



A Story for Everyone





OUR Services

SOCIAL CAMELS

Management of social media (organic & paid)

CASPER STUDIO

Content management platform

EVENT/PR

On site coverage of Events

SOCIALEYE

Influencers and content creators management

ISTIBYANI

Research & Insights Platform

DEVELOPMENT & CREATIVE DESIGN

User Interface and User Experience. Website and Mobile Application development

LAYALINA STUDIO

Video Production, Photoshoots, and Podcasts

ADVERTISING SOLUTIONS

Campaign management, programmatic and rich media advertising solutions

SOCIAL CAMELS



Our clients...



CONTENT CREATION



SOCIAL MEDIA MANAGEMENT



DIGITAL CAMPAIGNS



VIDEO PRODUCTION



WEBSITE DEVELOPMENT



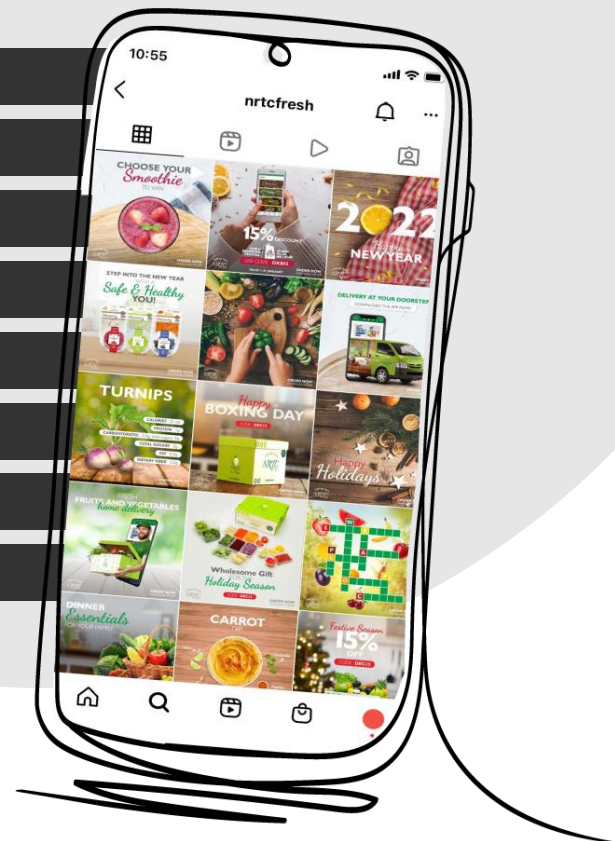
INFLUENCER MANAGEMENT



EVENT MANAGEMENT



SOCIAL & DIGITAL ADVERTISING



A full-service marketing agency with a diverse team of social media managers, digital advertising specialists, content creators, growth hackers, PR and media mavericks, and website and app developers.

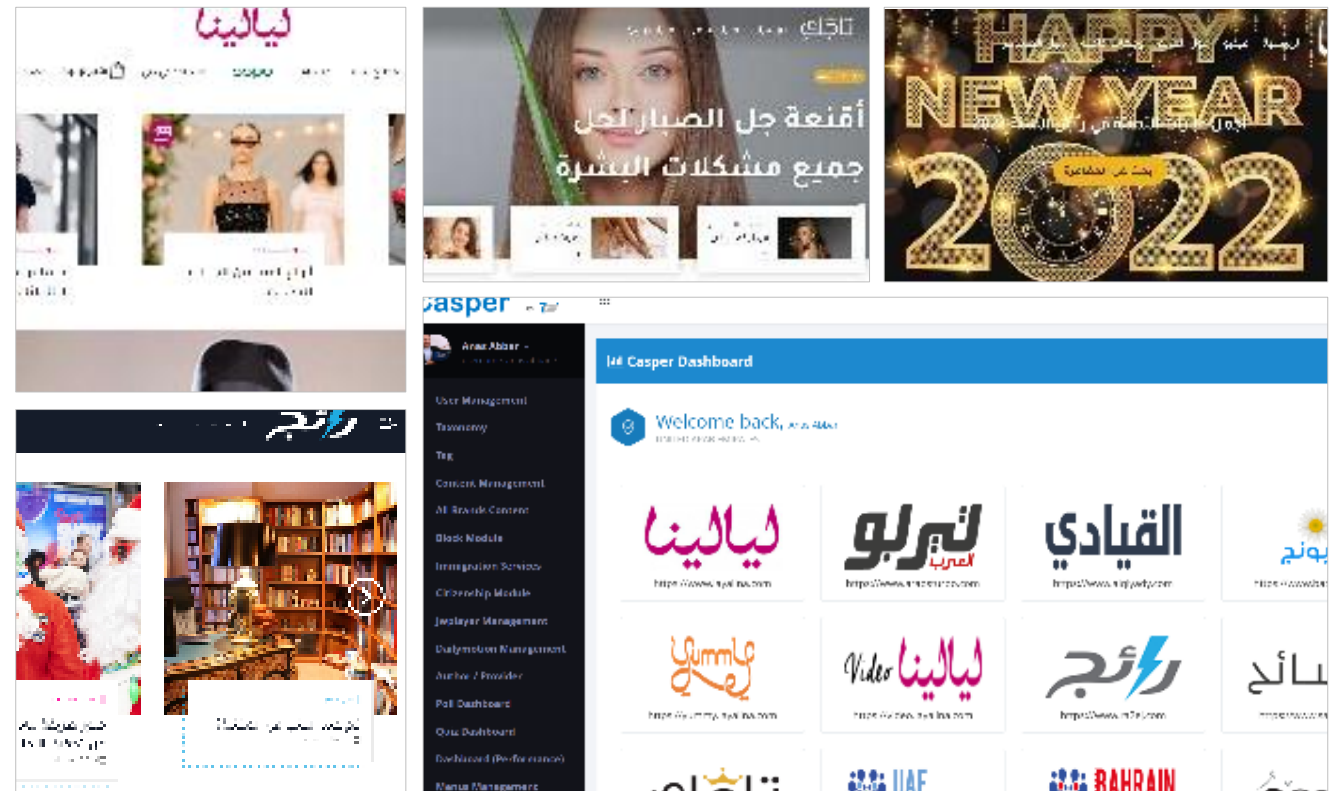
We help your brand with social media strategy, creative solutions, and digital tactics focused on delivering optimal growth results. Inspired by the resilience and stamina of the desert's beloved camels, we are the agency you trust to drive real value amidst the ever-changing social and digital landscape.

