



AWI GLOBAL FZ LLC
www.7awi.com

MEDIA KIT 2024



لكلِ مِنّا قصته! 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



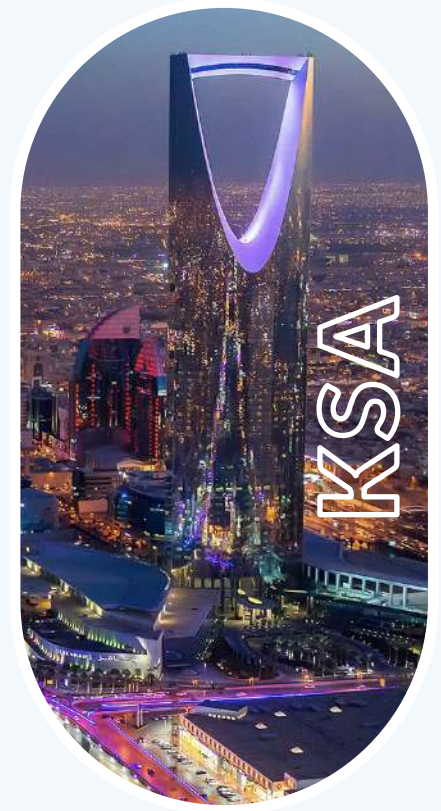
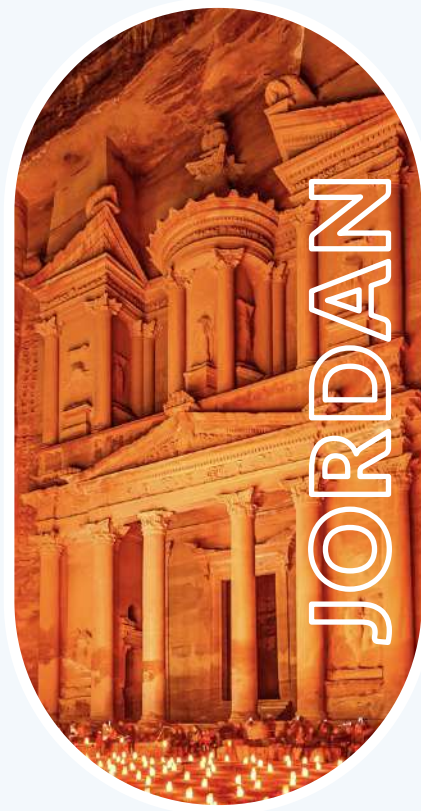
ABOUT US

