



AWI GLOBAL FZ LLC

www.7awi.com

# MEDIA KIT 2024



يَكْلِي مِنَّا قِصَّتُهُ A STORY FOR EVERYONE!

# A WORD FROM OUR CEO

**Welcome to 7awi Media Group,**

It is with great pleasure that I extend a warm welcome to you as you explore our media kit. At 7awi, we're not just a media group; we're a catalyst for innovation, creativity, and impact in the digital landscape.

Our journey is defined by a relentless pursuit of excellence, fuelled by our passion for storytelling and our commitment to delivering exceptional content and experiences to our audiences. As a CEO, I am incredibly proud of the talented individuals who make up our team, each bringing their unique perspectives and expertise to the table.

Within these pages, you'll discover the breadth and depth of our offerings, from engaging editorial content to cutting-edge digital solutions that empower brands to connect with their target audiences in meaningful ways.

Whether you're a potential partner, advertiser, or simply curious about what sets 7awi apart, I invite you to explore our media kit and learn more about how we can collaborate to achieve your goals.

Thank you for considering 7awi Media Group. We look forward to the possibility of working together to create memorable experiences and drive meaningful results.

Warm regards,



**Anas (Andy) Abbar**

*Co-Founder - CEO*

# 7awi

pronounced:  
[ħawi]

7awi is a leading MENA  
digital platform that *entertains*  
& *informs* millions thru  
*storytelling* & *innovation*.

INSPIRE  
ENTERTAIN  
INFORM

ABOUT US

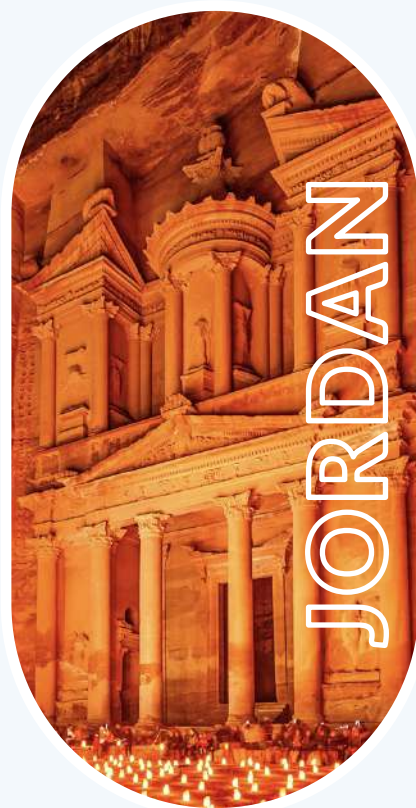


# 7AWI - INSIDE



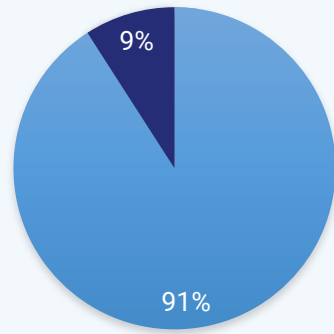
75  
F-Time Employees

75  
Freelancers



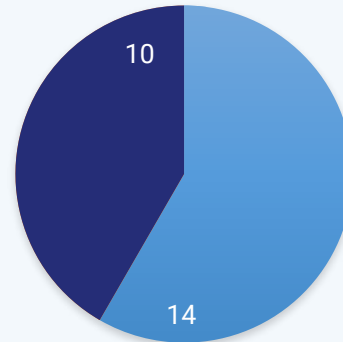
# 7AWI - INSIDE

Education



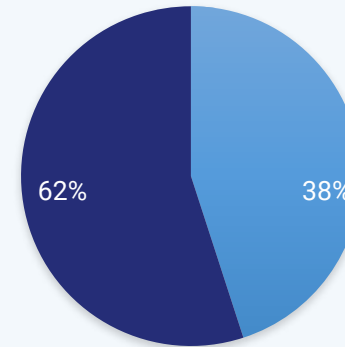
- Bachelor's Degree
- Master's Degree

Nationalities



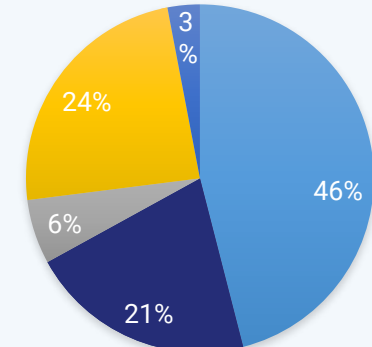
- Nationalities
- Languages Spoken

Gender Split



- Male
- Female

Roles & Functions



- Research & Development
- Business & Marketing
- Creatice (UX/UI)
- Media & Mass Communication
- Other

# OUR UNIQUE VALUE

## Reach Audience Technology

### AGENCY

- In-house creative multi-media solutions
- Own premium inventory
- Own social channels to support campaign KPIs

## Platform

### DEVELOPMENT

- In-house developed Content Management System
- Custom development for eCommerce/Mobile & Smart TV applications

## Data Solutions Content

### PUBLISHER

- Own and operate premium diversified content
- Own and manage own social channels

# 7AWI - 3<sub>in</sub>1



A leading and independent **digital publisher**.



A leading **creative agency** leveraging our creative, consumer insights, social media, production and influencer marketing platform.



A leading **technology enabler** (Web & Mobile, eCommerce, SmartTVs, Alexa and more).