We are passionately **creative**. We respect the science of **marketing**. We are **data-driven**.

...and **GROWTH** is our **promise**.

CASPER STUDIO

- ✓ Casper Studio is state-of-the-art proprietary Content management platform that is modern, scalable, secure, user friendly and extensible.
- ✓ Developed on the latest technologies for content management, SEO, video centric, advertising optimized, ...
- ✓ Multilingual support
- ✓ Focus on productivity & automation
- ✓ Workflow Management
- ✓ Reporting and Dashboards
- ✓ Over 15 types of content
- ✓ And much more...



SURVEYS & INSIGHTS SERVICES

(Online Market Research & Panel Management solution)

We believe that what you cannot measure, you certainly cannot improve!

Therefore, we help you survive the competition by optimizing your approach and keeping up with advanced technology, evolving trends, and changing consumer preferences and behaviors, and being able to leverage insights to meet your goals.

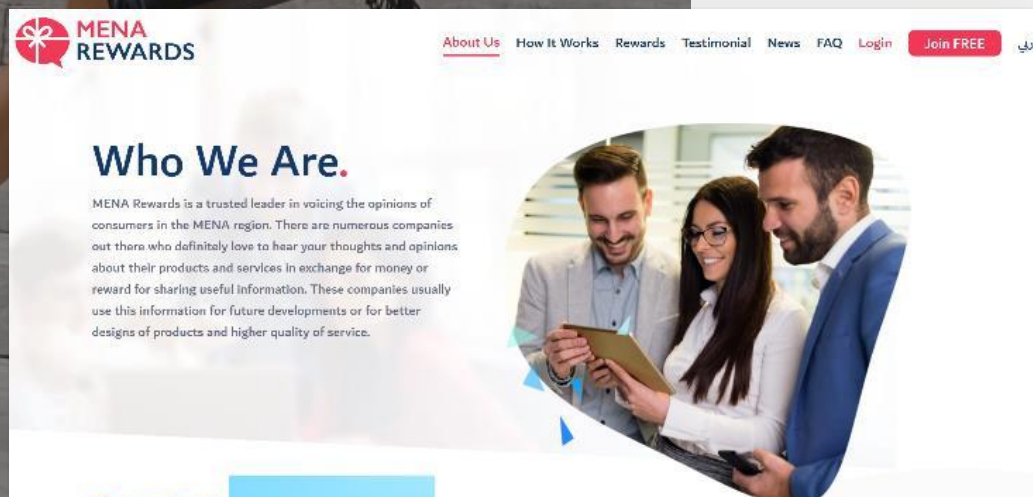
- ✓ Our online Research & Panel Management solutions provides you access to Consumer Experiences empowering you with continuous research data and reliable insights to drive faster, smarter marketing decisions.
- ✓ In addition to the customized panel solutions (SaaS), we offer ad-hoc and sampling research services covering the Middle East and North Africa region.



Istibyani.com



MENArewards.com



Research Services:

- ✓ Questionnaire development
- ✓ Survey Scripting
- ✓ Translation
- ✓ Data collection
- ✓ Data Delivery
- ✓ Reporting/Infographic
- ✓ Sampling

Market Research Solution:

- ✓ Consumer Insights
- ✓ Ad Testing
- ✓ Product Testing
- ✓ Consumer Satisfaction
- ✓ Campaign & Concept Testing
- ✓ Customized Online Panel
- ✓ Usage & Attitude Studies
- ✓ And more



SOCIALEYE

Type

CreatorsKOLInfluencersPublic Figures

Gender

MaleFemaleSingleMarriedOther

Modest

OnOff

Preferred

YesNo

No. of Children

123+

Generation (Silent - Generation Z)

All1 - 1M+

Nano Influencer1K - 10K

Micro Influencer10K - 50K

Mid-Tier Influencer50K - 500K

Nano Influencer500K - 1M

Mega Influencer1M+

A dedicated tool for the discovery of Content Creators, Key Opinion Leaders, Influencers and Public Figures



A rich database of +500 contacts and growing



Covering multiple nationalities (Arabs, Gulf, Westerners, Indians, Filipinos,...)



