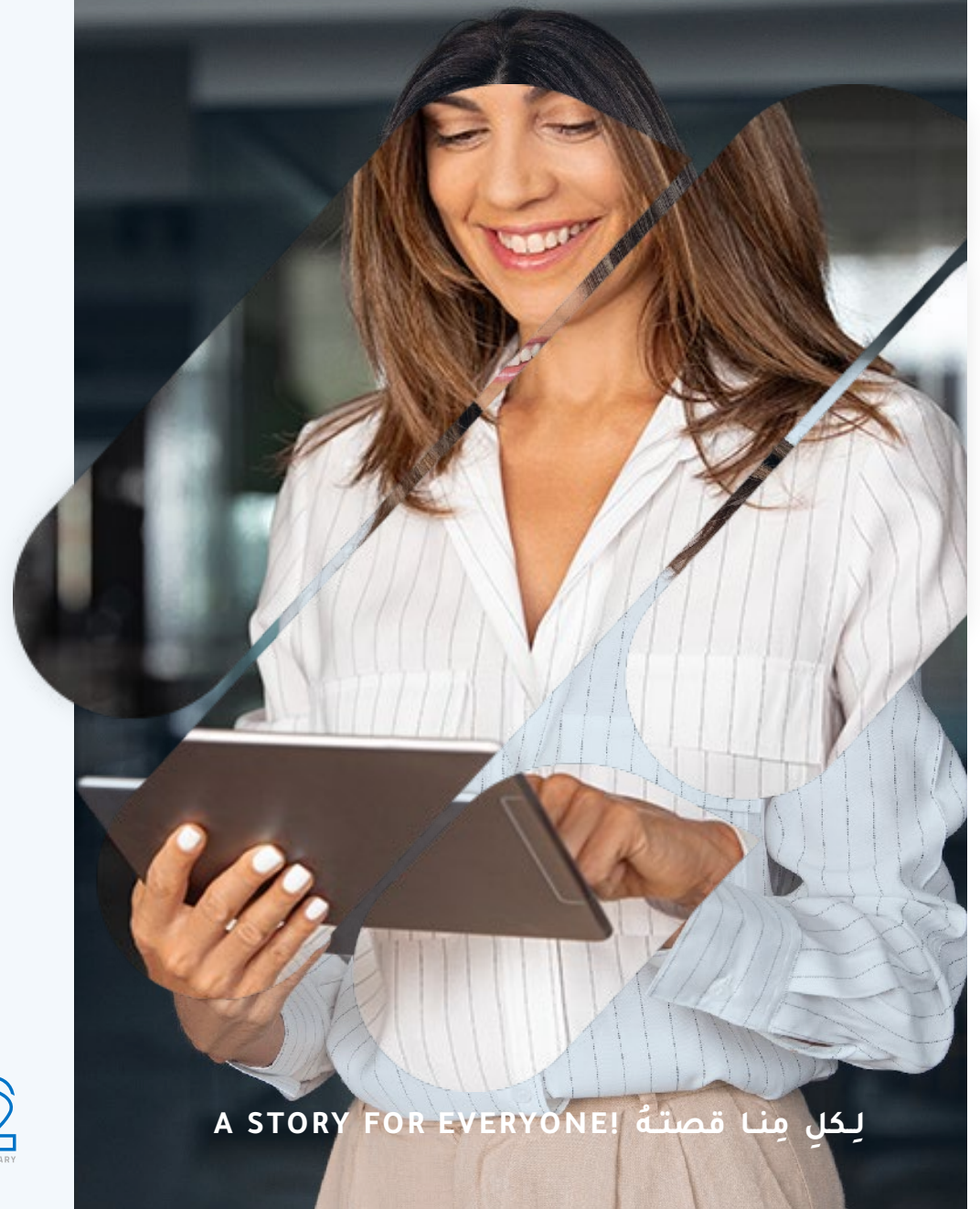




AWI GLOBAL FZ LLC

www.7awi.com

MEDIA KIT 2025



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
Media Group that *enables
brands* to reach millions of
consumers through
storytelling & innovation.