# OUR AUDIENCE



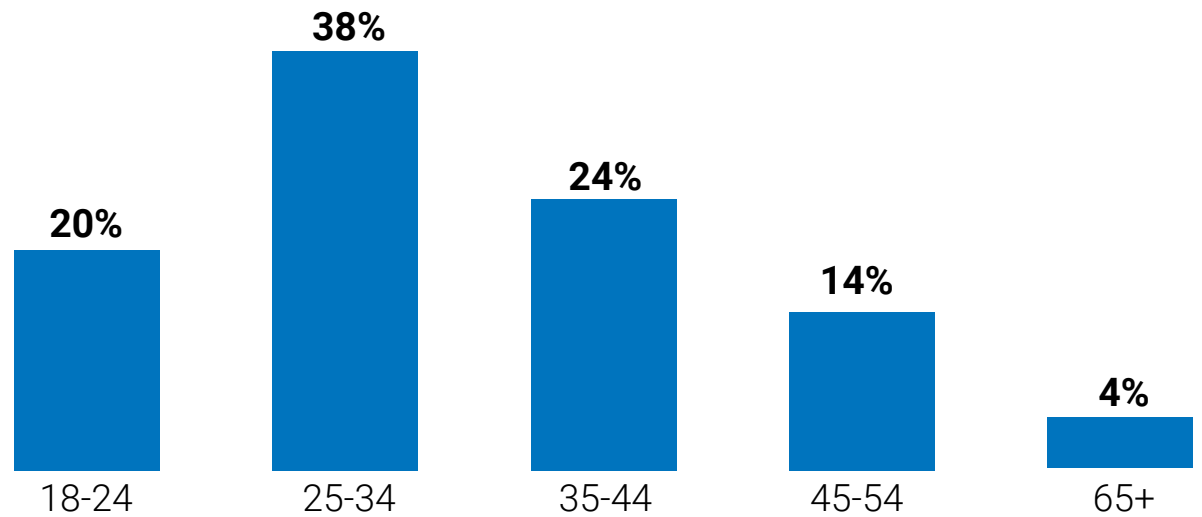
Male

**40%**



Female

**60%**



# SEGMENTATION OF AUDIENCE



Female



sa2eh.com



babonej.com



istibyani.com



yummy.layalina.com



tajuki.com



layalinaprivee.com



layalina.com



Male



arabsturbo.com



alqiyady.com



ra2ej.com

Consumer



incarabia.com



socialcamels.com



layalinastudio.com



jalees.7awi.com



shasheh.com



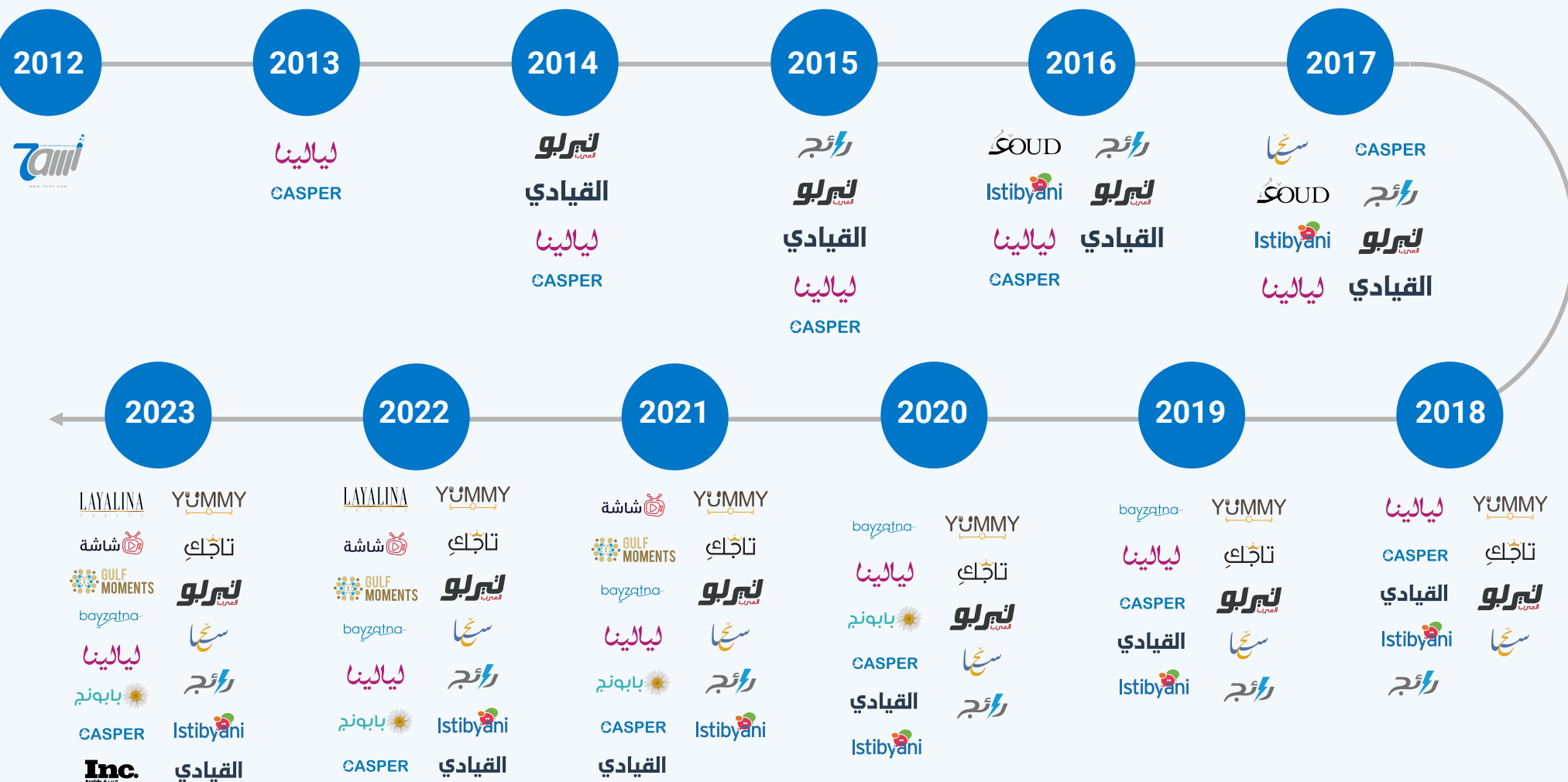
menarewards.com



Business

# OUR BRANDS

The Journey Begins & Never Ends



# MONTHLY DIGITAL MAGAZINES



# Inc. <sup>عربية</sup> Arabia

Inc. Arabia is an online platform and digital magazine that covers the future of technology, business, and innovation globally, MENA and the GCC. In addition to conducting in-depth analyses of the region's top industries and businesses, it includes exclusive interviews with business owners, thought leaders, and trendspotters. It also offers business leaders practical advice about how to grow, build, and sustain their business, covering topics like marketing, sales, sourcing capital, managing and motivating people.



# Inc. <sup>عربية</sup> Arabia

## Products

Website, monthly digital magazine, podcast series, and video content.

## Mission

Regional arm of Inc. Business Media, aiming to inform, educate, and elevate entrepreneurs.

## Launch Date

Beta version launched in October 2023.

## Current Audience

Over 200,000

## Parent Brand

Inc. Business Media - US-based, award-winning multimedia brand with 50+ million audience across events, print, digital, video, podcasts, newsletters, and social media.

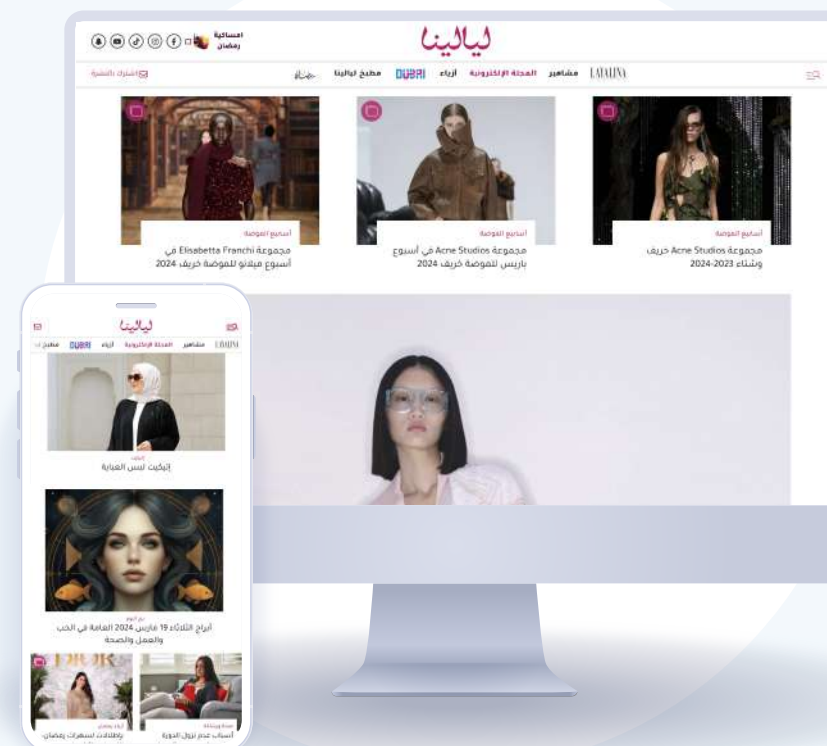


# LAYALINA

# ليالينا

Layalina is the first Arab website dedicated to the world of fashion, beauty, makeup, and celebrity news, offering a monthly digital magazine and comprehensive coverage of international and local events.

