



# OHILALA

Qatar Media Kit 2021

# OHLALA

*Ohlala is a luxury fashion and lifestyle magazine for those who enjoy the good things in life...*

A fashion-forward, freethinking, finger-on-the-pulse monthly with exclusive interviews and stunning fashion shoots.

## THE WORLD OF OHLALA



Ohlala features a perfect mix of interesting articles with excellent images. Catching the eye of readers, our editorials cover exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, motoring and events.



This luxury fashion and lifestyle magazine has rapidly built a reputation as a trendsetting medium and a key source of information for what's new and hot in Doha.



*Ohlala* readers are well-educated, high-income earners belonging to the middle to upper social strata. Their lifestyle is geared towards enjoying the good things in life. *Averaging* around 100 pages, Ohlala is published 11 times per year.



Ohlala has a circulation of 10,000 copies per month in Qatar. This is made up of subscriptions, distribution in high-traffic public places and magazine stand sales.

# Qatar's leading luxury magazine

*Ohlala Qatar features a perfect mix of interesting articles with excellent images.*



## READERSHIP PROFILE

Keeping our readers in mind, we focus on exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, motoring and events.

*Reader Monthly Income*

**QAR50,000+**

*Circulation*

**10,000**

*COPIES PER MONTH*

*Circulation Split*

**30%**

*PUBLIC PLACES*  
(complimentary)

**40%**

*SUBSCRIPTIONS*

**30%**

*RETAIL*

*Readership*

**75,000**

*Readership Favourite*

**40%**

*FAMILY & WOMEN INTEREST*

**37%**

*FASHION*

**13%**

*FOOD & DRINKS*

**10%**

*NEWS*

*Target Audience*

**80% 20%**

*Local Expatriate*

*Gender Distribution*

**68% 32%**

*Female Male*

*Age Distribution*

**25% 60%**

*20-25 26-44*

**15%**

*45+*

# EDITORIAL MISSION

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*The essence of style...  
Uniting women across the region*

*Ohlala* inspires women to discover and celebrate their own style in all aspects of their lives. With up-to-date features on FASHION, BEAUTY, STYLE, TRAVEL and the overall LUXURY LIFESTYLE – all aspirational and accessible – it encourages readers to cultivate not just PERSONAL STYLE, but the success that comes with being an empowered woman.



## STYLE

The season's hottest trends from the catwalk to street fashion, comprehensive fashion guides, celebrity styles, behind-the-scenes of fashion shows to haute couture and must-have accessories.

## INTERVIEWS

Exclusive interviews with celebrities, inspirational women, art and culture aficionados, plus those who serve as role models to others in society, sharing their success stories and offering essential advice and tips.

## FASHION

Glossy pages of eye-catching and professional in-house fashion shoots with various artistic themes, as well as exclusive features and interviews with international fashion designers.

## DINING

The inside scoop on Qatar's newest and hottest restaurants, hotels, boutiques and cafes, on-site dining reviews and interviews with those in the know from the industry.

## BEAUTY

The latest trends hot off the catwalk, the best looks for the season, beauty tips and tricks, the newest products on the market, makeup and hair styling how-tos.

## SOCIETY

Ohlala keeps you up to date with the places to see and be seen, with special post coverage of the hottest events and parties.

## MOTORING

A look into the very latest and greatest designs and models of cars reviewed from a woman's perspective.

# EDITORIAL CONTENT

*“The Ohlala woman is a chic independent thinker who is not afraid to stand out from the crowd – radiating her inner beauty, she delights in pleasuring the senses.”*

## STYLE

**STYLE Focus**

**Cardigan Comeback**

**Metallics**

DRESSING ROOMS: IT'S NOT THE BODICE BOOTS THAT SAVED THEM WILL

## TRAVEL

**HOME SUITE HOME**

**REGIONAL Escapes**

Ralph Diwa Razmontas, Core Collection by Hilton has moved the bar for regional accommodations in the city. Ohlala's Craig Forman checks in to check it out.

## OHLALA SPOTLIGHT

**OHLALA Spotlight**

“Spread love – it’s free and you won’t run out.”

RE FOR THE LOVE

#LOVE

## STYLE FOCUS

**STYLE Focus**

**Let It Shine**

**Yin and Yang**

Spread love – it’s free and you won’t run out.

