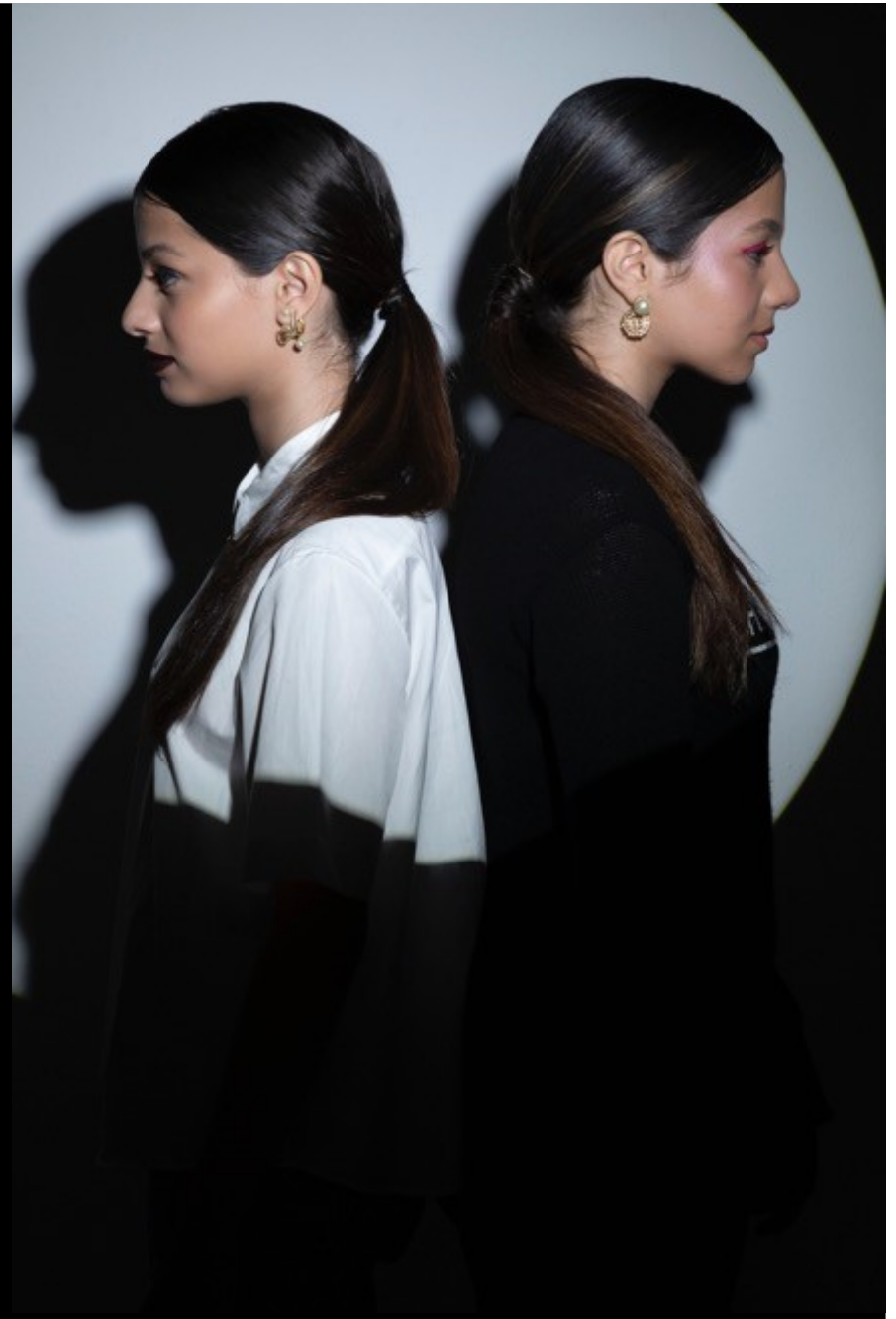


LAYALINA

P R I V É E





Our Story

- ✓ Layalina Privée is your destination to a Luxury Lifestyle addressed for Women & Men in the region who are successful and beautiful and who want to be aware of all the novelties of fashion and beauty by covering all areas of the luxury world, from fashion to jewellery, watches and lifestyle.
- ✓ Being part of Layalina, this section will be the definitive the daily destination for original, exclusive, and influential content, all devoted to readers who aspire to a life of style.