From style guides to celebrity profiles, beauty tutorials to horoscopes, Layalina provides everything women need to stay informed and inspired, guiding them towards a healthy and fashionable lifestyle.



# LAYALINA

## Mission

Layalina digital magazine is dedicated to empowering women with inspiring content on fashion, beauty, lifestyle, and celebrity news, helping them discover their unique style and embrace a healthy, balanced lifestyle.

## Products

Layalina website, monthly digital magazine, and video content catering to fashion, beauty, lifestyle, and celebrity enthusiasts.

## Current Audience

Over 1.8M

ليالينا



# GULF MOMENTS



Gulf Moments offer comprehensive coverage of events, developments, and trends shaping the GCC nations and beyond. Whether it's breaking news, in-depth analyses, or captivating features, Moments brings locals and expats the stories that matter most. Gulf Moments' coverage spans across various topics, including politics, business, culture, technology, and beyond, ensuring that you stay abreast of the latest happenings in the region.

Gulf Moments also serves as a go-to destination for all things lifestyle and entertainment. Whether seeking the latest fashion trends, restaurant reviews, travel guides, or celebrity gossip, we've got our reader covered.




# SOCIAL ENGAGEMENT

At **7awi Media Group**, we tailor content creation and publishing for each **social media platform**, aiming to boost user engagement. Our focus is on meaningful topics that bring genuine value across various fields.

Stand out with a **diverse range of content**, including celebrity news, lifestyle, cars, entertainment, fashion, beauty, health, travel, and food.