## FASHION

**Panthère De Cartier**

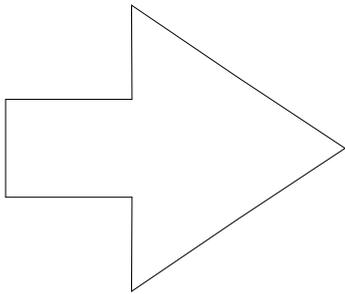
The Panthère De Cartier collection is a celebration of the iconic Panthère watch, reimagined in a sophisticated and elegant design. The collection features a variety of styles, including the Panthère watch, the Panthère bracelet, and the Panthère necklace. The collection is available in a range of colors, including white, black, and gold.

## FASHION

**Panthère De Cartier**

# EDITORIAL CONTENT

Align your brand with the authority of Ohlala. With targeted distribution, your company gets increased brand awareness, supporting your online, retail, and other marketing initiatives.



## BEAUTY

**BEAUTY Focus**

### From Champs-Élysées, with Love

Chanel's new makeup line is a love letter to Paris. The brand's iconic Chanel No. 5 perfume is the inspiration for the new collection, which is a blend of classic and modern beauty. The products are designed to be versatile and long-lasting, reflecting the brand's commitment to quality and elegance.

## MOTORING

**DIVA Drives**

### Meet: THE NEW ROLLS-ROYCE GHOST 2021

ROLLS-ROYCE SETS ITSELF APART FROM ANY AND ALL COMPETITION WITH THIS LATEST MODEL.

The Rolls-Royce Ghost is a masterpiece of engineering and design. It offers a driving experience that is both refined and exhilarating. The car's sleek lines and luxurious interior make it a true statement of elegance. With its advanced technology and exceptional performance, the Ghost 2021 is the ultimate choice for those who demand the best.

## DINING

**CHIC Eats**

"Speaking of which, I consistently get the feeling that this is a place to be seen. It's fish rather than being 'nothing' so."

The restaurant's menu is a blend of traditional and modern cuisine. Each dish is carefully prepared with fresh ingredients and a touch of creativity. The atmosphere is warm and inviting, making it a perfect spot for a special occasion or a casual dinner with friends.

## BEAUTY SPOTLIGHT

**ROSES ARE RED, WATER IS BLUE...**

...and when you mix them together, it gives your glowing skin Rosewater in a bottle, hand, and maintain the skin's pH balance - just about everything you want for your skin. As for the reason why it's so powerful? A hint of magic. And you don't have to go buy that expensive brand - you can make your own! Here, Park Hyatt Dubai sponsors OHLALA's DIY beauty top-up.

OH LALA'S "DIY" BEAUTY TOP-UP

**YOU'LL NEED 3 SCENTED ROSES / ROSEWATER MIXTURE**

1. Wash all of the petals and other things in a bowl.
2. Wash the water in a bowl and pour it into a bottle.
3. Remove the petals and pour the water into a bottle.
4. You have now created a fresh, natural rose water.
5. Use the mixture to spray your face.

Always protect!

## JEWELLERY EDIT

**JEWELLERY Edit**

### Something NEW Something BLUE

Rosewater is making the Middle East feel super special this festive season - here's why.

The new collection from Rosewater is a perfect blend of tradition and modernity. The pieces are designed to be both elegant and eye-catching, making them ideal for any occasion. The use of natural materials and intricate craftsmanship adds a touch of authenticity to each piece.

These pieces are not just accessories, they are works of art. They tell a story of heritage and innovation, and they are sure to make a statement wherever you wear them.

# GET YOUR BRAND CONNECTED...

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Our social media channels allow advertisers to connect with *Ohlala's* most engaged consumers.

## FACEBOOK

*Ohlala's* Facebook page is used to promote events and dining offers, as well as to interact with readers and clients.

## INSTAGRAM

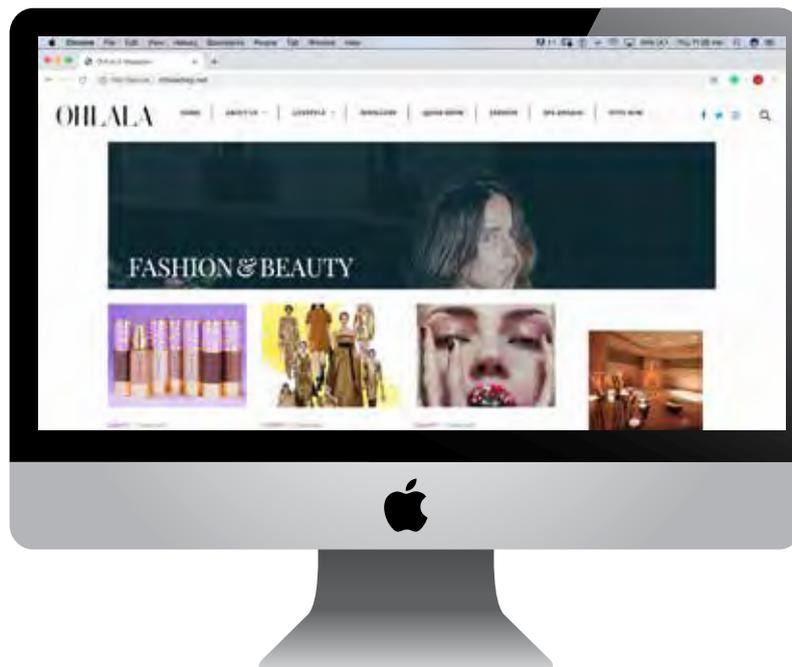
We post pictures of unusual finds, foodie hotspots, and the content from our latest issue, tagging clients and using appropriate hashtags.

