



QATAR
MEDIA KIT
2024

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OHLALA

*A luxury fashion and lifestyle magazine for those who enjoy
the good things in life*

CHIC . CONTEMPORARY . CREATIVE

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

01/11

THE WORLD OF OHLALA

OHLALA Magazine features a perfect mix of interesting articles and eye-catching images. Our editorials cover exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, food, motoring and events.

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

OHLALA Magazine 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 Magazine has a circulation of 7,500 copies per month in Qatar. This is made up of subscriptions, distribution in high-traffic public places and magazine stand sales.





READERSHIP PROFILE

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

Reader Monthly Income

QR50,000+

Circulation

7,500

COPIES PER MONTH

Circulation Split

60%

PUBLIC PLACES
(complimentary)

20%
SUBSCRIPTIONS

20%
RETAIL

Readership

65,500

Readership Favourite

40%

FAMILY & WOMEN'S INTEREST

37%

FASHION

13%

FOOD & DRINKS

10%

NEWS

Target Audience

62% **38%**

Local Expatriate

Gender Distribution

68% **32%**

Female Male

Age Distribution

25% **60%**

20-25 26-44

15%

45+

Qatar's Leading Luxury Magazine

OHLALA Magazine Qatar features a mix of high-end products and exclusive articles for an informative and visually appealing read.

EDITORIAL MISSION

OHLALA Magazine inspires women to discover and celebrate their own style in all aspects of their lives. With up-to-date features on FASHION, BEAUTY, STYLE, HOME, 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.

Editor's Letter



I know it is a cliché to say that the year passed by in a blink, but I guess that's the best way to explain the feeling – this is the last issue of 2023. Next time we meet here again, we will be talking about a brand new year full of hope and possibilities. As every new year allows us, for 2024, I wish a win for humanity and love again. What's your wish?

Winter is finally here, and we can embrace the wardrobe staples the season brings – no one more than ready! Come as you are – not so cold but with a comforting and breeze. These winters in the Middle East. Our Ohlala Spa & Wellness Awards Qatar 2023 has ended, and we look forward to celebrating all the winners. Still in the beauty theme, we had two surprising winners this month: a comprehensive facial at Raffa Doha and a Hammam at Riva Qatari Doha. It's your last chance to end 2023 on a relaxing note. We traveled to Istanbul on the accelerating and luxurious Business Class of Turkish Airlines – a great way to fly to such a magical place. We had a memorable stay at the five-star Shangri-La Emirates, Istanbul and explored this city's unique landmarks.

The dining scene in Doha never fails to impress us; this time, we had an Asian-Pacific experience at KALA, located at The Nod Doha.

Our morning tea drive was behind the Bentley Flying Spur Hybrid when – the perfect connection between a classic automobile and modernity.

You say goodbye, and I say hello!
Happy New Year!

Fernanda Longhinovic Editor-in-Chief
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@ohlalainqatarqa

1 STYLE

Bi-annual trend reports with the key styles for each season, comprehensive fashion guides, fashion events, stunning jewellery and must-have accessories.

2 BEAUTY

The latest trends, hottest looks of the season, beauty tricks, newest products on the market, best make-up tools and reviews on the must-try treatments in town.

3 INTERVIEWS

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

4 FASHION

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

5 HOME

Specific themes in home décor and interviews with professionals from the field bringings tips and best way to transform your house into a sweet home.

6 TRAVEL

Every month a different destination with details about what to visit, eat and enjoy. The Local Escapes pages bring experiences in hotels in the country.

7 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.

8 MOTORING

A look into the 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 in the crowd – radiating her inner beauty, she delights in pleasing her senses.



STYLE



JEWELLERY



LOOKBOOK



BEAUTY



EDITORIAL CONTENT

Align your brand with *OHLALA*'s uniqueness and prestige. With targeted distribution, your company gets increased brand awareness, supporting your online, retail, and other marketing initiatives.



TRAVEL



DINING



MOTORING



OHLALA HOMES



OHLALA SPA & WELLNESS AWARDS

The Ohlala Spa & Wellness Awards (OSWA) have been created to celebrate and recognise the best in the beauty and wellness industry in Qatar. *OHLALA* has become a reference in highlighting the outstanding services offered in the country in an array of distinct categories.