 Facebook: **18M** followers

 Instagram: **2M** followers

 Twitter: **480K** followers

 YouTube: **230K** subscribers

 TikTok: **4M** followers

 Viber: **600K** followers



# OUR MONTHLY METRICS

MONTHLY METRICS



DIGITAL

**+15M**

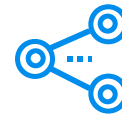
Visits



CONTENT

**+5,000**

Pieces of Content



SOCIAL

**+100M**

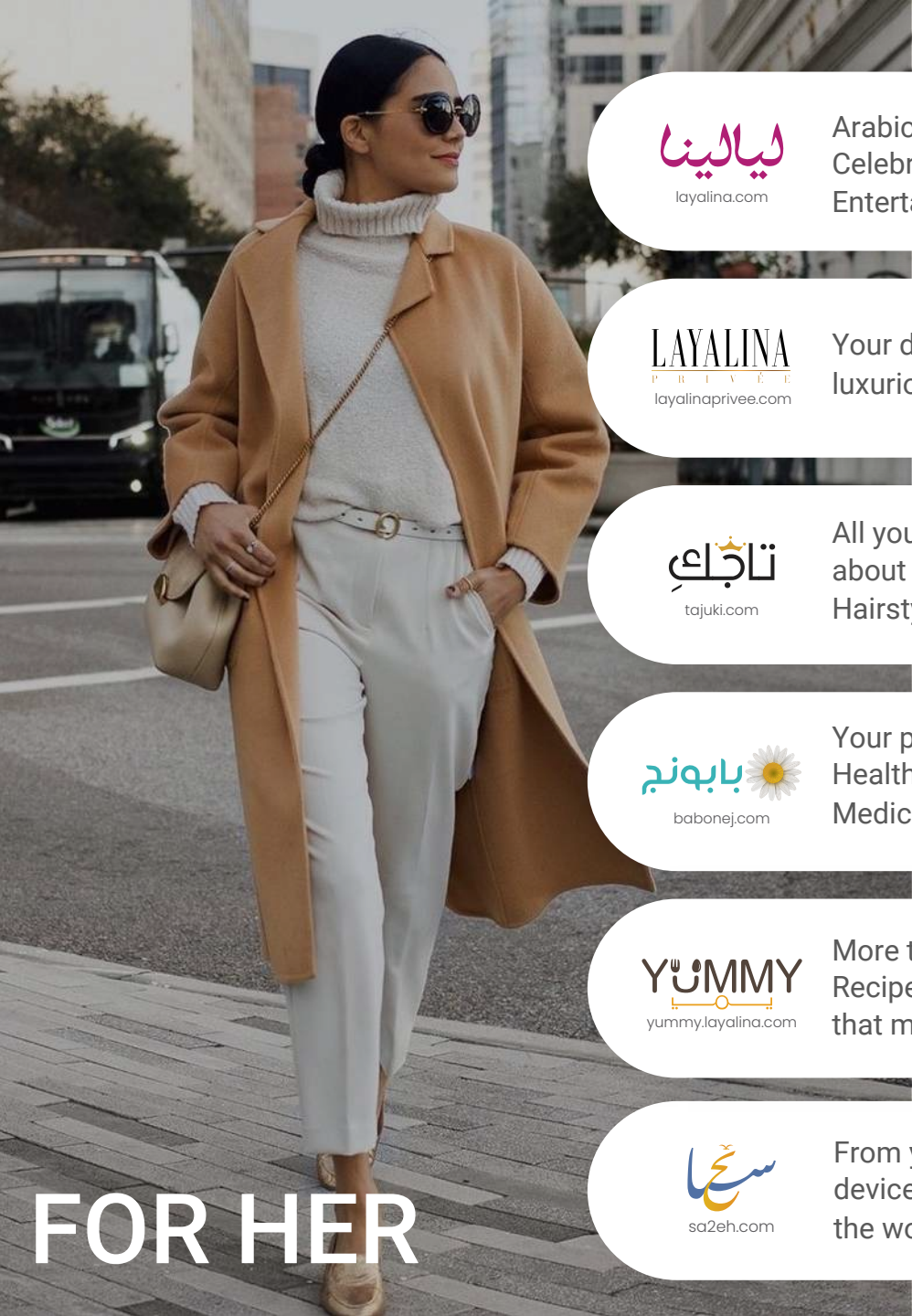
Followers



VIDEOS

**1,500**

Monthly



Arabic Lifestyle, Fashion,  
Celebrity, &  
Entertainment destination



Your destination to a  
luxurious lifestyle



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



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



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



From your connected  
device we show you  
the world



40%

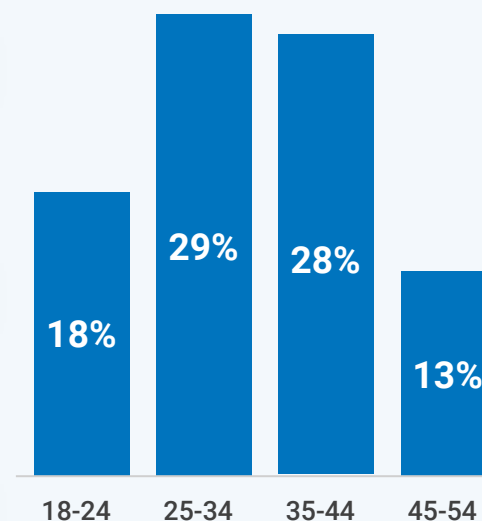
Male

VS



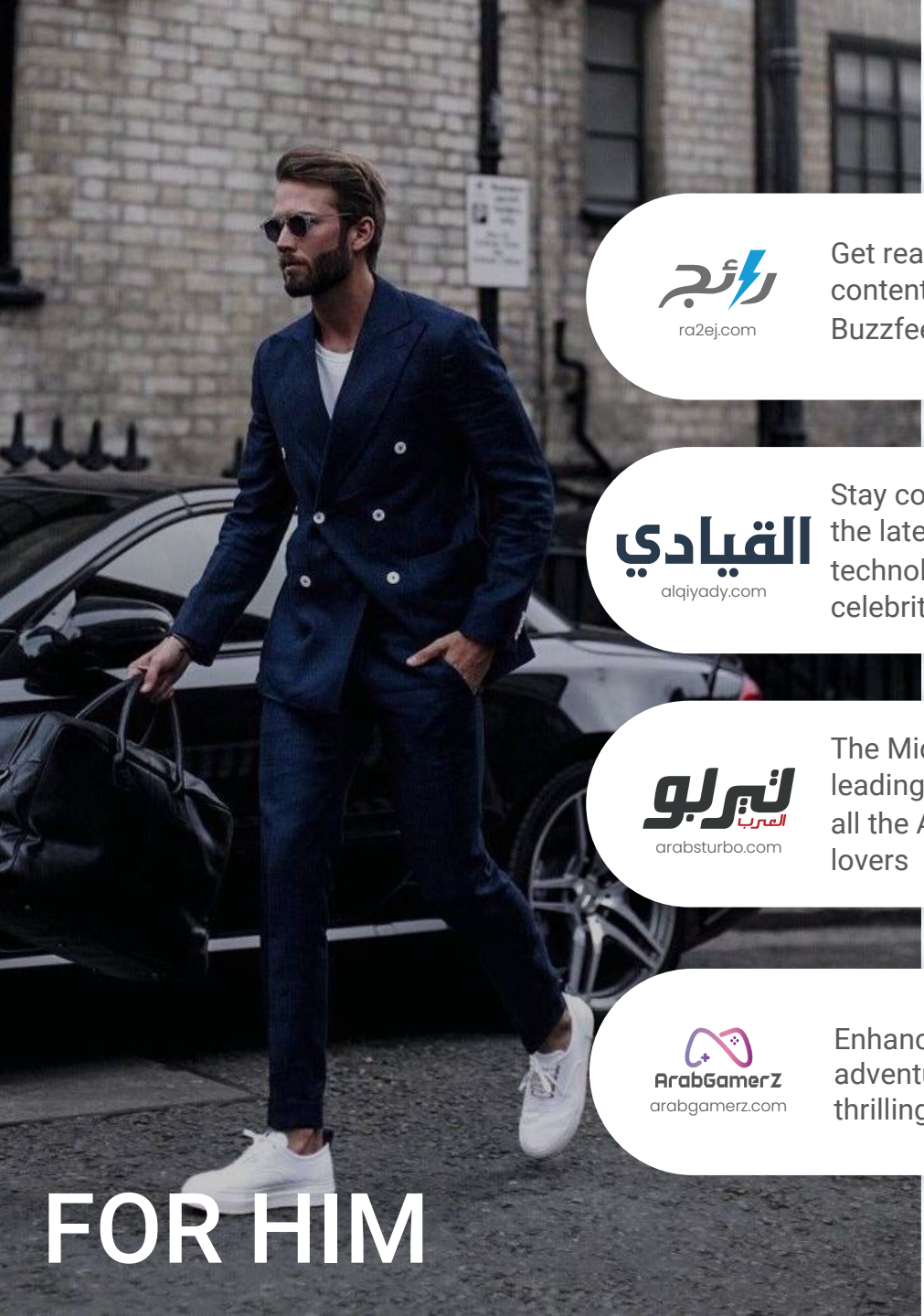
60%

Female



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

FOR HER



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



Enhance your gaming adventure, & dive into the thrilling world of gaming.

FOR HIM



60%

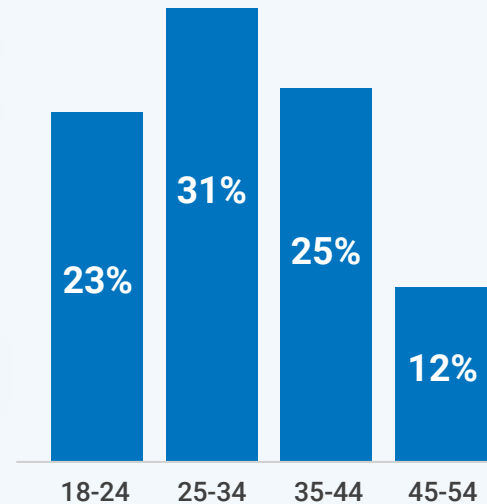
Male

VS



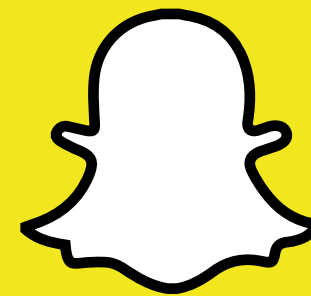
40%

Female



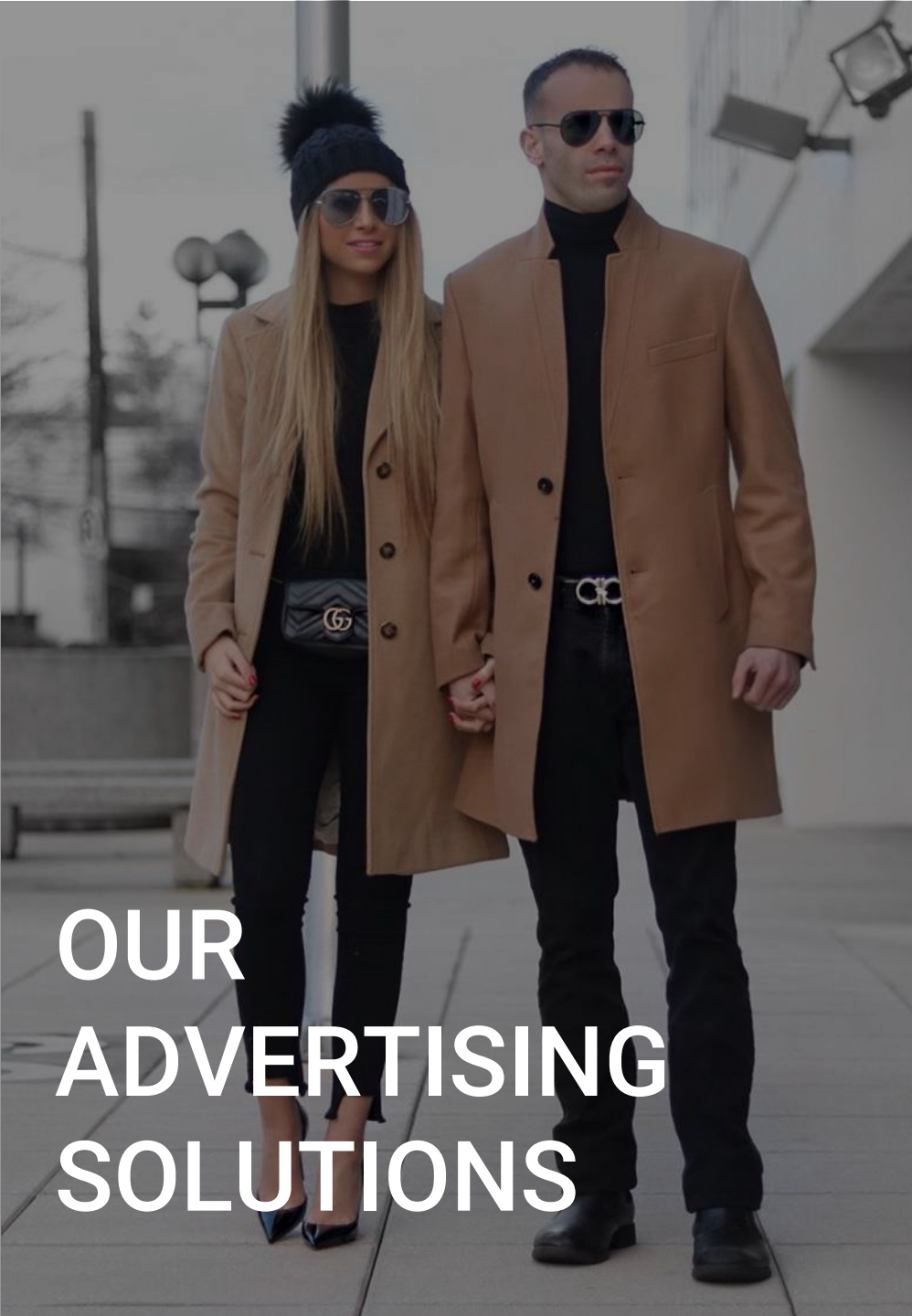
	520K	2.1M
	370K	1.3M
	70K	290K
	40K	207K
	35K	62K
	12K	89K
	11K	61K