Easy to use and navigate



Filters for accurate recommendation

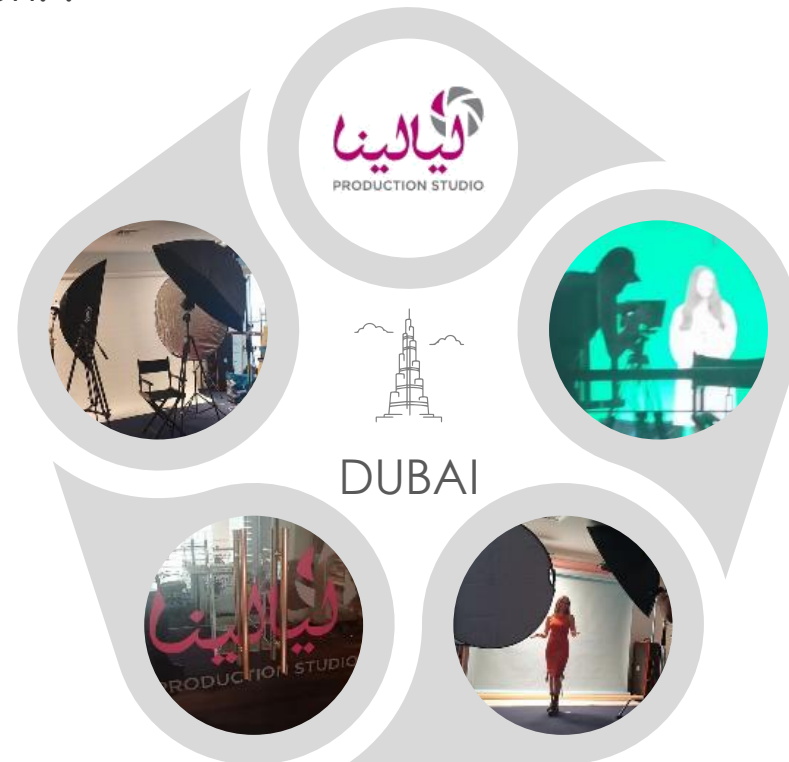
Classification	Gender	Nationality	Interests	Family Status
Country of Residence	Channels	Verification	Pets	Target Demographics
Children	Modest	Preferred		



LAYALINA
STUDIO

Video Production, Photoshoots, and Podcasts

We cater to all your photo and film production needs. We offer complete production services with pre, on set, and post-production! .