INSPIRE
ENTERTAIN
INFORM
FORUM



7AWI - 3_{in}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 PILLARS

Editorial



Services

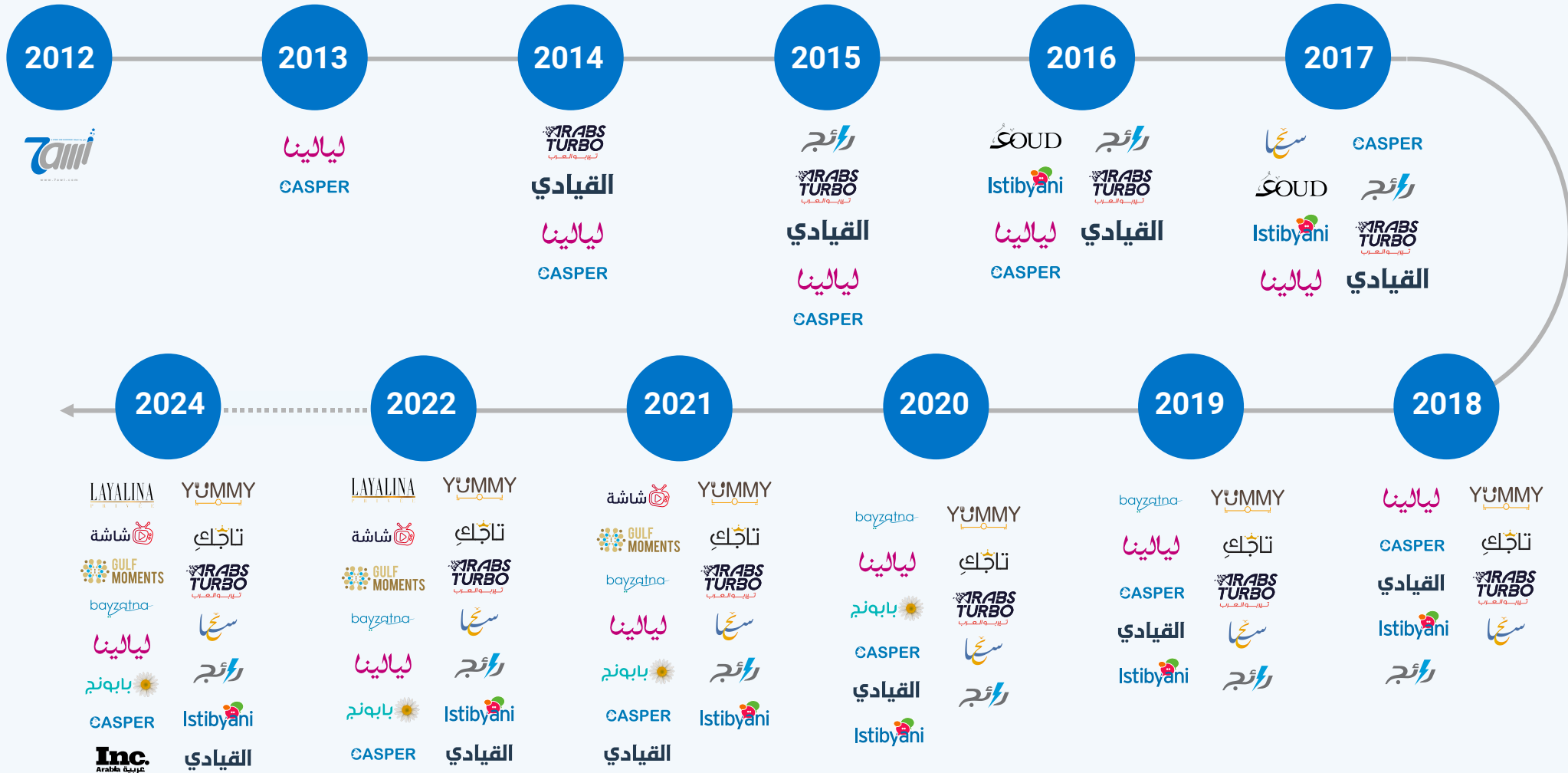


Digital Tools



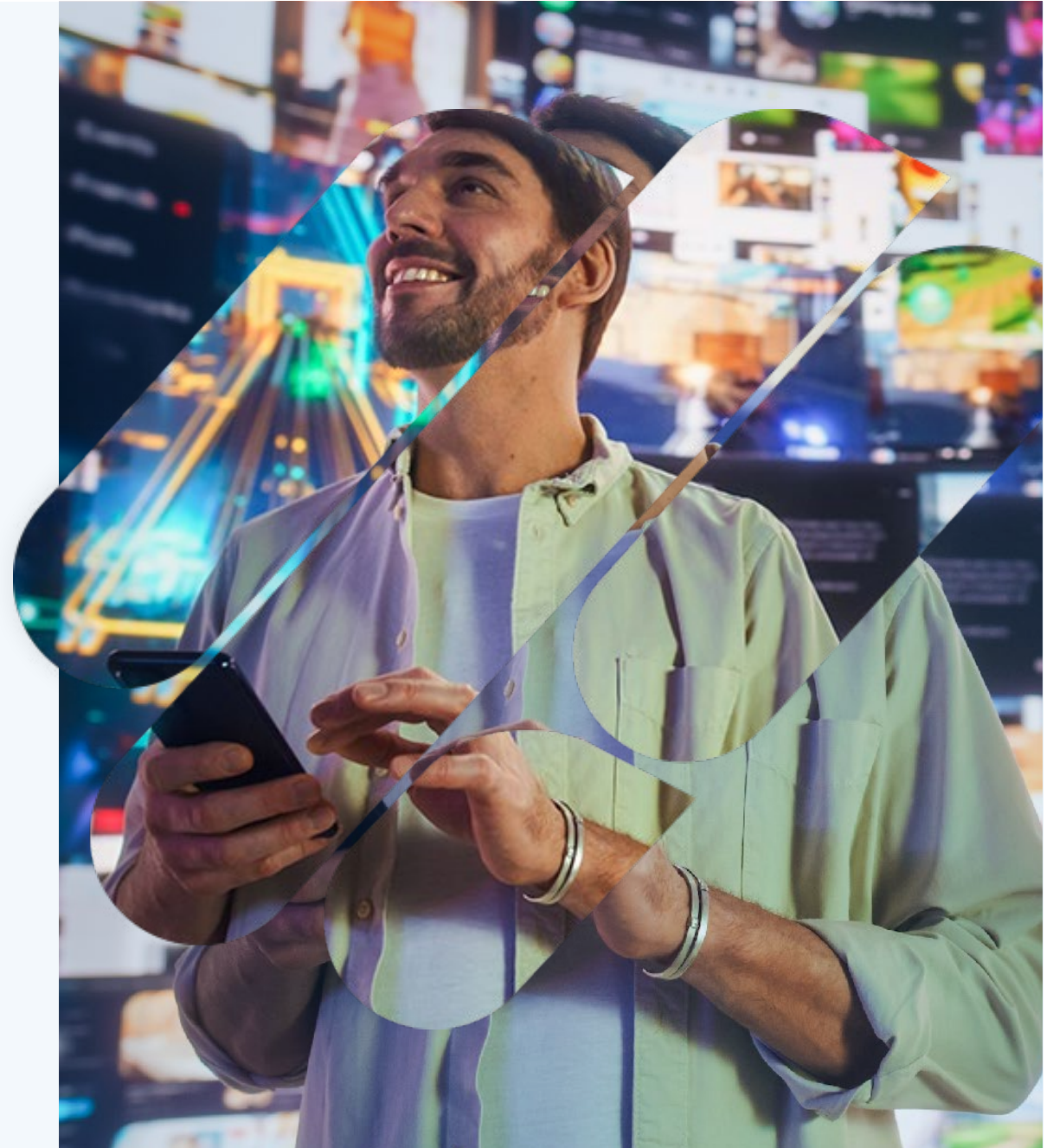
OUR BRANDS

The Journey Begins & Never Ends





PUBLICATIONS



ليالينا



Layalina is a leading lifestyle publication in the region, celebrated for its exclusive insights into fashion, culture, beauty, luxury, and high-profile events. With a loyal readership of affluent trendsetters, Layalina serves as the ideal platform for brands to engage with influential consumers and shape aspirations across the region.



Layalina Privée, an exclusive realm where the art of luxury meets the power of vision. Here, influential women and men redefine luxury, not just as an aesthetic, but as a lifestyle. This platform celebrates those who lead, innovate, and inspire with elegance and purpose. It's