7AWI - INSIDE



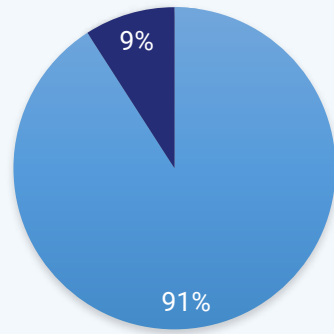
75
F-Time Employees

75
Freelancers

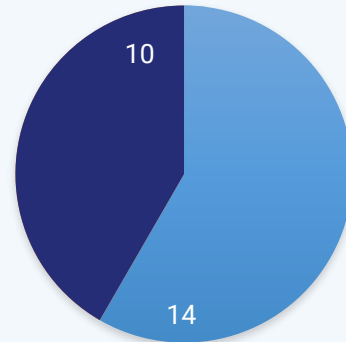


7AWI - INSIDE

Education

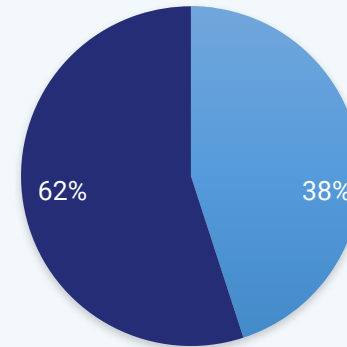


- Bachelor's Degree
- Master's Degree



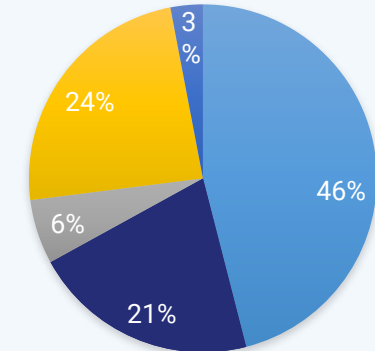
- Nationalities
- Languages Spoken

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 - 3ⁱⁿ1



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



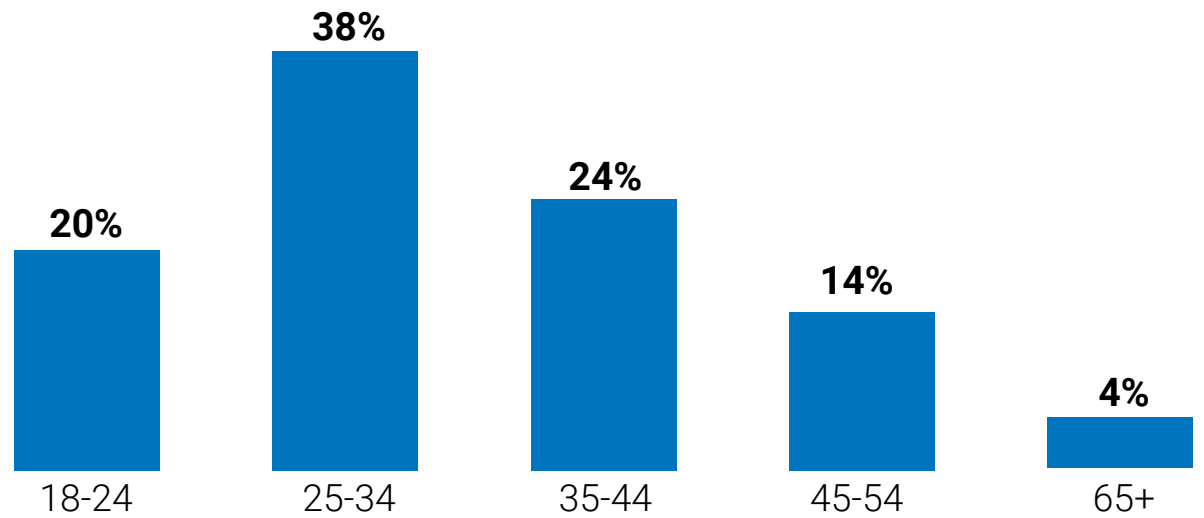
Male

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

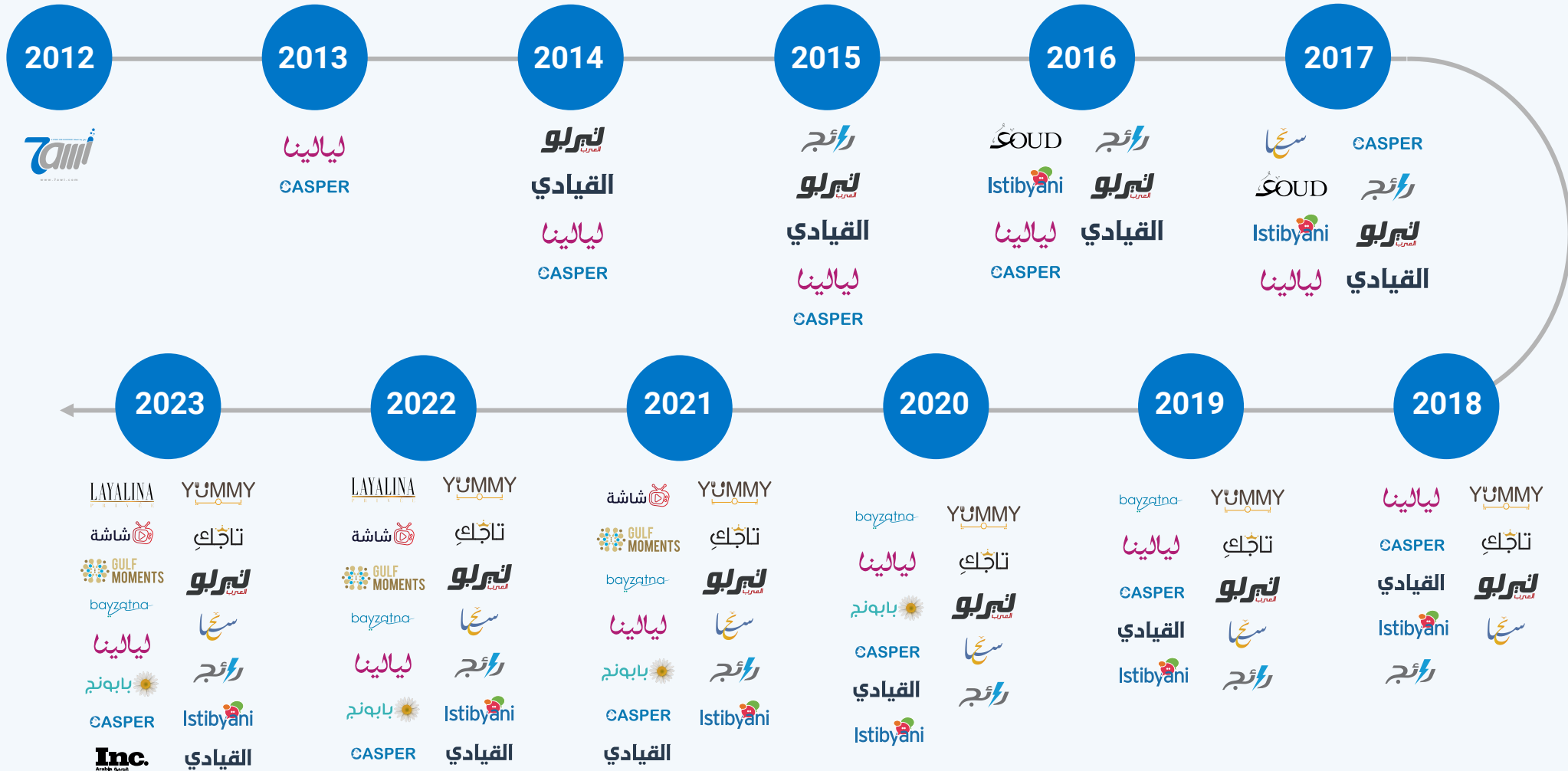

menarewards.com


CASPER STUDIO

Business

OUR BRANDS

The Journey Begins & Never Ends



MONTHLY
DIGITAL
MAGAZINES



Inc. 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. ^{عربية} 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.

