

MEDIAKIT
LAYALINA
PRIVÉE



YOUR GATEWAY
TO LUXURY LIFE

LAYALINAPRIVEE.COM

2024



Welcome To

LayalinaPrivée

In a world where trends constantly evolve and the quest for luxury is ever-present, there exists a select group of women who redefine what it means to be truly stylish. These women are not just fashion followers, they are trendsetters, with a unique taste and style that set them apart from the rest. LayalinaPrivée explores the essence of luxury as defined by these remarkable women—confident, elegant, and unafraid to carve their own path. This ethos extends to the ambitious modern man, who seeks the latest in high-end fashion and chooses his own striking signature style.

Welcome to LayalinaPrivée, where true luxury is a personal journey.



MIRNA ABBAS
EDITOR IN CHIEF

About LayalinaPrivée

LayalinaPrivée is the ultimate destination for high-end luxury brands and exclusive experiences. Our platform showcases the finest in fashion, lifestyle, and luxury living, attracting discerning audiences who appreciate the finer things in life. LayalinaPrivée is the ultimate destination for high-end luxury brands and exclusive experiences. Our platform showcases the finest in fashion, lifestyle, and luxury living, attracting discerning audiences who appreciate the finer things in life.



78% FEMALE

22% MAEL



Audience Demographics



Traffic & Engagement

Unique Visitors

24,000+

Visits

30,000+
93% Mobile

Page Views

46,000+

Avg Visit Duration

02:00+

Social Media



LayalinaPrivée boasts a robust social media presence, with an engaging community on both Instagram and LinkedIn. Our Instagram features daily posts and stories that showcase high-end fashion, luxury lifestyle, and exclusive events, fostering strong engagement. On LinkedIn, we share professional insights into luxury market trends, industry news, and thought leadership articles, connecting with affluent professionals and luxury brand executives.



Magazine

LayalinaPrivée

LayalinaPrivée magazine is your premier source for Luxury Lifestyle & Wellness insights, Exclusive Interviews with notable personalities, the latest in Fashion & Style trends, and captivating Celebrities News. With a print run of **15,000 copies**, it focuses on delivering high-quality content tailored for the discerning readership of the **UAE market**.

Luxury Lifestyle

Exclusive Interviews

Fashion & Style

Celebrities News



Calendar Beauty

MAY

World Bee Day
Don't Fry Day
Sunscreen Day
National Creativity Day
National Smile Day

JUNE

National Go Barefoot Day
World Environment Day
International Bath Day
Eid al adha
Splurge Day
National Kissing Day
National Selfie Day
National Hydration Day
Beautician's Day
Camera Day

JULY

Compliment Your Mirror Day
International Essential Oils Day
National Clean Beauty Day
Everybody Deserves a Massage Week
International Self Care Day
Lipstick Day

AUGUST

National Braiders Day
Relaxation Day
Men's Grooming Day
Kiss and Make Up Day

SEPTEMBER

World Beard Day
National Girls Night In Day
First Day of Fall
National Mud Pack Dayt

OCTOBER

Breast cancer awareness
No Beard Day

NOVEMBER

World Vegan Day
International Men's Day

DECEMBER

First Day of Winter
Christmas
New Year's Eve



Calendar Fashion & Events

MAY

Met Gala 2024
Bogota Fashion Week
Sleeping Beauties
Cannes Film Festival
AAFW
Monte-carlo Fashion Week
CFDA Fashion Awards

JUNE

New York Spring Summer
London Fashion Week Men's & Women's
Pitti Immagine Uomo
Milano Men's Fashion Week
Paris Fashion Week Men's Shows
Paris Haute Couture Week
Jeddah Season Festival (Event)

JULY

Jeddah Season Festival (Event)

AUGUST

Copenhagen Fashion Week

SEPTEMBER

Amsterdam Fashion Week
New York Fashion Week
London Fashion Week
Milan Fashion Week
Paris Fashion Week
Saudi National Day (Event)

OCTOBER

NYFW Bridal
Shanghai Fashion Week
Riyadh season (Event)
AlUla Festival (Event)
El Gouna Film Festival (Event)

NOVEMBER

World Vegan Day
International Men's Day
El Gouna Film Festival (Event)

DECEMBER

First Day of Winter
Christmas
New Year's Eve
Red Sea Film Festival (Event)
Emirates International Film Festival (Event)
UAE National Day (Event)



Calendar

Luxury

APRIL

Haute Jewels Geneva

JUNE

Royal Ascot, UK

JULY

Formula 1® Racing
Qatar Horseracing

AUGUST

Qatar Horseracing
Watches and Wonders
Shanghai

SEPTEMBER

Watches and Wonders
Shanghai
Monaco Yacht Show

OCTOBER

Luxury Innovation Summit
International Boat Show,
Florida, US

NOVEMBER

Le Bal des Debutantes,
France

DECEMBER

Art Basel, Miami





Success Stories

MEDIAKIT

AYALINAPRIVEE.COM

BOTTEGA VENETA

TIFFANY & Co.

WATCHBOX

SWAROVSKI

MOUAWAD

PANDÖRA

roberto cavalli

PRADA

VERSACE

Dior

And More ...

Rate Card

Media



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
Desktop			
Half-Page	300x600 / 600x700	CPM	50
Leaderboard	728x90	CPM	40
MPU	300x250	CPM	30
InRead (Outstream)	MP4 Video 480x720	CPM	50
Sponsorships, Roadblocks, & Rich Media			
Homepage Takeover (Featured Article + Video + Standard Display Formats)	Mobile: 320x100 / 320x50 / 300x250 / Ratio 19:6 Video Desktop: 300x600 / 300x250 / 970x250 / Ratio 19:6 Video	Daily	2000
Section Takeover			
Dedicated Section	Size Upon Request	Monthly	10000
Roadblock	Mobile: 320x100 / 320x50 / 300x250 / inRead Or Interscroller. Desktop: 300x600 / 970x250 / inRead or Interscroller	CPM	60
Special Execution	Mobile: 300x600 JPG and PSD 1280x720 video 30sec max MP4 Desktop: 970x600 JPG and PSD 1280x720 video 30sec max MP4	CPM	70
Content Advertorial			
Editorial Article	250-500 words	Article	3000
Newsletter Sponsorship	Size Upon Request	7awi Database	1200
Emailshot	Size Upon Request	7awi Database	1800
Social Advertorial			
Instagram Post Or Story	Size Upon Request	Post Or Story	2000
Additional Services			
Photoshoot	N/A	Photo	Call for pricing
Events & Brand Activations		N/A	
Influencer Collaboration		Video / Photo / Social	
Video Production		Long/Short form, Live, 2D Animations, etc.	

Rate Card

Magazine



Magazine Print	
Space	Gross Rate (\$)
IFC (Inside Front Cover)	30000
IFCS (Inside Front Cover Spread)	40000
IBC (Inside Back Cover)	30000
OBC (Outside Back Cover)	40000
DPS (Double Page Spread)	20000
Full Page Advertisement	15000
FPA (Full Page Advertorial – Interview)	20000
DPA (Double Page Advertorial)	30000
Redirect Link (Cover page to client website)	20000

THANK YOU

For partnership inquiries and advertising opportunities, reach out to us:

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