the destination for those who seek excellence in every facet of life. With a focus on both women and men, our mission is to provide an extraordinary journey through the finest luxury the world has to offer.



Inc. Arabia



Inc. Arabia is a dynamic media platform that aims to inspire, inform, and document the most fascinating people in the MENA business landscape: the risk-takers, the innovators, and the ultra-driven go-getters that represent the most dynamic force in the region's economies.

Inc. Arabia is an official licensee of the American brand Inc., which was founded in 1979 and acquired in 2005 by Mansueto Ventures LLC. As a media brand dedicated exclusively to owners and managers of growing private companies, Inc. aims to deliver real solutions for today's innovative company builders.





Yummy is here to empower modern families with endless resources for a flavorful, dynamic lifestyle and a kitchen that's always on trend! Our kitchens, once cherished as the heart of the home, are evolving—becoming modern, elegant, and sometimes even complex spaces. While recipes and traditions were once passed down through generations, today's families blend cultural shifts and new tastes into their cooking.



القيادي



Alqiyady is a leading lifestyle platform crafted for the modern Arab man, dedicated to delivering the latest in technology, smart devices, science, finance, business, and self-improvement.

With exclusive coverage on style, health, fitness, relationships, entertainment, and sports, Alqiyady provides a complete digital experience designed to inform, inspire, and empower men across the Middle East.

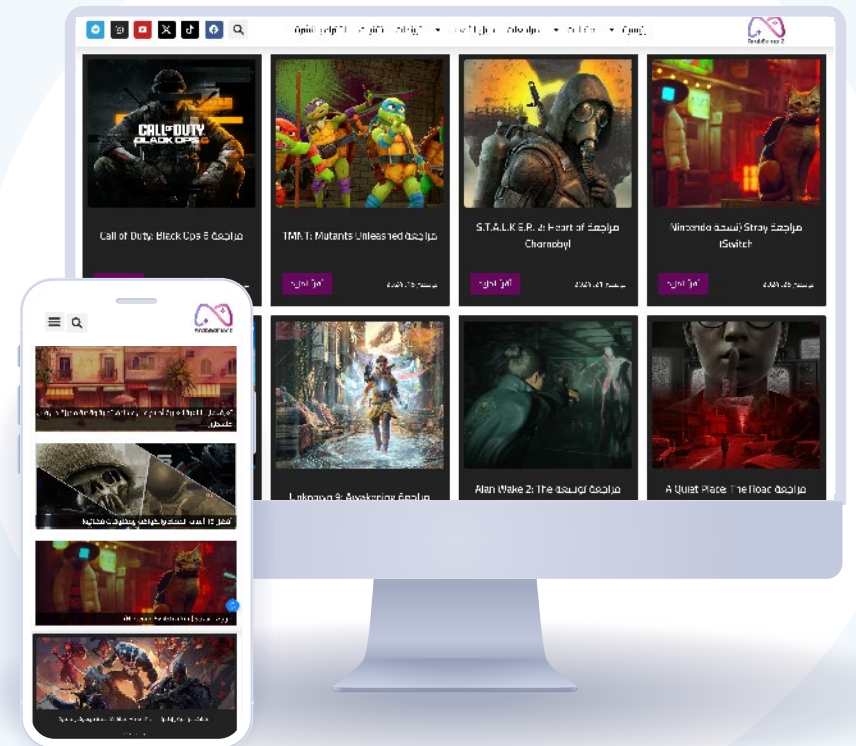
As a trusted source for practical insights and expert perspectives, Alqiyady helps its readers navigate an ever-evolving world and make impactful lifestyle choices.