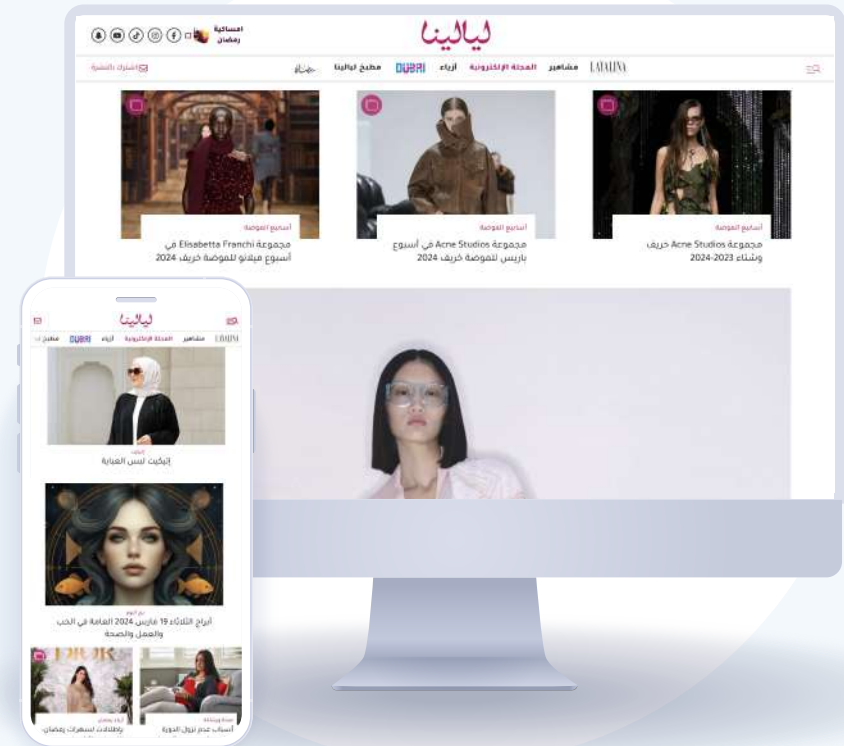


LAYALINA

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

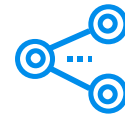
Visits



CONTENT

+5,000

Pieces of Content



SOCIAL

+100M

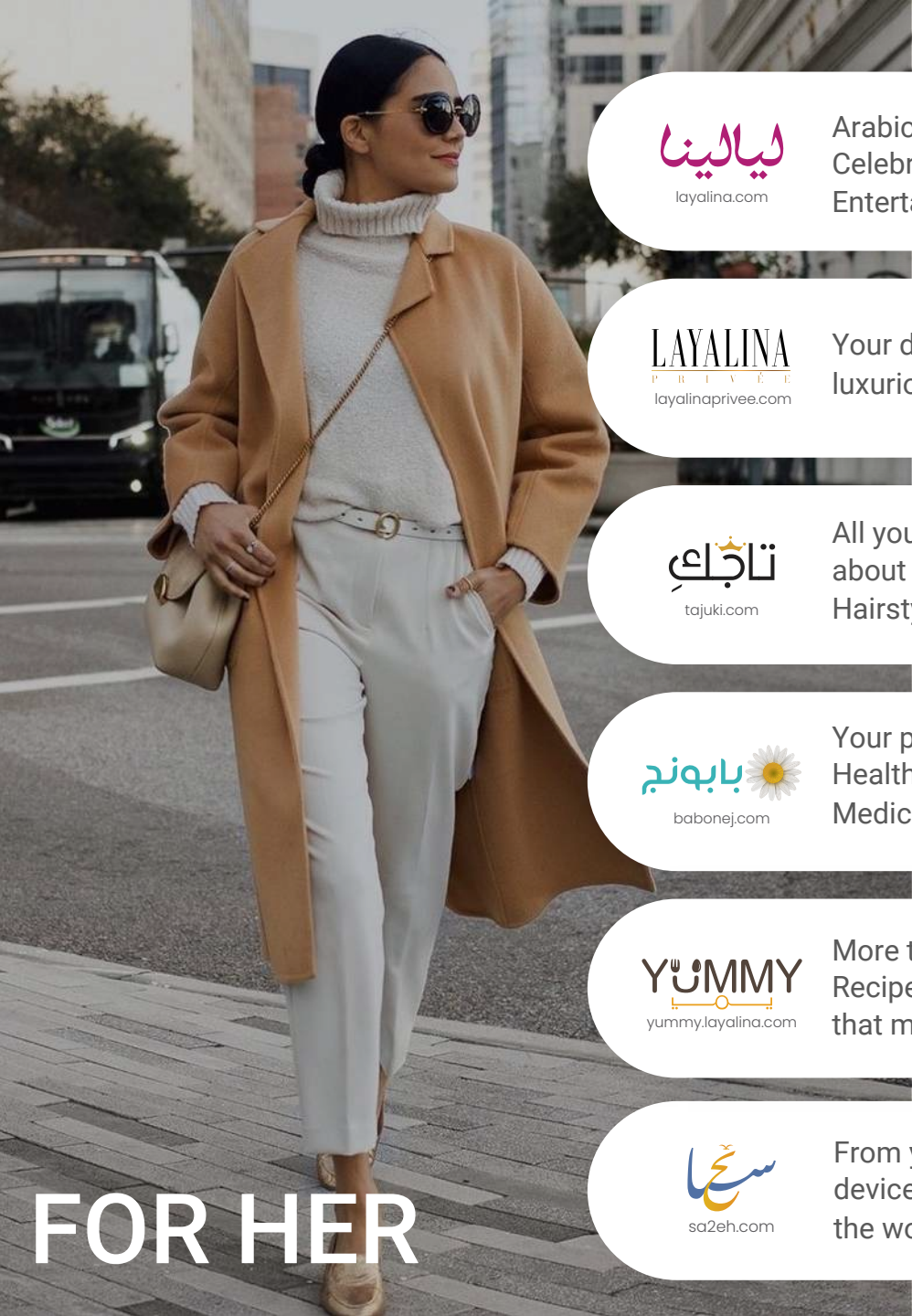
Followers



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!