# 97 Million +



Monthly Snapchat Discover viewers on  
our 7awi Discover Channels





# OUR ADVERTISING SOLUTIONS



# OUR OFFERINGS

## BRANDED CONTENT

Premium SEO  
Create/Curate video  
Translation

## SOCIAL MEDIA

Management  
of social media  
(organic & paid)

## CREATIVE DESIGN

User Interface &  
User Experience

## GLOBAL CONTENT DISTRIBUTION

Network  
Partnerships

## EVENT/PR

On site  
coverage  
of Events

## PREMIUM CONTENT

Original content  
including articles,  
galleries and videos

## DATA

Data based  
on interest

## RESEARCH

Research &  
Insights Platform

## ADVERTISING SOLUTIONS

Campaign  
management,  
programmatic  
& rich media  
advertising solutions

## DEVELOPMENT

Website & Mobile  
Application  
development

# OUR SERVICES

Custom development and solutions



- Full Custom Websites' Development.
- Alexa Skills.
- TV Apps.
- Mobile Apps.

# LAYALINA STUDIO

State of The Art Production Services



Revolutionizing the production landscape, Layalina Studio offers contemporary and top-tier production services that redefine creativity.

# DIGITAL & SOCIAL MEDIA AGENCY



We Are *Camels* In Suits

*What*  
**WE DO**



SOCIAL  
MEDIA  
MARKETING



CONTENT  
AND VIDEO  
PRODUCTION



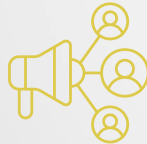
INFLUENCER  
MARKETING  
MANAGEMENT



MASS  
DIGITAL  
CAMPAIGNS



AR  
AND FILTER  
CREATION



PR  
AND MEDIA  
RELATIONS



WEB  
AND APP  
DEVELOPMENT



BRANDING  
AND  
DESIGNING



Brands we *love* to work with



*& more*

# EVENTS & ACTIVATIONS



- **B2B Conferences**

We organize exclusive executive events, conferences, and summits for C-level Executives in emerging markets, fostering business networking and thought leadership exchange.

- **Bespoke Events**

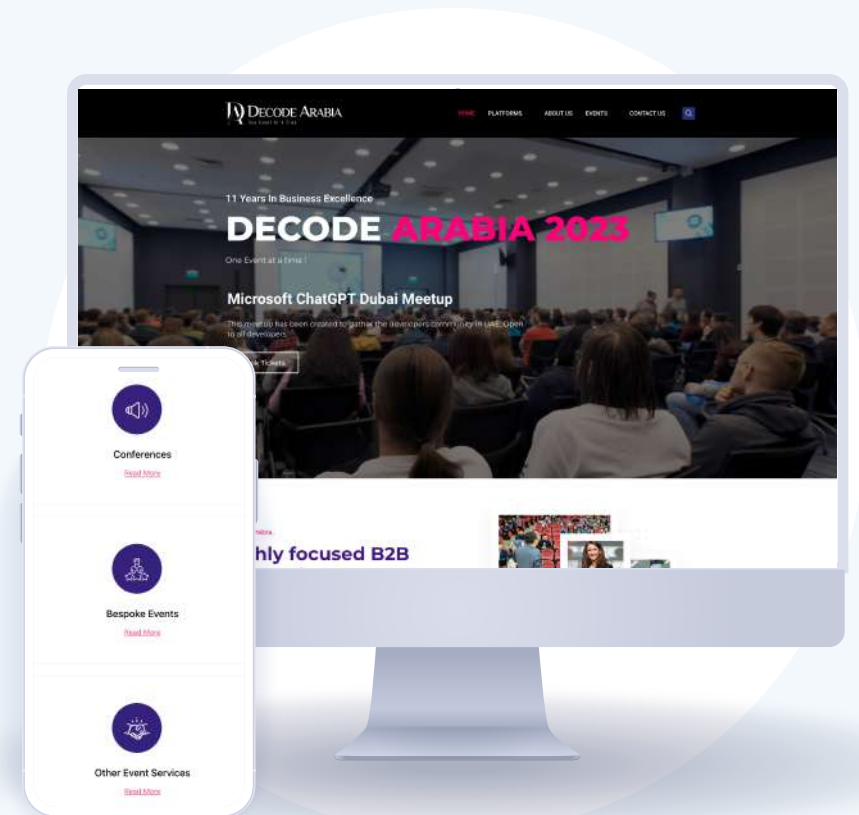
Tailored business development platforms for solution providers, featuring customized presentations and targeted networking with decision makers and influencers.

- **B2C Event Services**

Expert solutions for product launches, activations, event management, and lead generation to engage target consumer audiences.

- **Comprehensive Solutions**

A one-stop solution for event needs, specializing in B2B conferences and bespoke events for C-level executives, with a strong focus on tailored solutions, targeted networking, and sustainable client relationships.



# OUR PLATFORMS



Custom Developed  
"Casper Studio" Content  
Management System



User Generated  
Content "Jalees"



Research & Insights  
"MENA Rewards"  
Platform



SocialEye

Creator, KOLs, Influencer  
& Public Figures Database  
Tool (SocialEye)

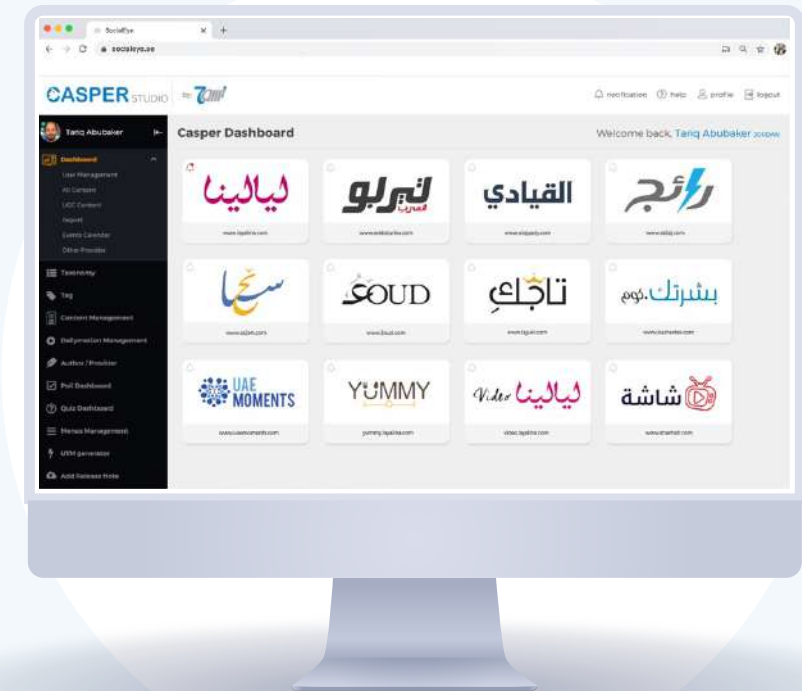


# Custom Content Management System



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, **AI Integration** coming soon...