## ISSUU

This online platform offers access to a digital copy of the latest issue with the magazine getting up to 20,000 unique visitors and reads, monthly.

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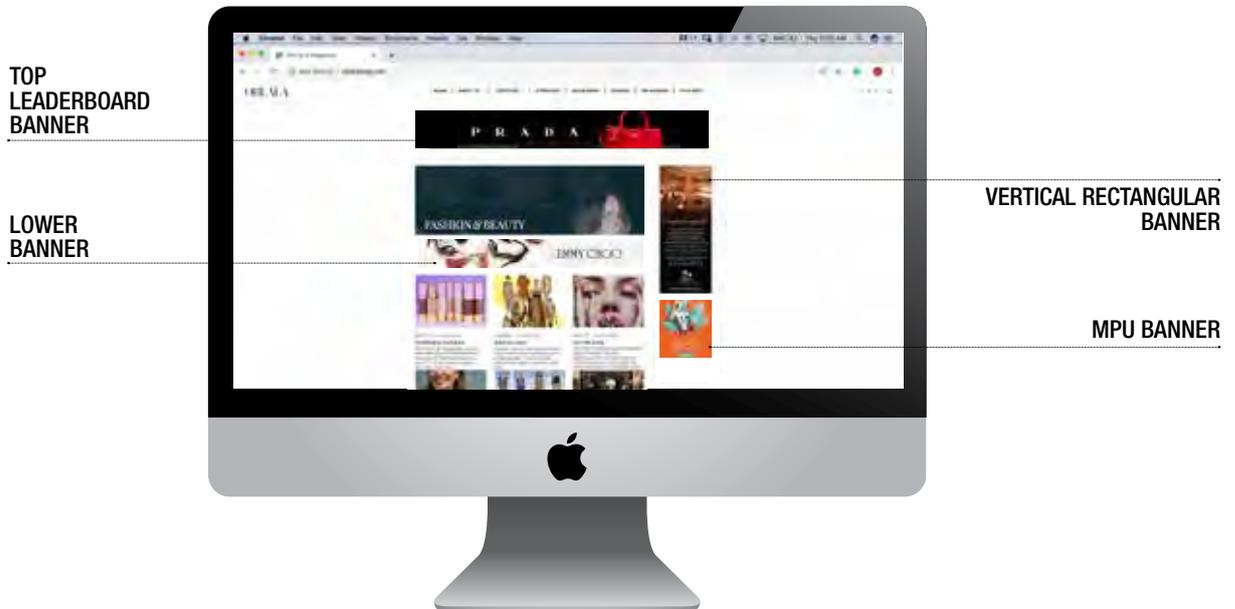
*Our website [ohlalamag.net](http://ohlalamag.net) packages all the best features from print, as well as all the latest events and happenings in Qatar.*



CHECK OUT OUR WEBSITE  
[ohlalamag.net](http://ohlalamag.net)

# WEB RATE CARD

Ohlalamag.net is the driving force and authority on all things fashion, beauty and lifestyle. It is the go-to portal in Qatar and is fast becoming a pillar on the luxury scene, providing readers all the essentials for a fabulous lifestyle with the click of a button.