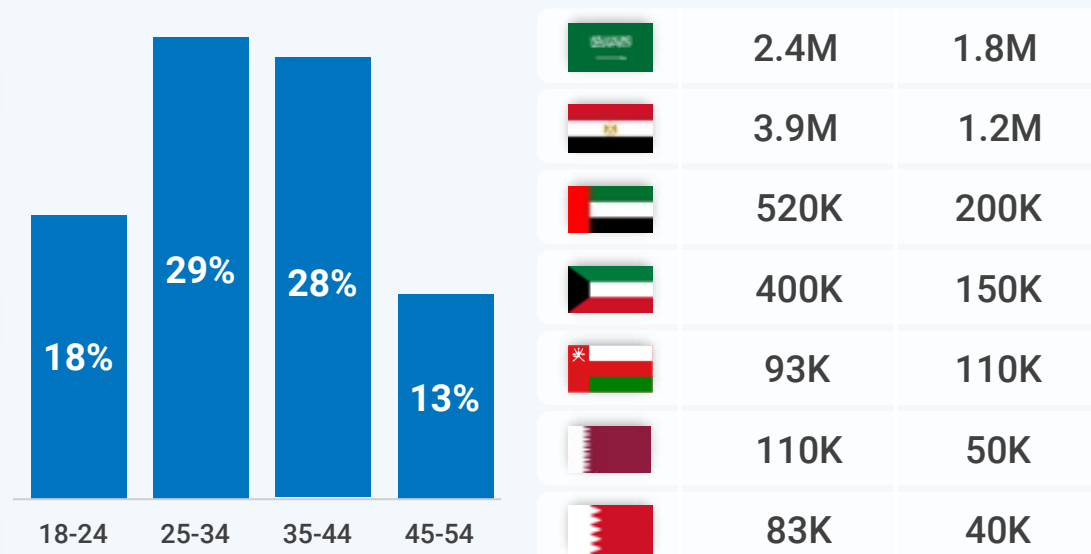
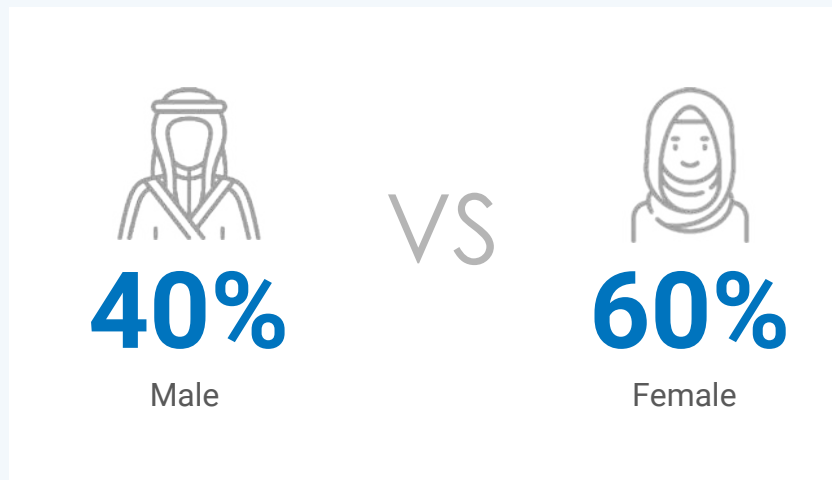


More than just Food Recipes! It is a place that makes you smile 😊



From your connected device we show you the world

FOR HER





FOR HIM



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.