# جاليس JALEES

## User Generated Content Platform

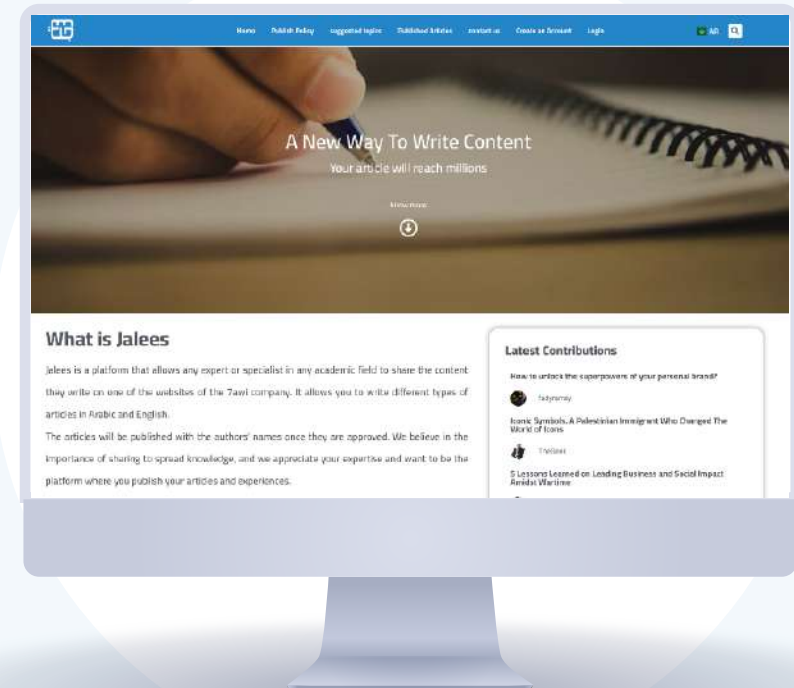


We believe in the importance of spreading knowledge, we appreciate your experiences, and we are working to be the platform from which your articles and experiences are published.

We enable any content expert to **freely (no cost)** publish their content to **reach the largest audience** across our platform while preserving the property rights, as all the posts and articles are attributed to the content creator with links to their profile and social media accounts.

## Join Now

by creating an account and start publishing your own content



# SURVEYS & INSIGHTS SERVICES

Online Market Research & Panel Management solution



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

- We optimize your **strategy**, keeping pace with technology and **consumer trends** for a competitive edge.
- Our online **Research & Panel Management** solutions offer continuous access to Consumer Experiences, supplying reliable insights for quick marketing decisions.
- We provide customizable panel solutions (SaaS)&ad-hoc **sampling** research across the Middle East and North Africa.



## 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 & more

# SOCIALEYE

Content Creator Database - (+1200 & growing)



Find the right content creators, influencers, celebrities & public figures for your next campaign!

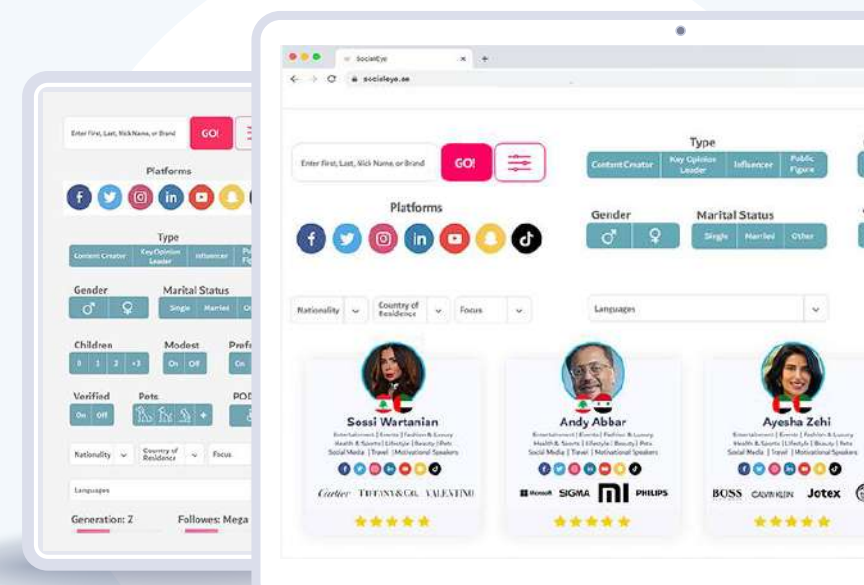
A dedicated tool for the discovery of Content Creators, Key Opinion Leaders, Influencers and Public Figures

A rich database of **+1200** contacts and growing

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

Easy to use & navigate


Filters for accurate recommendation



# SOCIALEYE

## Detailed Profile







66.67%

### Sossi Wartanian (Sossi Wartanian)

Overall ★★★★★

MidTier Influencer: 50,000 - 500,000 followers

[f](#) [i](#) [in](#) [v](#) [s](#) [t](#)

 Nationality  Residence

Rate (Reel | Post | Story): \$1500

+971502630036 [sossiwartanian@gmail.com](mailto:sossiwartanian@gmail.com)

Entertainment | Events | Fashion & Luxury | Sports | Lifestyle | Beauty (Makeup/Hair/Skincare) | Motivational Speakers | Pets | Social Media | Travel

Journalist, Lifestyle influencer.

[@DIOR](#) [@SWAROVSKI](#) [@MAKEUPFOREVER](#) [@DAMAS](#)

Photo/Video

Nationality

Residence

Social Media Links

Verification

Ratings

Estimated Rates

Associated Brands

Occupation

Categories

Contact Details

# OUR UNIQUE CLIENTS



SAMSUNG

SONY



oppo



VOLVO

Jeep



P&G



PRADA

L'ORÉAL



PANDORA

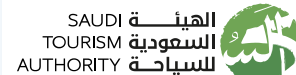
Dior



dyson



SHEIN



# A WORD FROM OUR CLIENT SERVICING

As the ***Director of Client Servicing at 7awi***, I am proud to emphasize the critical role that client servicing plays in our organization.

We champion a culture of proactive communication, ensuring our clients are informed and empowered with the insights necessary for decision-making.

Creativity and innovation are in our DNA. Our client servicing philosophy revolves around offering not just solutions, but groundbreaking ideas that captivate audiences. We believe in pushing boundaries to ensure our clients are at the forefront of industry trends.

We go beyond being service providers; we become strategic partners in the success of our clients. By aligning our expertise with their vision, we co-create media strategies that promote their brand to new heights.



**Shaza Abuzaid**

*Client Servicing & Advertising  
Operations Director*

# ADVERTISING SOLUTIONS



*Join Us* on a journey through our success stories, showcasing the impactful outcomes of our strategic solutions.

- **Targeted Reach**  
Creating highly targeted ad campaigns, reaching the right audience.
- **Creative Content Expertise**  
Crafting compelling and engaging content on social media and across our websites.
- **Client Collaboration**  
Strong client collaboration for a personalized approach to each campaign.
- **Proven Results**  
Showcase successful case studies or testimonials to build trust.
- **Data-Driven Approach**  
We optimize campaigns using advanced analytics for maximum impact.
- **Tailored Solutions**  
Customized strategies aligned with unique business needs.
- **Real-time Analytics**  
Detailed insights empower data-based decisions.