ADVERTISING SOLUTIONS

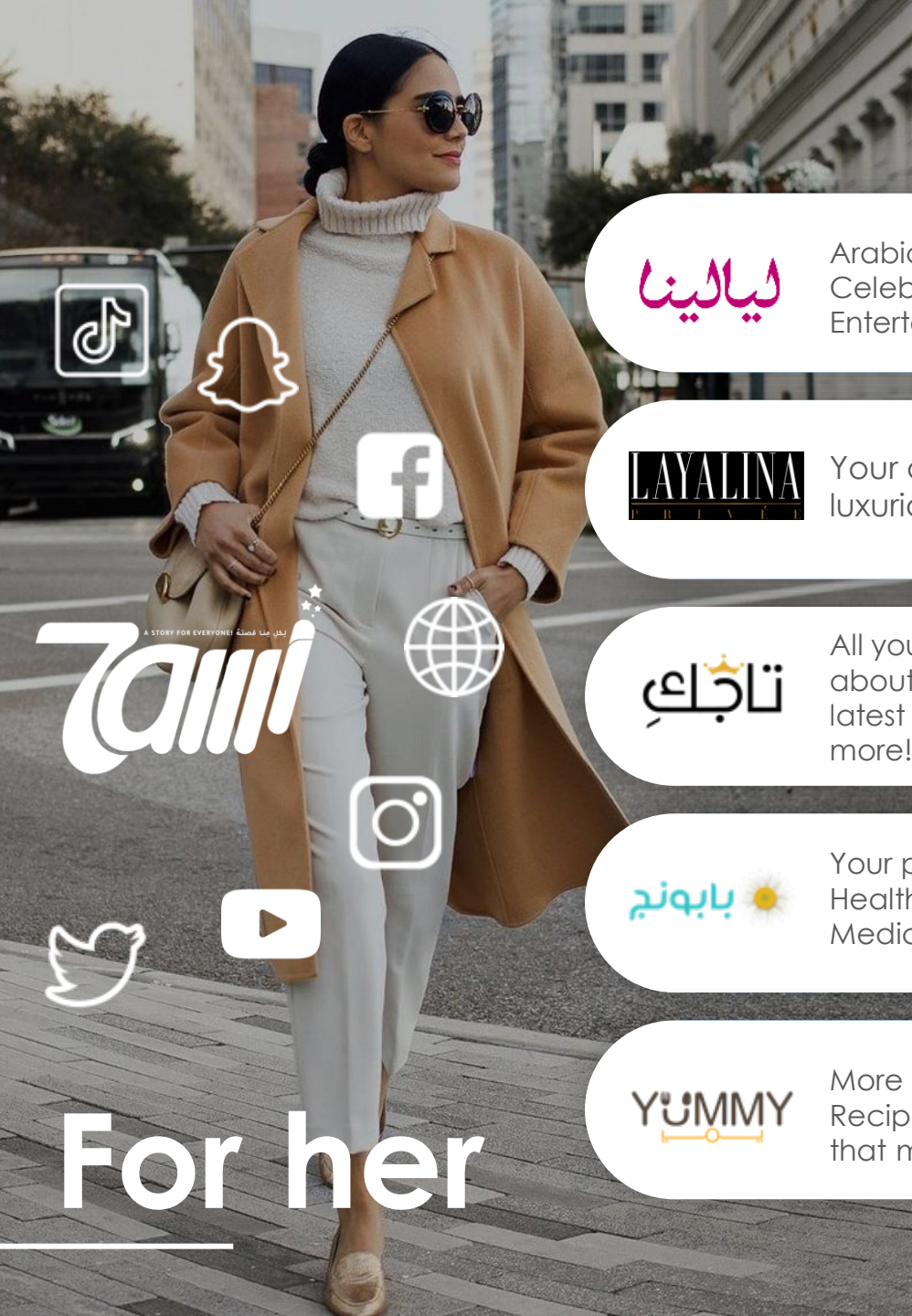
WHO WE ARE

We are a **multi-vertical Digital Publisher**, we cover Lifestyle, Automotive, Entertainment, Fashion, Beauty, Health & Wellness, Travel, Food, and market insights.

With a reach of more than **100 million users in the Arab world** across our **Web** and **Social platforms**, we are uniquely positioned to cater to most demographics using our creative marketing solutions.

We are the Content Wizards, and our mission is to Inform and Entertain the Arab Youth!

We are 7awi!



Zaini
A STORY FOR EVERYONE! قصة لكل واحد

For her

ليالينا

Arabic Lifestyle, Fashion, Celebrity, & Entertainment destination

LAYALINA

Your destination to a luxurious lifestyle

تاجك

All you need to know about Haircare, the latest Hairstyles, and more!

بابونج

Your perfect guide for Health, Fitness, Alternative Medicine, and more!

YUMMY

More than just Food Recipes! It is a place that makes you smile ☺



40%

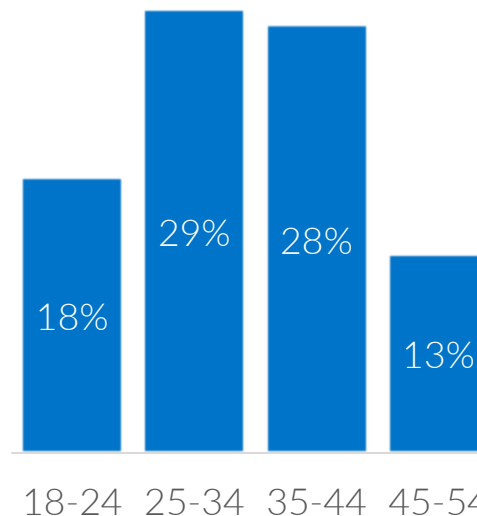
Male

VS



60%

Female



#

	2.4M	1.8M
	3.9M	1.2M
	520k	200k
	400k	150k
	93K	110k
	110k	50k
	83k	40k



Get ready for unlimited content snacking! The BuzzFeed of the region



Stay connected on the latest innovations, technology, lifestyle, celebrities and sports



The Middle East's leading destination for all the Automotive lovers



From your connected device we show you the world

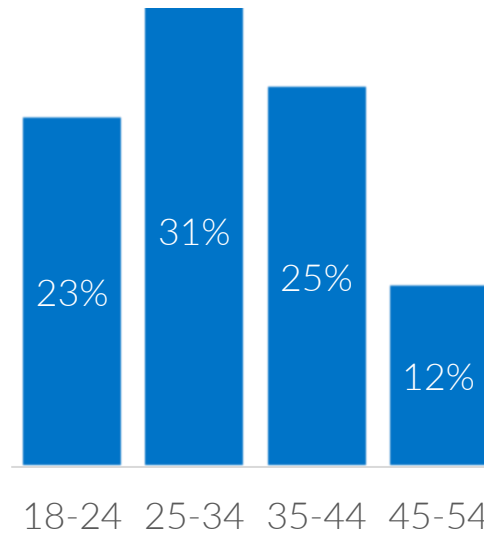


60%
Male

VS



40%
Female



	520k	2.1M
	370k	1.3M
	70k	290k
	40k	207k
	35k	62k
	12k	89k
	11k	61k



For him



Social & Digital at the Heart of 7awi with over **100 MILLION USERS** ACROSS OUR PLATFORMS



15M+ Users



17M+ Fans



2M+ Followers



75M+ Users Reached



2M + Followers



180K Subscribers



4M+ Followers



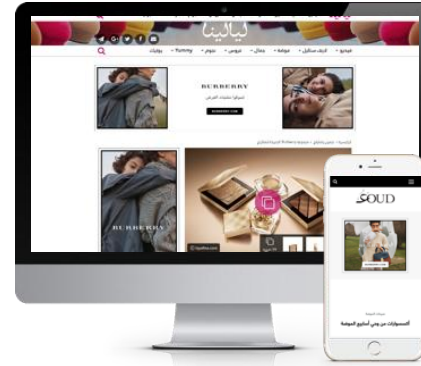
Our ADVERTISING Solutions



Standard Display & Video ads

We offer **Special Executions**, High-impact and Standard Video and Display formats running across desktop and mobile with advanced content targeting options and optimized performance

Standard Display & Video Ads



Special Executions – Display & Video Ads



Expands
→
on Mouse over



Video Expandable Anchor banner

[Demo Link](#) 

Estimated 90% Viewability & 2% CTR



Video Expandable Mobile Anchor

[Demo Link](#) 

Programmatic Deals across 7awi's network

We offer High-impact and Standard Video and Display formats running across desktop and mobile with advanced content targeting options and optimized performance through a variety of deal options



Programmatic Guaranteed



Preferred Deals



Private Auction

Over 60,000,000 IMP/monthly



Branded Mailshots,
250K+
subscribers!