60%

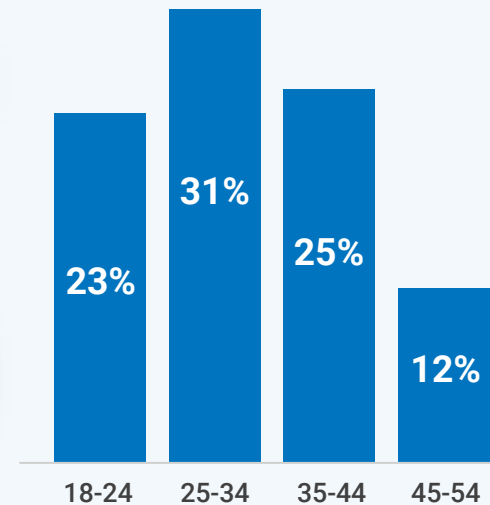
Male

VS



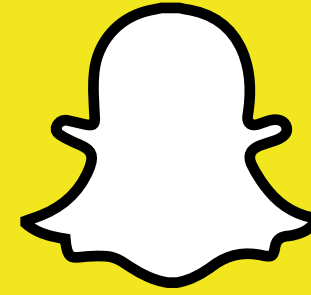
40%

Female



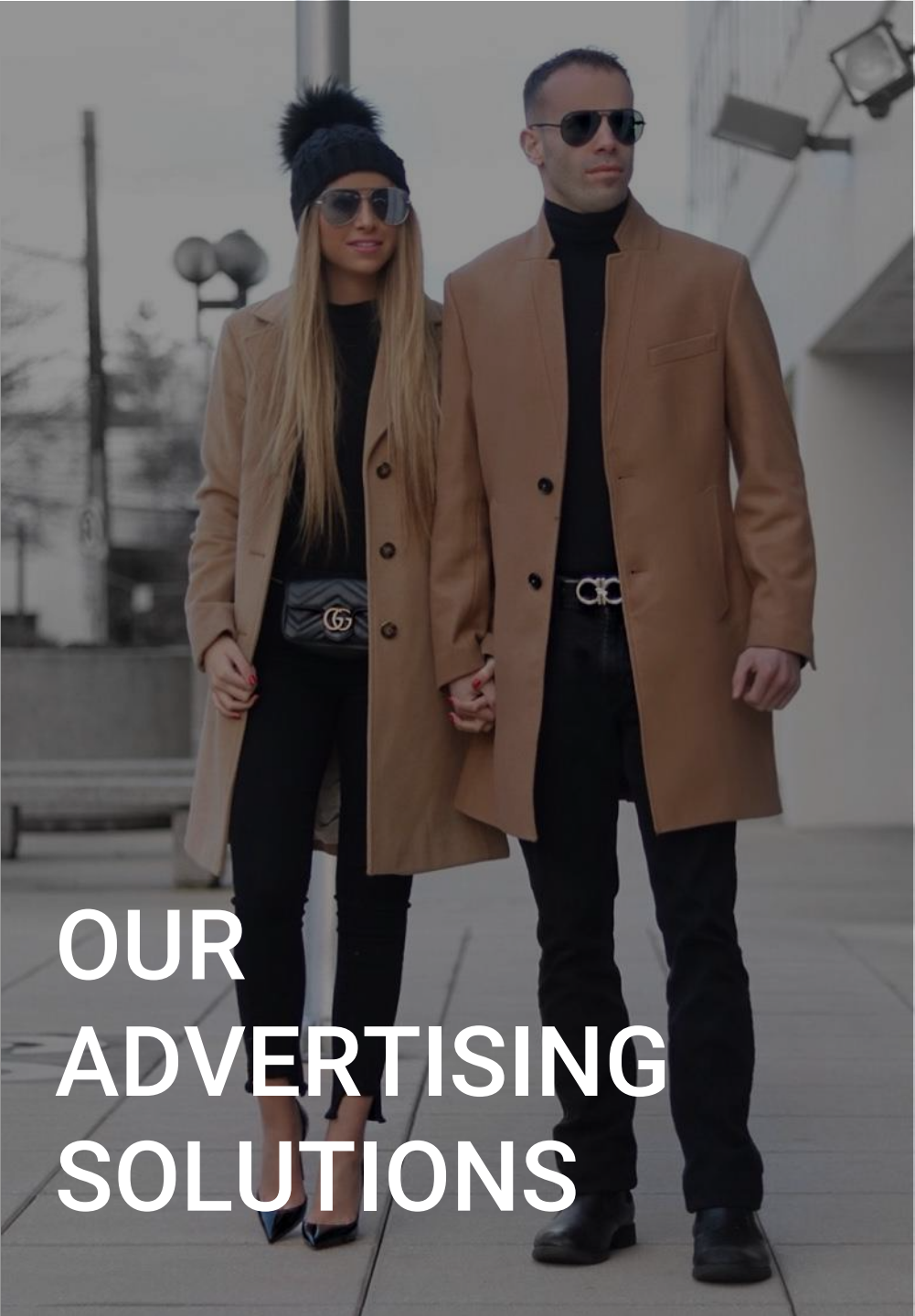
	520K	2.1M
	370K	1.3M
	70K	290K
	40K	207K
	35K	62K
	12K	89K
	11K	61K

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**

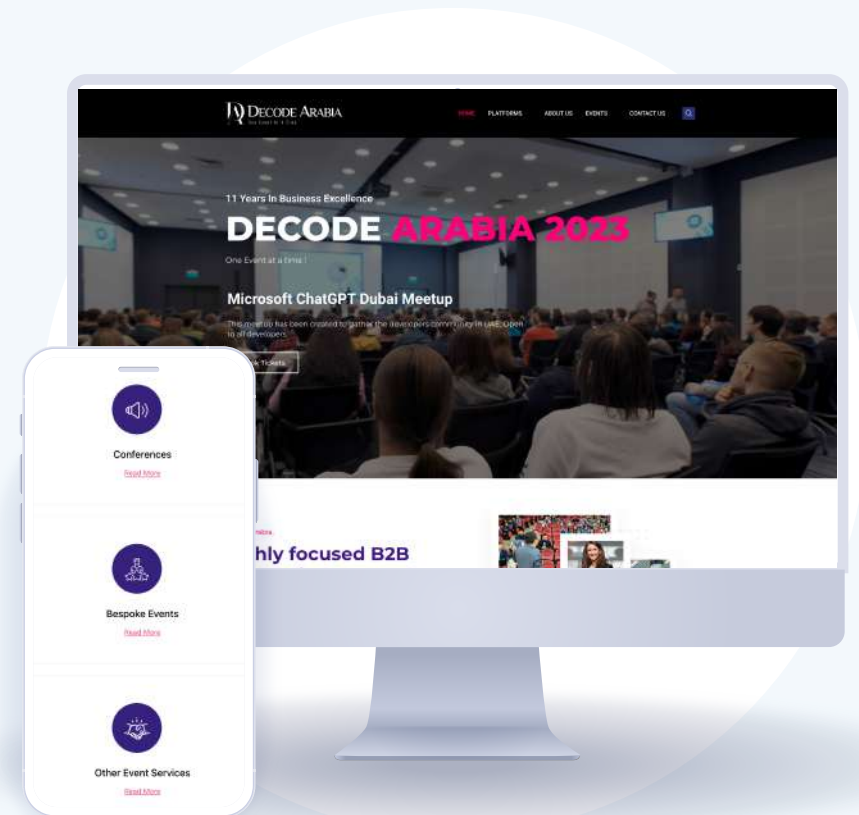
Tailored business development platforms for solution providers, featuring customized presentations and targeted networking with decision makers and influencers.