# Display & Video Ads

Placement	Sizes	Unit	Gross Rate
Mobile			
MPU	300x250	CPM	\$35
Interstitial	320x570	CPM	\$60
Mobile Anchor	320x100 / 320x50	CPM	\$40
InRead (Outstream)	MP4 Video 480x720	CPM	\$45
Pre/Mid-Roll (Instream)	MP4 Video 640x480	CPM	\$45
Desktop			
Half-Page	300x600 / 600x700	CPM	\$50
Leaderboard	728x90	CPM	\$40
MPU	300x250	CPM	\$30
InRead (Outstream)	MP4 Video 480x720	CPM	\$50
Pre/Mid-Roll (Instream)	MP4 Video 640x480	CPM	\$50

# Sponsorships, Roadblocks & Rich Media

Placement	Sizes	Unit	Gross Rate
Homepage Takeover Featured Article	Mobile: 320x100 320x50 300x250 inRead or Interscroller	Desktop: 300x600 300x250 970x250 inRead or Interscroller	Daily \$2,000
Section Takeover	Mobile: 320x100 320x50 300x250 inRead or Interscroller	Desktop: 300x600 300x250 970x250 inRead or Interscroller	Daily \$2,000
Dedicated Section	Size Upon Request	Monthly	\$10,000
Roadblock	Mobile: 320x100 320x50 300x250 inRead or Interscroller	Desktop: 300x600 970x250 inRead or Interscroller	CPM \$60
Special Execution	Mobile: 300x600 JPG & PSD 1280x720 Video 30sec max MP4  Desktop: 970x600 JPG & PSD 1280x720 Video 30sec max MP4	CPM	\$70

# Content Advertorial

Placement	Sizes	Unit	Gross Rate
Editorial Article	250-500 words	Article	\$3,000
Newsletter Sponsorship	Size Upon Request	7awi Database	\$1,200
Emailshot	Size Upon Request	7awi Database	\$1,800

# Social Advertorial

Placement	Sizes	Unit	Gross Rate
Facebook Post or Story	Size Upon Request	Post or Story	\$1,500
Instagram Post or Story	Size Upon Request	Post or Story	\$2,500
TikTok Reels	Size Upon Request	Reels	\$1,500
Twitter Post	Size Upon Request	Post	\$800

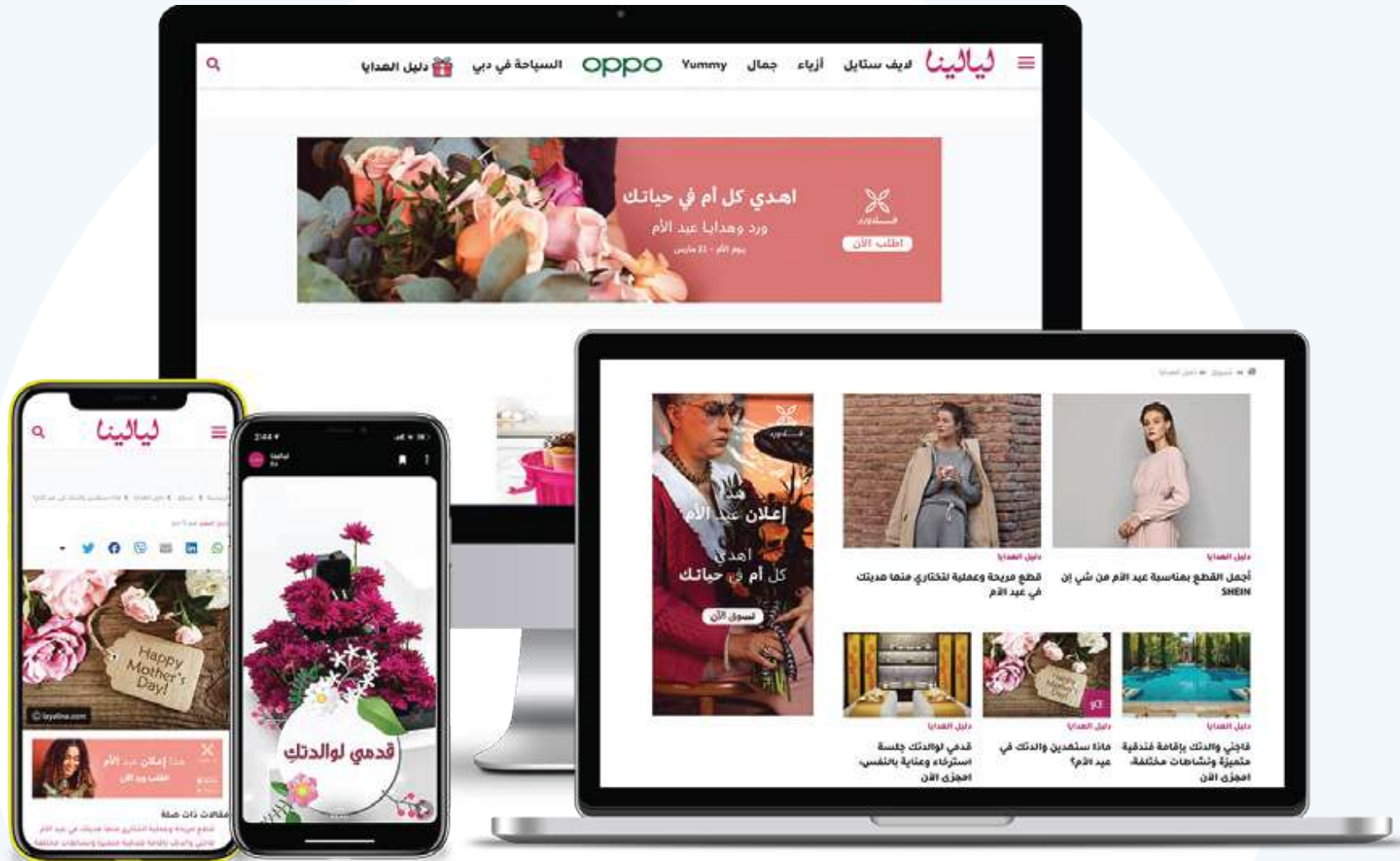
# SnapChat Advertorial

Placement	Sizes	Unit
Snap Ads (7awi Shows)	1080x1920	CPM
Snap Ads Takeover	1080x1920	Per Day
Snap Lens Creation	Size Upon Request	Starting from
Snap Show	1080x1920	Show Inclusion

# Additional Services

Placement	Sizes	Unit
Photoshoot	N/A	Photos
Events & Brand Activation	N/A	N/A
Influencer Collaboration	N/A	Video / Photo / Social
Video Production	N/A	Long / Short form, Live, 2D Animations, etc.