Helps you catch
your readers' attention, maintain
their interest and
encourage them to
take action. The
best tool to
measure your ROI

PANDORA نشرة ليالينا



PANDORA مجوهرات باندورا
تخلد الذكريات السعيدة

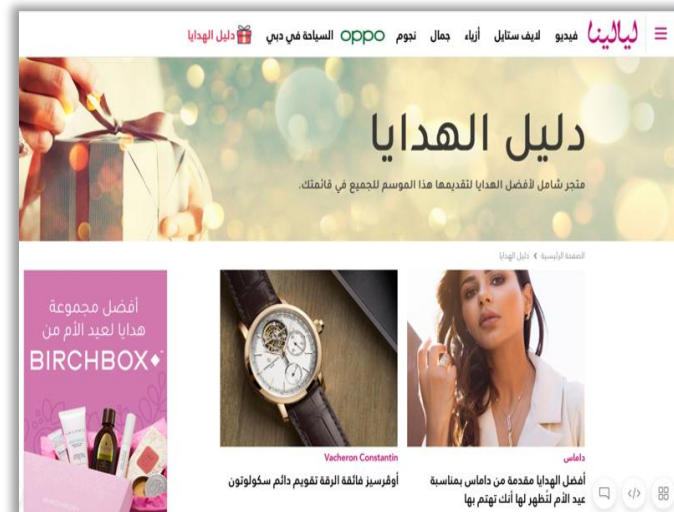
مجوهرات باندورا
للمرأة
العصرية



صور: أبرز أنوتك
مع مجوهرات باندورا
PANDORA



صور: أحدث تصاميم
مجوهرات باندورا
PANDORA



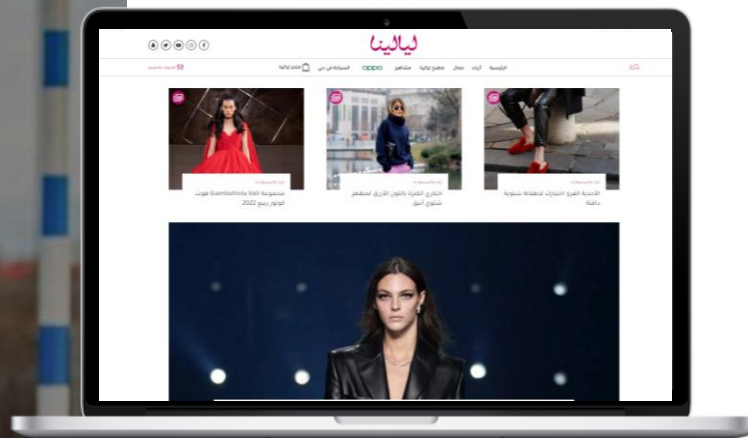
Gift Guide

If you are looking for
Brand Awareness,
Driving Sales to your
e-store, or simply
Interacting with end
users, take part in our
Gift Guide to
achieve your goal!

Push Notification

Great branded
content, published
at the right time,
directed to the right
audience helps
influence
conversions! 250K+
Subscribers across
the network.

EDITORIAL CONTENT CREATION & DISTRIBUTION



A great marketing tool which creates interest in your products and services! It helps build brand awareness, customer loyalty and ultimately driving conversions!

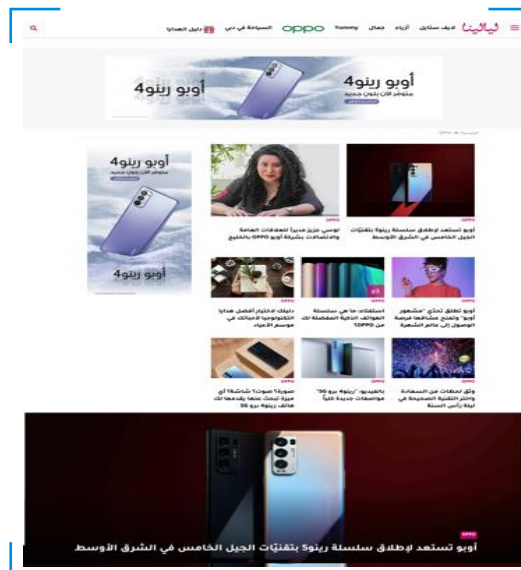
Content Creation & Distribution:

- ✓ SEO Articles
- ✓ Branded Articles
- ✓ Press releases
- ✓ Sponsored content

Dedicated Section

Why to fit in when you were destined to standout?!