CELEBRATING QATAR'S BEAUTY AND WELLNESS SCENE

All winners are awarded based on both public votes and experts in the field. There are two awards in key categories: 'Favourite' decided by an online vote and 'Best' decided by our editorial panel. There are over 50 awards in more than 25 different categories, from signature treatment and spa design to hair and nail salons. The winners are celebrated in a memorable event with VIP guests from the beauty and wellness industry.

RAISING YOUR BRAND PROFILE

Associating and affiliating your brand with the Ohlala Spa & Wellness Awards will generate strong brand recognition within the sector. Having your products or services showcased at our awards elevates your brand status and situates it amongst the most recognised names in the industry. It is a great opportunity to be associated with an authority on the wellness scene and be visible alongside other relevant brands targeting this distinct audience.

SPONSORSHIP PR AND MARKETING OPPORTUNITIES

The exposure to your brand does not begin and end at the event itself. It is included in all the pre- and post-event PR material used on all of our platforms: printed magazine, social media and website.

NETWORKING

This one-of-a-kind event is a unique opportunity for you and your team to network with a selected group of people in the country. Using your role as a prominent sponsor, you will be able to influence decision-makers' minds and ensure your brand is well-positioned amongst them to generate new leads and business connections.

PARTNERSHIP PACKAGES AVAILABLE

To discuss how partnering with the Ohlala Spa & Wellness Awards can benefit your brand, please contact **Chirine Halabi** on chirine@fact-magazine.com

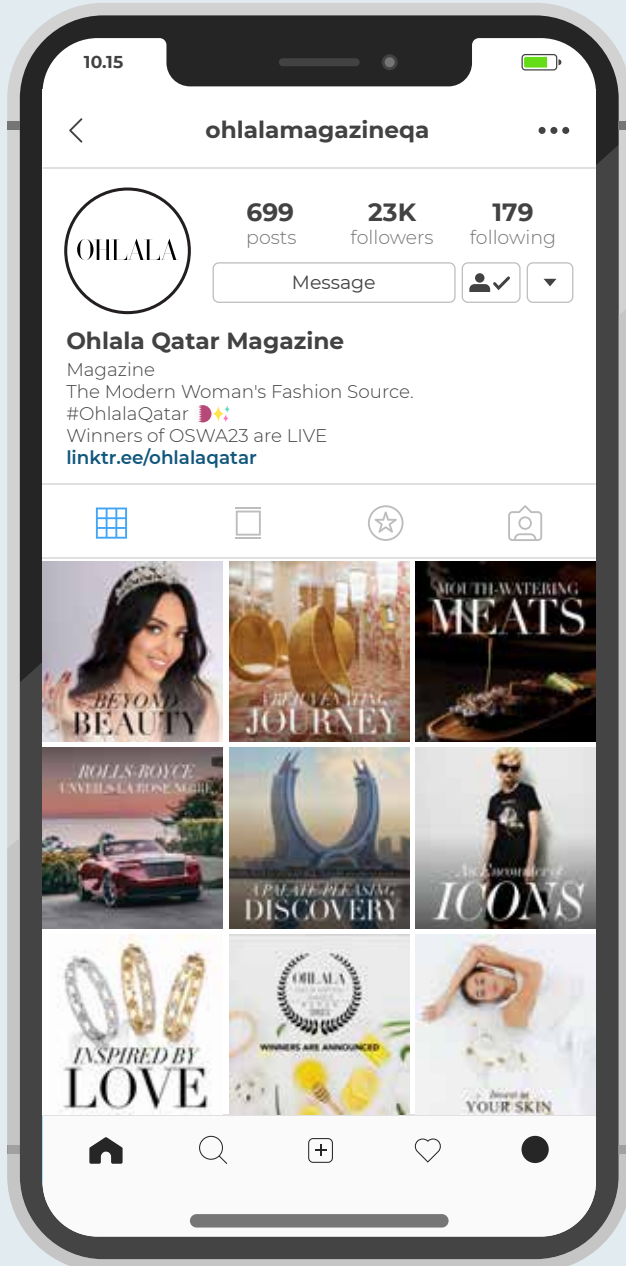
OHLALA

—Spa & Wellness—
AWARDS

Q A T A R
2024

GET CONNECTED

Our social media channels allow advertisers to connect with *OHLALA*'s most engaged consumers and our website ohlalamag.net packages all the best features from print, as well as all the latest events and happenings.