- **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"

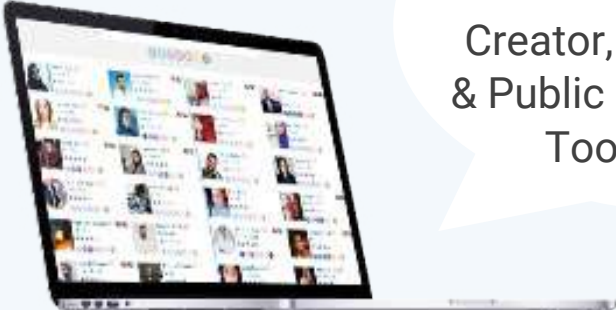


Research & Insights
"MENA Rewards"
Platform



SocialEye

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



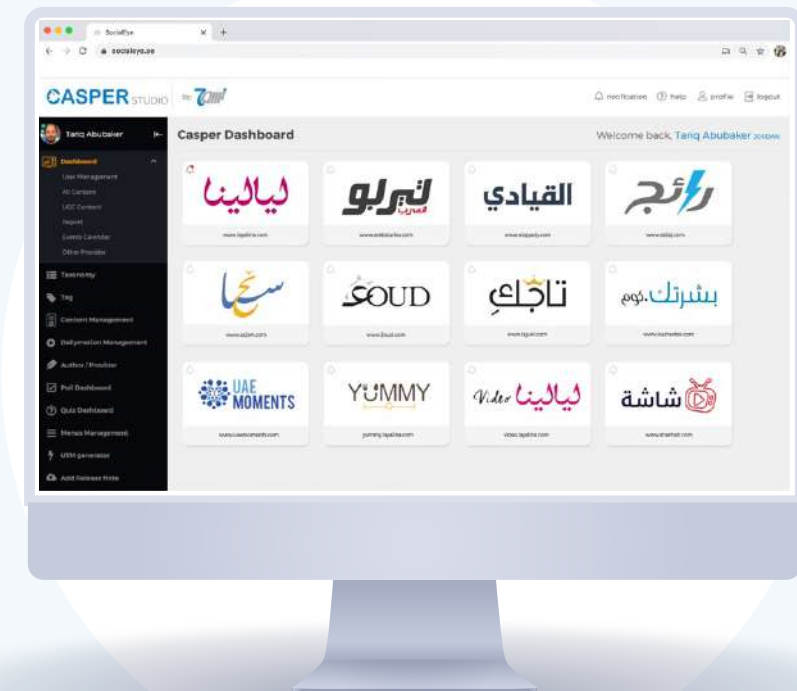
CASPER STUDIO

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...



JALEES جليس

User Generated Content Platform

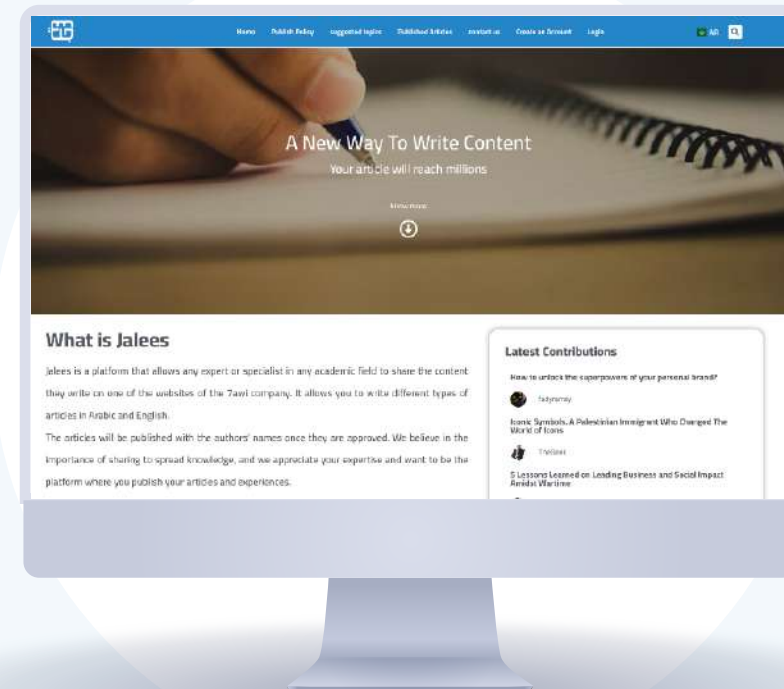


We believe in the importance of spreading knowledge, we appreciate your experiences, and we are working to be the platform from which your articles and experiences are published.

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



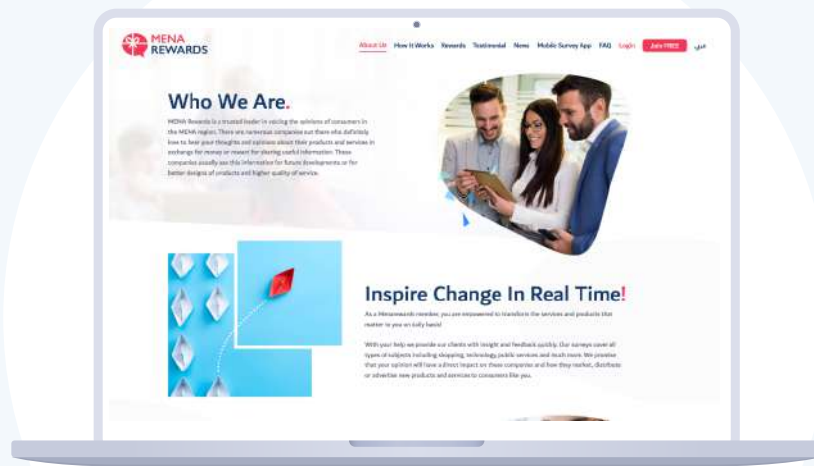
SURVEYS & INSIGHTS SERVICES

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!