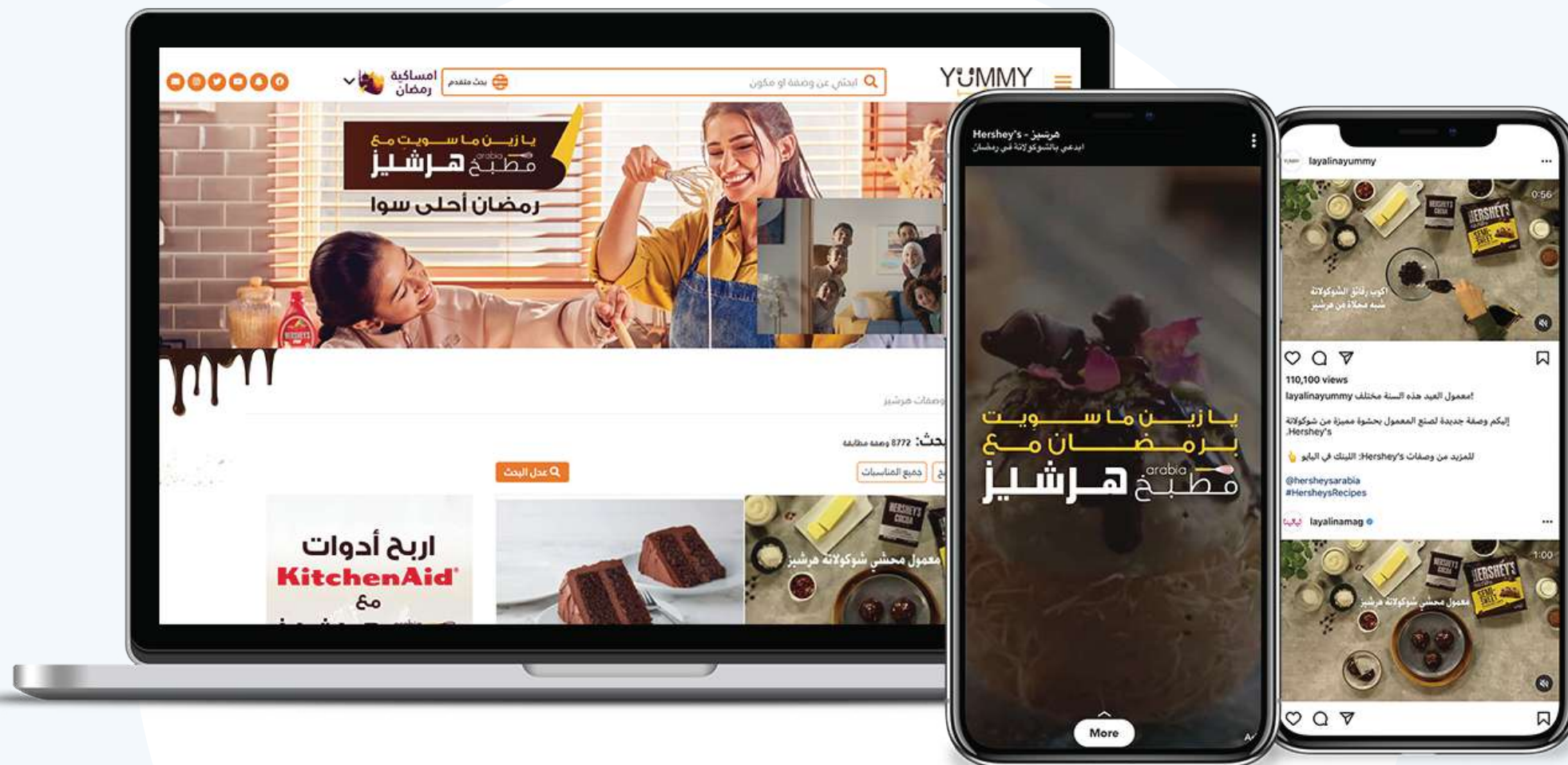
# STANDARD DISPLAY & VIDEO ADS



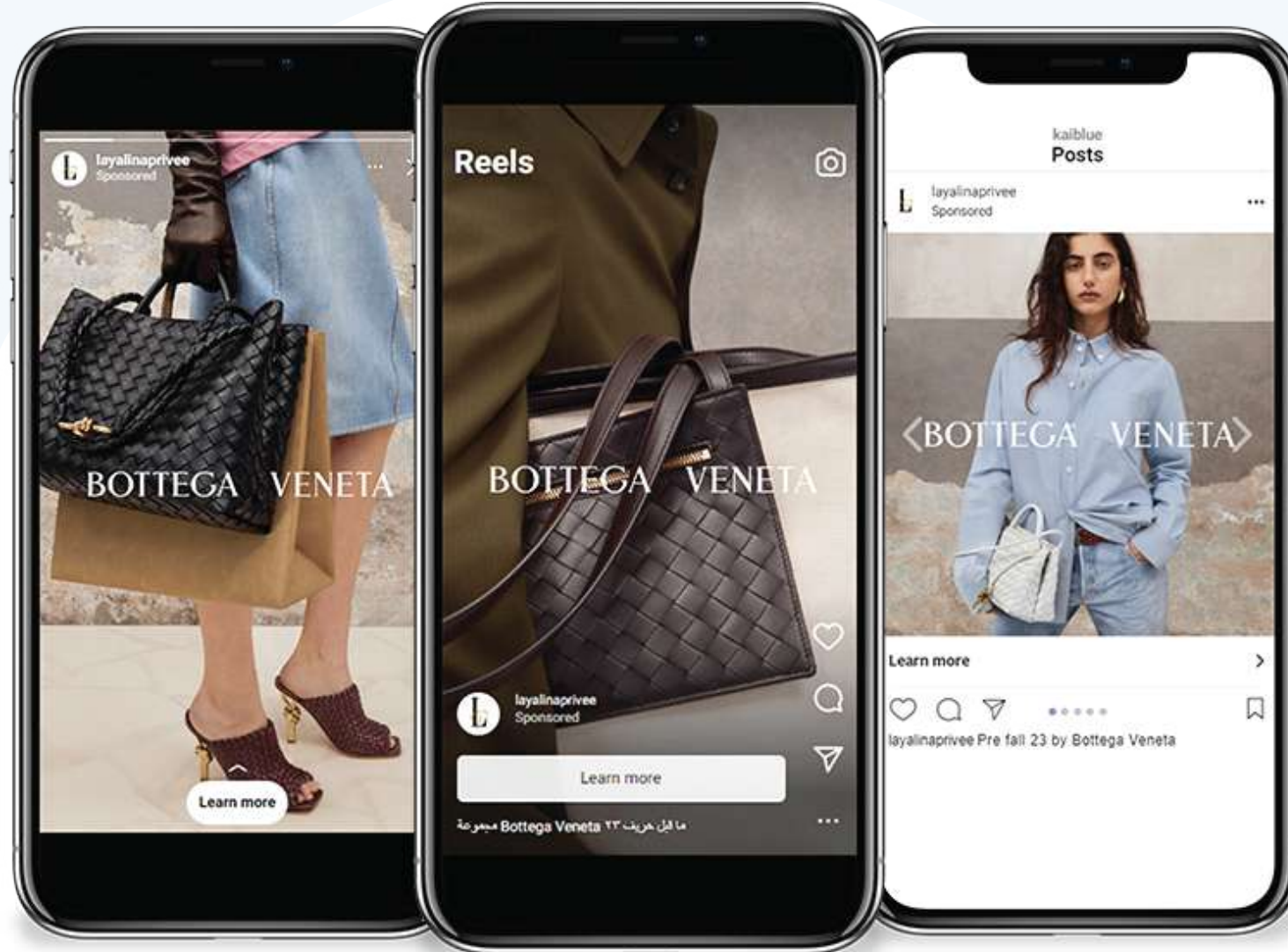
# RICH MEDIA & SPECIAL EXECUTIONS



# RICH MEDIA & SPECIAL EXECUTIONS



# SOCIAL MEDIA ENGAGEMENT





AWI GLOBAL FZ LLC  
www.7awi.com

# THANK YOU!

Get in touch with us on  
[sales@7awi.com](mailto:sales@7awi.com)