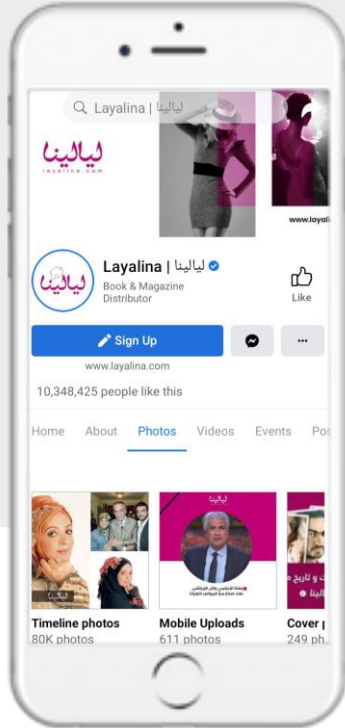
- ✓ A Dedicated section on Zawi's publications helps you in creating your online presence and reaching an existing audience of users
- ✓ Your Brand name will be featured on the menu bar of the publication where it resides
- ✓ Share all your latest products/services updates with our users and build an audience of your own!



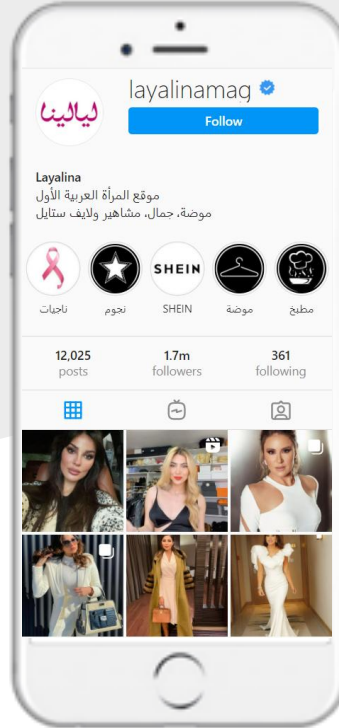
Your Branded Content can appear across Zawi's network natively!

Social Collaboration

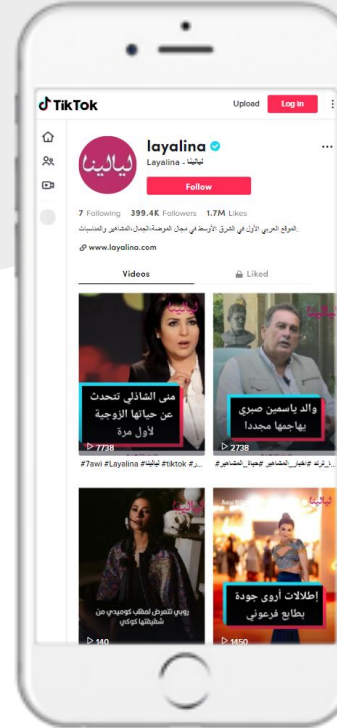
Benefit from our wide reach across Facebook, Instagram, TikTok, & Twitter



17M+ Fans



2M+ Followers



4M+ Followers



2M + Followers

Get access to our audience through Social Posts, Stories, Live, Competitions or Ads!

Social Collaboration



Snapchat Discover – Editorial Snaps (advertise natively)

Find the perfect way to reach your audience and drive the results that matter to you!



Editorial Snap:

- ✓ 10 seconds video that appears on Layalina's discover channel on Snapchat
- ✓ Cannot contain a Swipe-up link, Editorial Snaps are used for mass awareness allowing your brand to reach our users
- ✓ Branded Content* that is integrated natively into our editorial stories



12M+
Fans



53M+
Views



50M+
Reach

* Branded content follows Snapchat's guidelines to keep branding subtle and minimal within native stories

Social Collaboration



Snapchat Ads & Sponsorships

Find the perfect way to reach your audience and drive the results that matter to you!



YOUR AD

STORIES

Snap Ads & Sponsorships:

- ✓ Full screen vertical video; 10 seconds or less
- ✓ Swipe-Up link to website, long-form video, or App
- ✓ Can be served as a Sponsorship (100% SOV)
- ✓ Ads appear after every 3 Editorial Snaps



12M+
Fans



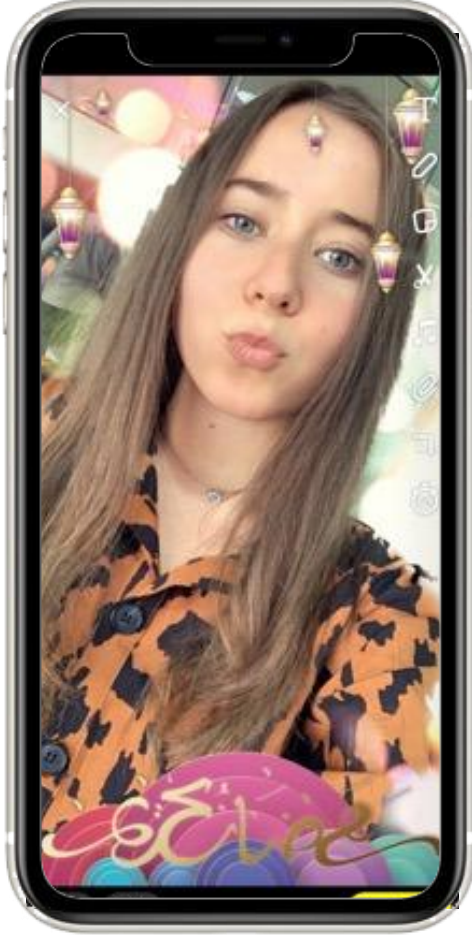
53M+
Views



50M+
Reach

The best way to drive conversions for your App!