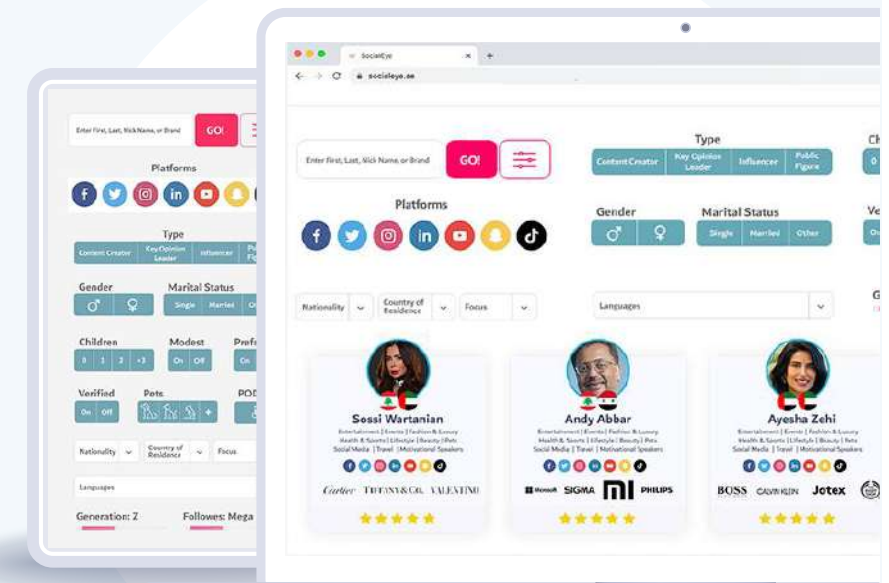
A dedicated tool for the discovery of Content Creators, Key Opinion Leaders, Influencers and Public Figures

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



Sossi Wartanian (Sossi Wartanian)

Overall ★★★★★

MidTier Influencer: 50,000 - 500,000 followers

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

+971502630036 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

66.67%

Nationality Residence

Verification

Estimated Rates

Occupation

Contact Details

Photo/Video

Nationality

Residence

Social Media Links

Verification

Ratings

Estimated Rates

Associated Brands

Occupation

Categories

Contact Details

OUR UNIQUE CLIENTS



SAMSUNG

SONY



oppo

Jumeirah
STAY DIFFERENT™



VOLVO

Jeep



P&G



PRADA

L'ORÉAL



PANDORA

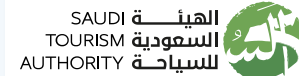
Dior



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

over 25 years

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	Gross Rate
Snap Ads (7awi Shows)	1080x1920	CPM	\$12
Snap Ads Takeover	1080x1920	Per Day	Call for Pricing
Snap Lens Creation	Size Upon Request	Starting from	\$3,500
Snap Show	1080x1920	Show Inclusion	\$2,500