Fueled by the passion for gaming, ArabGamerZ set itself apart from any other gaming media platform by its unique approach to the community and its talented team of industry veterans.

ArabGamerZ is your gateway to understanding the MENA region's thriving gaming community. From uncovering player interests to identifying engagement strategies and spending patterns, we provide actionable insights to help you tap into this dynamic market. Welcome to ArabGamerZ—the largest and most vibrant gaming hub in the MENA region.





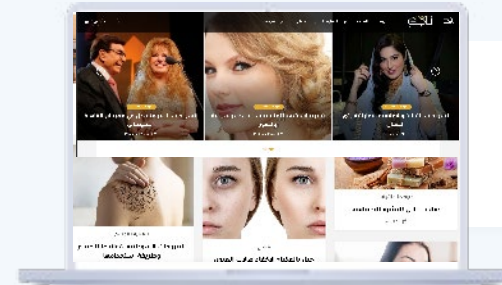
Discover the stories shaping the Gulf, from cultural icons to transformative moments. At Gulf Moments, we bring you the people, places, and trends defining the UAE, KSA, Qatar, Bahrain, Kuwait, and Oman. Dive into the heart of the region with a fresh perspective on everything that matters—captivating, insightful, and uniquely Gulf.



OTHER PUBLICATIONS

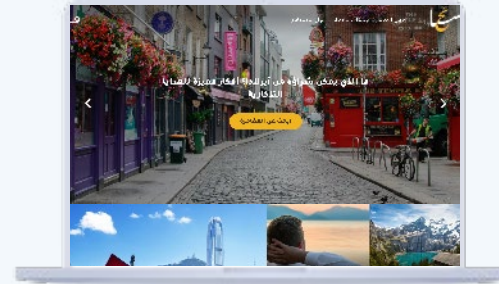


بابونهج
babonej.com
Health

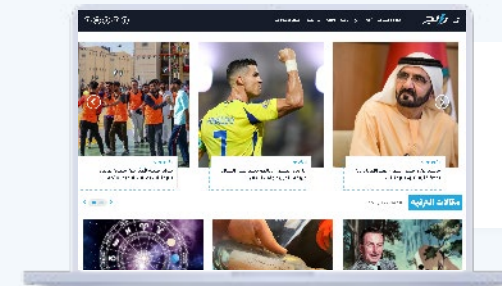


تاجکي
tajuki.com
Beauty & Fashion

سجھا
sd2eh.com
Travel



**ARABS
TURBO**
تایبه العرب
arabsturbo.com
Automobile



رائج
ra2ej.com
Technology

13.4 Million

Page Views

9.5 Million

Visits