Editorial Calendar 2023



Month	Theme	Special Section	Local Features Articles
✓ January	New Year Start		Celebrities & Signs....
✓ February	Valentine/SSIH	Valentine Fashion, Beauty, Gifts, Special watches & Jew	Couples, Relations, Partner
✓ March	Fashion S/S Trend	Beauty SS Look	Mother's Day & Role
✓ April	Special Ramadan		Cooking during Ramadan
✓ May	Eid/Bridal	Beauty Tips During Ramadan All about Bridal Preparations	
✓ June	Health, Travel, Hotels, Vacation	Health Lifestyle, vacation preparation, travel kit, destinations..	what to eat, drink, sports etc..
✓ July	Summer Beauty+ Fashion	Beauty Tanned Look, Hair & Skin Care	Beach, Tanning & Body
✓ August	Family+ Back to School	Family Traditions ,School Preparations	Back to School
✓ September	Fashion + Beauty A/W	A/W Looks	Luxury Beauty
✓ October	Luxury +Jewelry	Fashion Haute Couture & Luxury Single Pages	Luxurious Destinations/ Restaurants / Yacht etc...
✓ November	Men	Men Beauty + Fashion	Cars, Technology, Beauty, Spa Treatments
✓ December	Festive Season/Gifts	Gifts Ideas / Shoes/ Bags/Jewelry & Watches	



Offerings & Deliverables

Option 1 : \$20,000

- ✓ 1 behind the scene Teaser Video – up to 15 seconds
- ✓ 4 Still images from the shoot
- ✓ 1 Full Video – up to 1 minute
- ✓ Influencer/Celebrity Involved
- ✓ 2 Articles with the images
- ✓ 1 article with the video
- ✓ 1 non branded editorial Snap on Layalina
- ✓ 1 Insta-story with a swipe up option
- ✓ 1 Carousel Post on Instagram Layalina with the shoot images



Offerings & Deliverables

Option 2 : \$15,000

- ✓ 1 behind the scene Teaser Video – up to 15 seconds
- ✓ 3 Still images from the shoot
- ✓ 1 Full Video – up to 1 minute
- ✓ Influencer Involved
- ✓ 1 Article with the images
- ✓ 1 article with the video
- ✓ 1 Insta-story on Layalina with a swipe up option



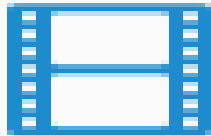
Offerings & Deliverables

Option 3 : \$10,000

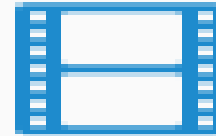
- ✓ 1 behind the scene Teaser Video – up to 15 seconds
- ✓ 1 Full Video – up to 1 minute
- ✓ Influencer Involved /Model
- ✓ 1 article with the video
- ✓ 1 Insta-story on Layalina with a swipe up option

Clients & Photoshoots

Dior X Dima Sheikhly



Dior Beauty X Rawan & Rayan

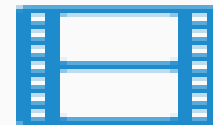


Clients & Photoshoots

Dior Joaillerie



WatchBox





Offerings & Deliverables

Events Activations Private Dinner \$20,000

- ✓ Database invite/ up to 20 VIP
- ✓ Setup/Catering by Layalina
- ✓ 40 sec video coverage for the event
- ✓ Photographer for still images
- ✓ 1 Article
- ✓ 1 Reel Post on Layalina

Contact Details

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