Additional Services

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

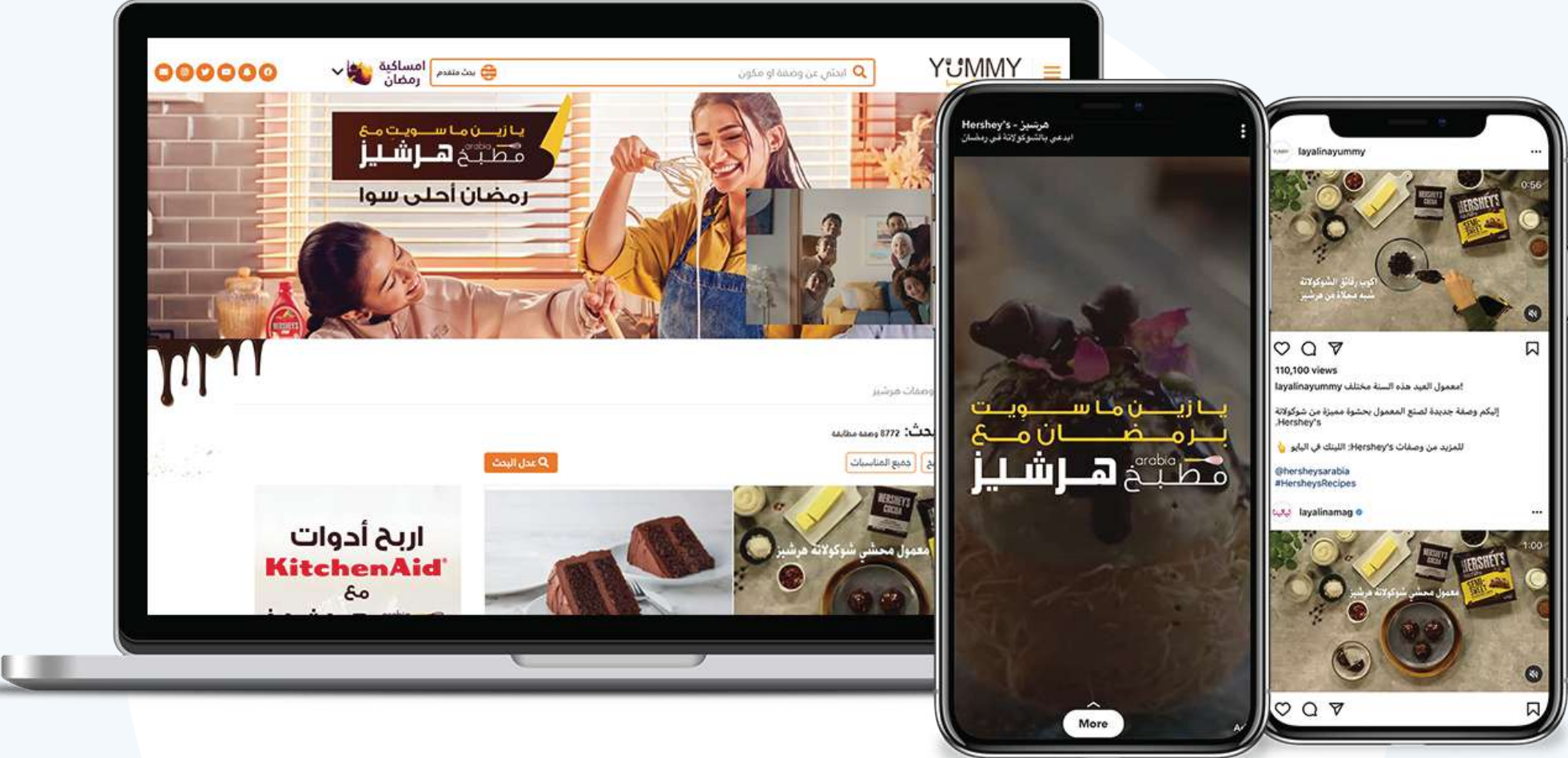
STANDARD DISPLAY & VIDEO ADS



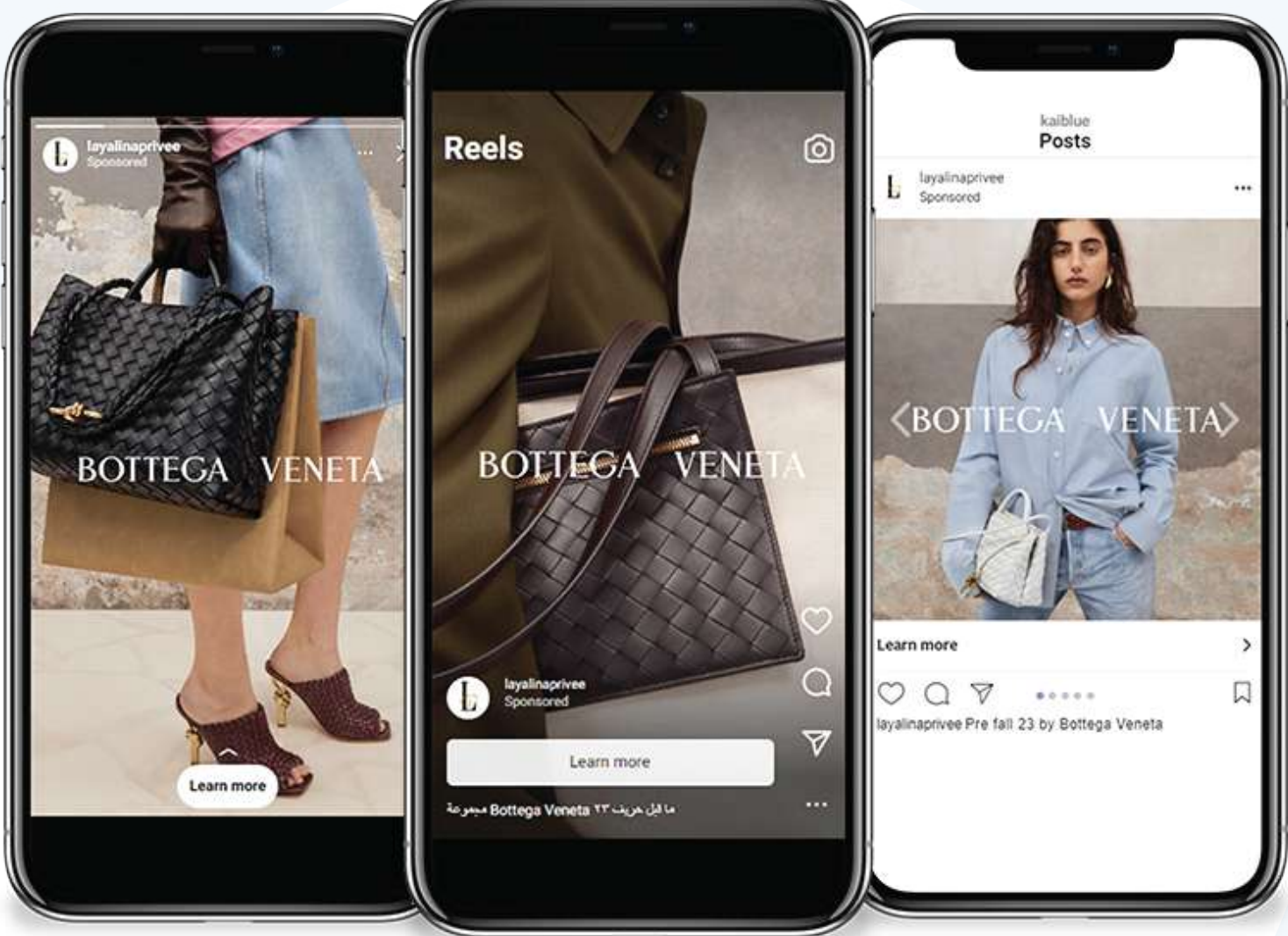
RICH MEDIA & SPECIAL EXECUTIONS



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