180 Million

Video Views



Facebook

Reach
73 Million

Followers
18.6 Million

Video
64 Million

Story
45K



Instagram

Reach
2 Million

Followers
13 Million



Twitter

Reach
3 Million

Followers
499K

Video
251K

128 Million

Reach



Youtube

Reach
50 Million

Followers
430K

Video
2.6 Million



TikTok

Followers
5 Million

Video
97 Million



Viber

Followers
533K



WhatsApp

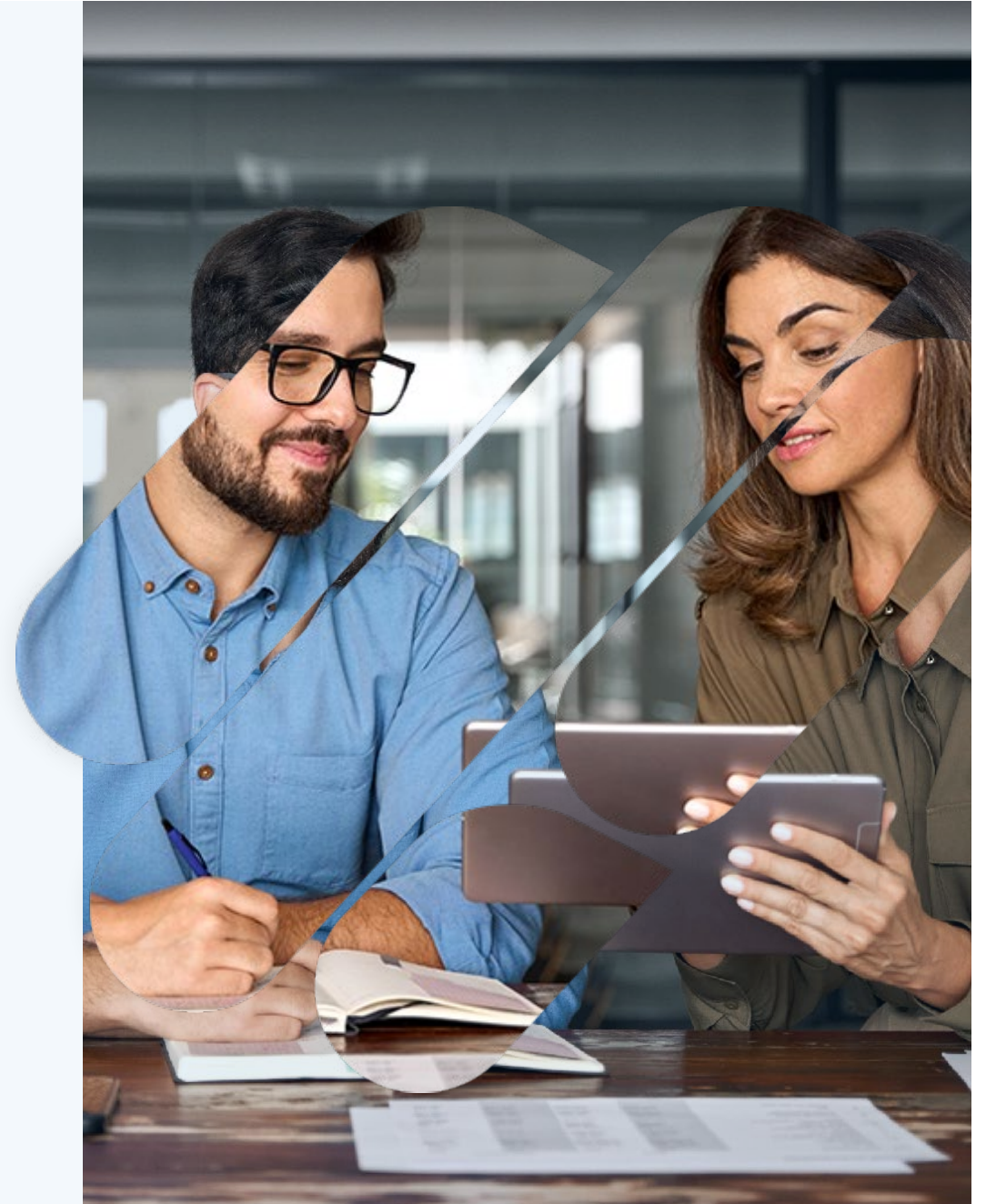
Followers
5 Million

SNAPCHAT



186
MILLION

Snapchat Discover viewers on
our 7awi Shows



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

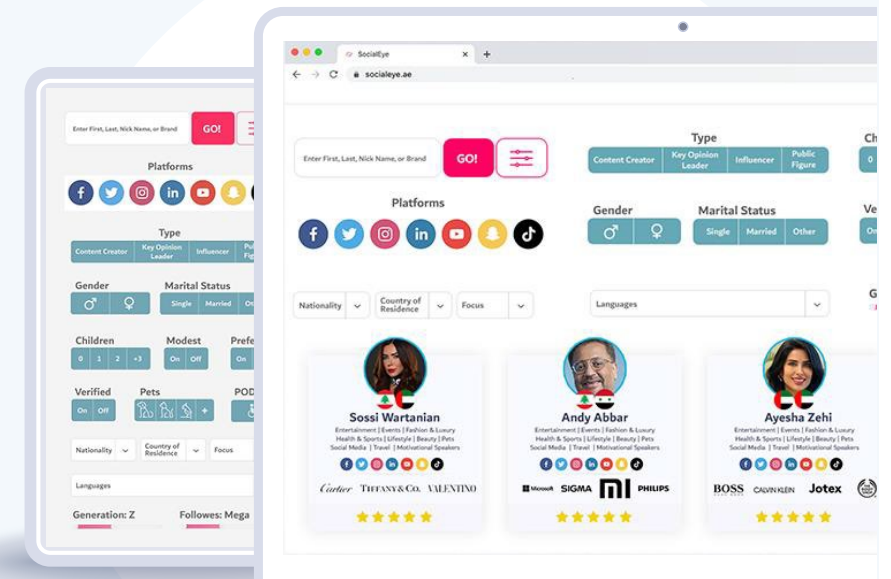


