across the UAE, the GCC and the world's great luxury capitals.

Territory	Share
UAE	50.00%
GCC	8.33%
London	8.33%
Paris	3.33%
Milan	3.33%
New York	1.67%
Monaco, Moscow, Los Angeles, St Tropez, Singapore	0.83% each
Shanghai, Hong Kong, Mumbai, Delhi	0.17% to 0.21%

Selected territories from the documented distribution analysis of the Chopard edition.

THE 2027 PROGRAMME

Three collector editions

APRIL 2027

Simply Luxury, Volume II

The Odyssey of Time, Travel and Treasure: watchmaking, jewellery, private aviation, hotels, fragrance, couture eyewear and grand yachting.

SEPTEMBER 2027

Simply Influential

Visionary leadership and the individuals whose ideas shape the world.

DECEMBER 2027 · JANUARY 2028

The F1 Edition & UAE National Day Edition

Celebrating the Formula 1 season finale in Abu Dhabi and, for the first time in print, UAE National Day: the founding of the Union on 2 December 1971 and the cultural life of the Emirates today.



IN THEIR WORDS

Trusted by the houses that lead

"Simply Abu Dhabi is an elegant and informative publication, which provides the perfect platform for us."

Francis Graff, Graff Diamonds

"Its high standard and quality, complemented by the integrated technology of its online version, makes this one top notch publication."

Philippe Zuber, Kerzner Group

"Of the highest quality both in terms of content and presentation. It is the perfect platform for our products."

Torsten Müller Ötvös, Rolls-Royce Motor Cars

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

Domenico Dolce and Stefano Gabbana

"I love it! Every time I read it I am transformed into a world of pure luxury and escapism."

Alison Loehnis, Net-a-Porter

INVESTMENT · PRINT

A placement worthy of your house

Customised inserts and Simply Style contract publishing on request.

Placement	Investment
Gift box sponsorship	£400,000
Front cover	£100,000
Inside front cover	£65,000
Outside back cover	£50,000
Double page spread 1	£40,000
Inside back cover	£40,000
Double page spread 2	£35,000
Double page spread 3	£30,000
Standard double page spread	£20,000
Full page	£15,000

All pricing and availability subject to individual quotation and agreement.

INVESTMENT · SOCIAL AND DIGITAL

Amplification at the speed of the feed

The three month conversion package is a lead generation programme with Meta, combining our established following with custom and lookalike audience targeting.

Channel	Investment
Instagram post, across four channels	£4,500
Instagram Story, across four channels	£4,500
Facebook post, including five Stories	£4,500
Three month conversion package	£150,000

All pricing and availability subject to individual quotation and agreement.

HOW IT WORKS

Your house, amplified

Not a banner. A destination built around your brand, kept alive with your news, and actively sent out into the world.

I

Your mini site

Our engineers build an animated mini site in your own style within simplyluxury.net, with your collections, story, people and contacts.

II

First position

Your house leads its section carousel and is the first result whenever a reader searches for you.

III

Independent promotion

Your mini site is promoted independently by our engineers to audiences you choose, across Facebook, Instagram and Google.

IV

Always growing

Every story we publish about you gathers on your page automatically, with regular reports on visits and engagement.

See it live at simplyluxury.net/advertise

THE PACKAGES · BEST OF BOTH WORLDS

Three ways in

DIGITAL · SIX MONTHS

Signature

£1,500 a month

£9,000 for six months

- Your animated mini site on simplyluxury.net
- First position in your section's carousel
- Promotion on Facebook, Instagram and Google
- Your stories gathered on your page
- Regular reports on visits and engagement

DIGITAL · TWELVE MONTHS

Maison

£1,000 a month

£12,000 a year, or £10,800 paid in full

- Everything in Signature, for a full year
- A lower monthly rate for the longer commitment
- Your own access to add news and new collections
- Save 10% paid in advance

DIGITAL AND PRINT · TWELVE MONTHS

Patron

£24,000

Digital and print, twelve months

- Everything in Maison
- A double page spread in the next Simply Abu Dhabi coffee table book
- A six page editorial feature in the same edition

Enquire: arnie.hira@simplyluxury.net · Pounds sterling, excluding VAT where applicable. Invoiced pro forma.



Best of Both Worlds

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SIMPLYABUDHABI.COM · SIMPLYLUXURY.NET

Read all 49 editions online · Instagram

H.H L.L.C-FZ
LICENSE NUMBER 2313961.01
MEYDAN GRANDSTAND, 6TH FLOOR
MEYDAN ROAD, NAD AL SHEBA
DUBAI
UNITED ARAB EMIRATES