Social Collaboration



Snapchat AR Lens

Try new strategies!
Think outside the Box!



Snap AR Lens:

- ✓ Create a unique Augmented Reality Lens to engage with the users
- ✓ AR is the core of Snapchat Experience
- ✓ On average, more than 75% of Snapchat users engage with AR to communicate, play, and learn every day



12M+
Fans



53M+
Views



50M+
Reach

The best way to drive user Engagement with your Brand!



Influencer Marketing

Get access to audiences directly and at scale!

Connect with your target audience directly and at large scale! Influencer marketing helps in motivating the consumers and pushing them to take desired actions.

Influencer Marketing:

- ✓ Collaborate with our wide range of Celebrities/Influencers from different interests and audience sizes
- ✓ Get your brand noticed through Product Endorsement, Integration, and Placement to achieve the best results!

Influencer marketing campaigns are subject to availability, approval, and cost of each influencer

Video Content Creation

/ Some of our Video formats /



The Top Angle

Perfect for Quick & Easy recipes



The Stop-Motion Video

For that Playful "WOW" Factor



The Romantic Execution

When the food has a story to tell!



Product Integration

Hands-Only Video



[Full Episode](#)

Integrate your
Brand in our
Cooking
videos!



[Full Episode](#)

7awi's Video Content

/ Lifestyle videos /



Appliances / Lifestyle Video With Influencer



Car / Lifestyle Video With Influencer



Beauty / Make-up Video With Influencer



Beauty / Make-up
Video With Influencer

Integrate your
Brand in our
Lifestyle
videos!



Fashion / Lifestyle
Video With Influencer

Video Content Production & Distribution

Video distribution across 7awi's platforms!

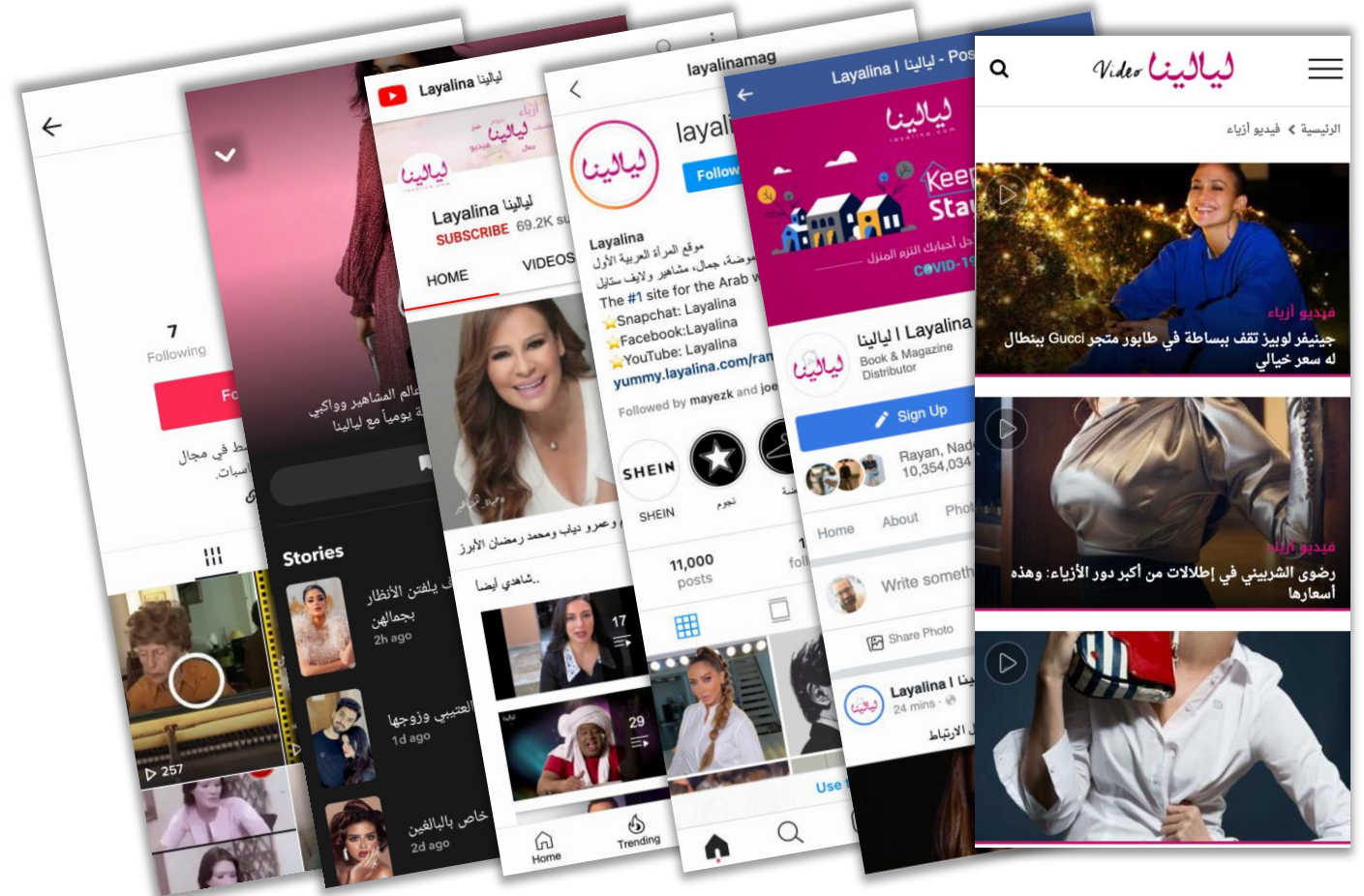


Variety of Topics ranging from Cooking to Fashion, Beauty, Lifestyle, Automotive, etc.