ADVERTISING RATES & DISCOUNTS	1 WEEK	2 WEEKS	1 MONTH
<b>HOMEPAGE PLATFORM</b>			
<b>TOP LEADERBOARD BANNER</b> 1200 x 156 pixels	<b>QAR 4,000</b> <b>US\$ 1,095</b>	<b>QAR 5,000</b> <b>US\$ 1,370</b>	<b>QAR 8,000</b> <b>US\$ 2,200</b>
<b>LOWER BANNER</b> 1200 x 156 pixels <b>VERTICAL RECTANGULAR BANNER</b> 220 x 550 pixels	<b>QAR 3,000</b> <b>US\$ 820</b>	<b>QAR 4,000</b> <b>US\$ 1,900</b>	<b>QAR 7,000</b> <b>US\$ 1,900</b>
<b>MPU BANNER</b> 300 x 250 pixels	<b>QAR 2,500</b> <b>US\$ 680</b>	<b>QAR 3,000</b> <b>US\$ 820</b>	<b>QAR 6,000</b> <b>US\$ 1,659</b>
<b>EDM (Full database) - QAR 5,500   US\$ 1,500</b> <b>E-NEWSLETTER - QAR 5,500   US\$ 1,500</b>			
<small>*Limited availability in each ad size. Includes direct link to your site.                      *Special operations i.e. page takeover, pop ups etc. price on request</small>			
<b>OHLALA ANALYTICS</b>			
<i>Monthly unique visitors</i> <b>43,000</b>	<i>Monthly page visits</i> <b>131,050</b>	<i>Monthly Sessions</i> <b>87,010</b>	<i>Local EDM</i> <b>55,907 followers</b>
<b>NOTE</b> Types of files Jpeg, gif, flash (72 dpi)			

# PRINT RATE CARD

Since out-of-specifications material could negatively impact the quality of reproduction, all advertising material furnished out-of-specification **MUST** be coordinated with our Sales Representatives and subsequently our design team.

## ADVERTISING RATES & DISCOUNTS

### **SPECIAL OPERATIONS**

Available on request

### **ADVERTORIAL**

Advertorial full-page. QAR 9,500/ US 2,610  
Discounts to be given on a case-to-case basis and subject to publisher approval.

### **OTHER DETAILS**

**FREQUENCY:** MONTHLY

**LANGUAG:** ENGLISH

**PUBLICATION DATE:** 1ST WEEK OF THE MONTH

**ARTWORK DEADLINE:** 20TH OF THE MONTH PRIOR TO PUBLICATION

**EDITORIAL DEADLINE:** 12TH OF THE MONTH PRIOR TO PUBLICATION

**CANCELLATIONS:** ANY CANCELLATIONS MUST BE RECEIVED IN WRITING NO LATER THAN 30 DAYS PRIOR TO THE PUBLICATION DATE IN ORDER TO BE EFFECTIVE.

**AGENCY COMMISSION:** 15% ON RATE CARD PRICE

**RECOMMENDED RETAIL PRICE:** QAR20

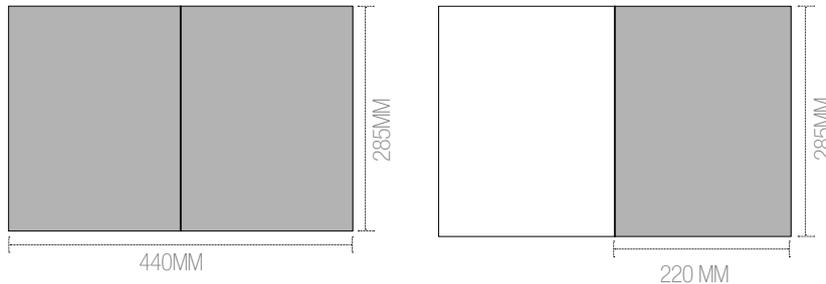
## STANDARD POSITIONS

	<b>USD</b>	<b>QAR</b>
FP .....	4,119	15,000
FP - OPPOSITE ED LETTER .....	5,493	20,000
FP - OPPOSITE CONTENTS .....	5,218	19,000
FP - OPPOSITE CREDITS .....	4,943	18,000
DPS .....	7,414	27,000

## PRIME POSITIONS

	<b>USD</b>	<b>QAR</b>
GATEFOLD .....	13,180	48,000
IFC DPS .....	13,180	48,000
1st DPS .....	11,800	43,000
2nd DPS .....	10,710	39,000
3rd DPS .....	9,610	35,000
4th DPS .....	8,787	32,000
DPS (before p.20) .....	8,240	30,000
OBC .....	14,000	51,000
IBC .....	5,766	21,000

## DIMENSIONS



**NOTES:** BLEED 5MM FOR ALL BLEED EDGES | **FORMATS:** PDF, AI, INDD, JPEG | **MIN RESOLUTION:** 300 DPI. ALL IMAGES MUST BE IN CMYK ACCOMPANIED BY A HARD COPY IN COLOUR | **TRIM:** DO NOT PLACE TEXT WITHIN 5MM OF EDGE

## DISTRIBUTION

Ohlala Qatar is distributed to secure mailing lists across the region including a variety of luxury hotels, restaurants, shopping malls, as well as select wellness and beauty premises across the industry and residential areas. Ohlala Qatar is also available in selected bookstores.

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