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

23.7K FOLLOWERS	403K OVERALL REACH
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FACEBOOK
OHLALA's Facebook page is used to promote events and dining offers, as well as to interact with readers and clients.

4.5K LIKES	4.6K FOLLOWERS
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ISSUU
This online platform offers access to a digital copy of the latest and past issues.

2,348 FOLLOWERS	31K IMPRESSIONS	7.2K READS
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Check Out Our Instagram Page
[@ohlalamagazineqa](https://www.instagram.com/ohlalamagazineqa)

WEB RATE CARD

Ohلامag.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.



TOPLADERBOARD BANNER

LOWER BANNER

↓ SCROLL



VERTICLE RECTANGULAR BANNER

MPU BANNER

ADVERTISING RATES & DISCOUNTS ————— 1 WEEK ——— 2 WEEKS ——— 1 MONTH

HOMEPAGE PLATFORM

	1 WEEK	2 WEEKS	1 MONTH
TOP LEADERBOARD BANNER 1200 x 156 pixels	QR 4,500 US\$ 1,235	QR 5,500 US\$ 1,510	QR 8,500 US\$ 2,335
LOWER BANNER 1200 x 156 pixels VERTICAL RECTANGULAR BANNER 220 x 550 pixels	QR 3,000 US\$ 820	QR 4,000 US\$ 1,900	QR 7,000 US\$ 1,900
MPU BANNER 300 x 250 pixels	QR 2,500 US\$ 680	QR 3,000 US\$ 820	QR 6,000 US\$ 1,659

EDM (Full database) - QR 5,500 | US\$ 1,500
 E-NEWSLETTER - QR 5,500 | US\$ 1,500
 ONLINE ADVERTORIAL: QR 11,500 | US\$ 3,160

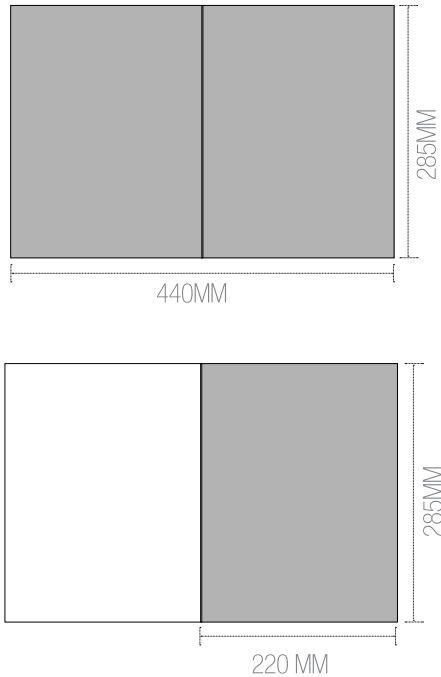
*Limited availability in each ad size. Includes direct link to your site.
 *Special operations i.e. page takeover, pop ups etc. price on request

OHLALA ANALYTICS

Monthly unique visitors <i>52,820</i>	Monthly page visits <i>158,175</i>	Monthly Sessions <i>107,000</i>	Local EDM <i>72,000 followers</i>
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NOTE Types of files Jpeg, gif, flash (72 dpi)

DIMENSIONS



DISRIBUTION

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.

PRINT RATE CARD

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

ADVERTISING RATES & DISCOUNTS

Special Operations

Available on request

Advertorial

Advertorial full-page. QR 10,500 (per page)/US 2,885 (per page)
Discounts to be given on a case-to-case basis and subject to publisher approval.

Other Details

FREQUENCY: MONTHLY

LANGUAGE: 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: QR20

STANDARD POSITIONS

	USD	QR
FP	4,394	16,000
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

	USD	QR
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

NOTE 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

OHILALA

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