100M+
Reach!

Solutions include:

- ✓ Product Endorsement
- ✓ Product Placement
- ✓ Product Integration
- ✓ Product Mentions





Events & Brands Activations

Event Organization & on-ground Brands Activations

Brand Activations create a connection between the consumer and the brand

Events & Brands Activations:

- ✓ Engage your customers in a way that creates personalized and lasting impact
- ✓ Encourage them to engage with your brand and spread the word through Social Media or through the oldest, yet most effective way, word-of-mouth



In a
nutshell

We are a leading digital platform focusing on developing Arabic content for the GCC/MENA markets. We own and operate 12 titles and a state of art production facility.

We reach more than **100 million** users in the Arab world across our **Web** and **Social platforms**.

If your marketing objectives are :

Promote New Products or Services.

Build Brand Awareness.

Grow Digital Presence.

Lead Generation/Acquisition

Target New Customers.

Expand Into a New Market

Retain Existing Customers.

Develop Brand Loyalty.

Increase Sales and/or Revenue.

Our Valuable Clients

SHEIN



SAMSUNG

SONY

dyson

facebook.



Jumeirah
STAY DIFFERENT™



P&G



PRADA

L'ORÉAL



PANDORA

Dior



GCC Rate card – Web

		ليالينا	رئج	القيادي	نيربو	سأح	تاجك	YUMMY	بابونج
Display & Video Ads									
MPU	300x250	\$ 30.00	\$ 28.00	\$ 28.00	\$ 28.00	\$ 22.00	\$ 22.00	\$ 22.00	\$ 22.00
Mobile Anchor	320x100 / 320x50	\$ 40.00	\$ 32.00	\$ 32.00	\$ 32.00	\$ 27.00	\$ 27.00	\$ 27.00	\$ 27.00
Billboard	970x250	\$ 40.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 31.00	\$ 31.00	\$ 31.00	\$ 31.00
Half-Page	300x600 / 600x700	\$ 50.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 31.00	\$ 31.00	\$ 31.00	\$ 31.00
Interscroller	320x570	\$ 45.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 31.00	\$ 31.00	\$ 31.00	\$ 31.00
InRead (Outstream)	MP4 Video 480x720	\$ 45.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 31.00	\$ 31.00	\$ 31.00	\$ 31.00
Pre/Mid-Roll (Instream)	MP4 Video 640x480	\$ 45.00	\$ 36.00	\$ 36.00	\$ 36.00	\$ 31.00	\$ 31.00	\$ 31.00	\$ 31.00
Sponsorships, Roadblocks, & Rich Media									
Section Takeover	Daily	\$ 1,500.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Dedicated Section	Monthly	\$ 10,000.00	\$ 8,000.00	\$ 8,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Roadblock		\$ 60.00	\$ 50.00	\$ 50.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00
Special Execution		\$ 60.00	\$ 50.00	\$ 50.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00
Content Advertorial									
Editorial Article	250-500 words	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
Emailshot / Newsletter	Up to 200,000 emails	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Push Notifications		\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00
Programmatic Guaranteed									
Display	Web / Mobile	\$ 20.00	\$ 18.00	\$ 18.00	\$ 18.00	\$ 15.00	\$ 15.00	\$ 15.00	\$ 15.00
Video	In-stream / Out-stream	\$ 25.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 18.00	\$ 18.00	\$ 18.00	\$ 18.00
Programmatic Preferred Deals									
Display	Web / Mobile	\$ 12.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00
Video	In-stream / Out-stream	\$ 18.00	\$ 16.00	\$ 16.00	\$ 16.00	\$ 14.00	\$ 14.00	\$ 14.00	\$ 14.00

We also offer Programmatic package deals in GCC and the rest of the Arab world across our network

GCC Rate card – Web

		ليالينا	رائج	القيادي	نيربو	سائح	تاجك	YUMMY	بابونج
Social Advertorial									
Facebook Live	Up to 30 mins	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Instagram Live	Up to 30 mins	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Facebook Post / Story		\$ 1,500.00	\$ 1,000.00	\$ 800.00	\$ 800.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00
Instagram Post / Story		\$ 2,000.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00
TikTok		\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	\$ 2000.00	\$ 800.00
Twitter		\$ 800.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00

		ليالينا	رائج	سائح	B7elwa w Morra	Bloopers	Remote Control
SnapChat Advertorial							
Editorial Snap	Product Integration	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00			
Snap Ads	CPM Ads	\$ 12					
Snap Lens				\$ 3,500.00			
Snap Shows	Sponsorship (CPM)				\$ 15.00	\$ 15.00	\$ 15.00

Additional Services			
Photoshoot			
Video Production	Long/Short form, Live, 2D Animations, etc.		Contact our commercial team for campaign specific quotes
Events & Brand Activations Research			
Influencer	Video / Photo / Social		



Thank You!

Reach out to us
anas@7awi.com
info@7awi.com