BRANDING
AND
DESIGNING

Brands we *love* to work with

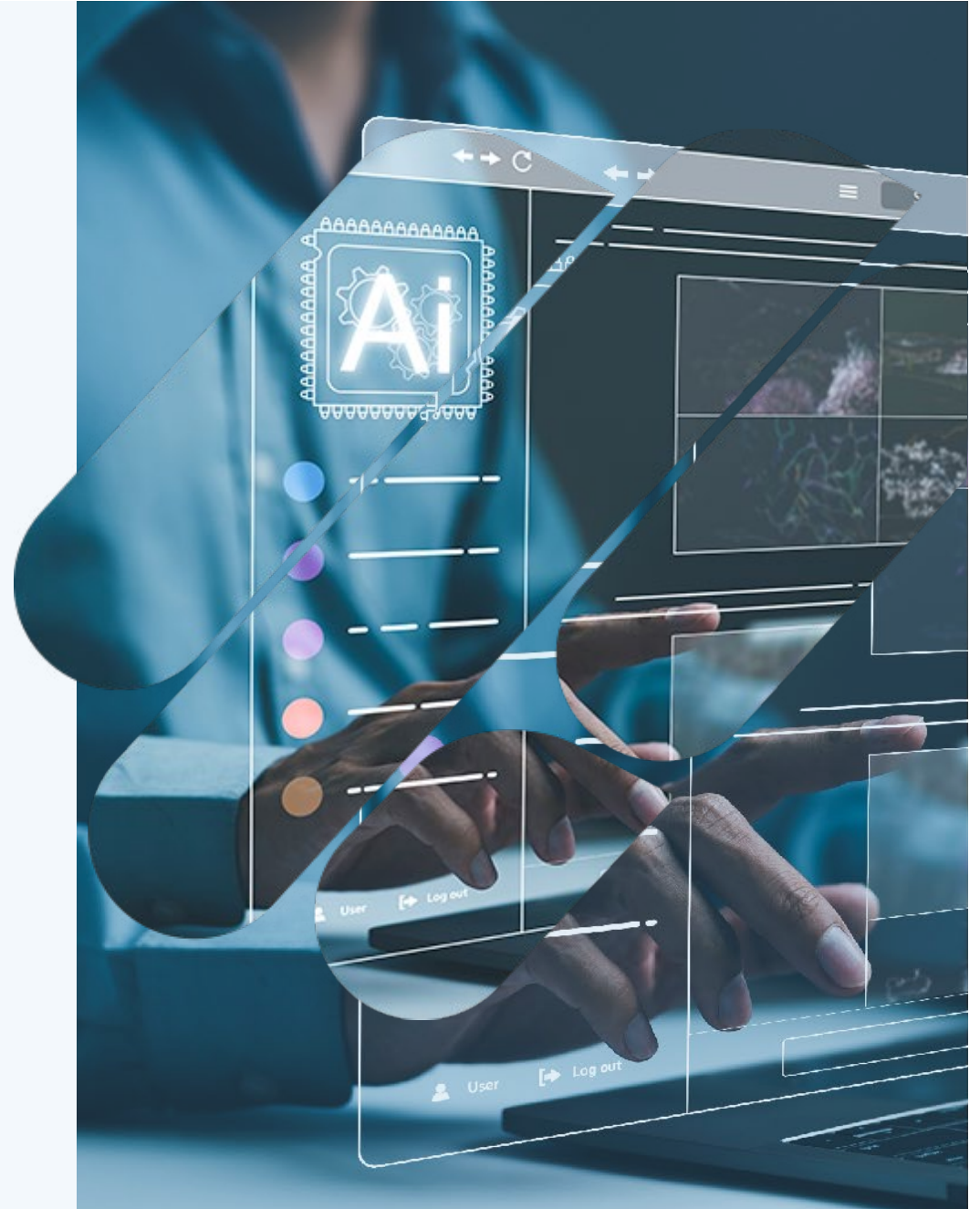


SocialEye is an influencer discovery platform connecting brands with Content Creators, Key Opinion Leaders, Influencers, Brand Ambassadors, and Public Figures. Our robust database features 1300+ contacts, spanning diverse nationalities such as Arabs, Gulf nationals, Westerners, Indians, Filipinos, and more.





DIGITAL TOOLS



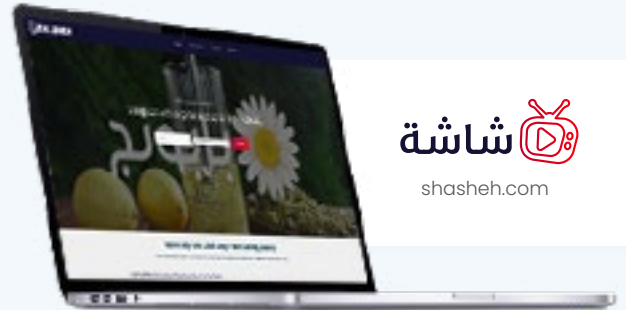
OUR DIGITAL TOOLS



CASPER
STUDIO



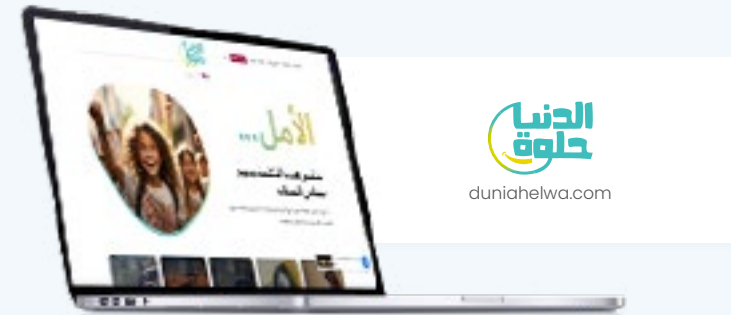
MENA REWARDS **Istibyani**
menarewards.com istibyani.com



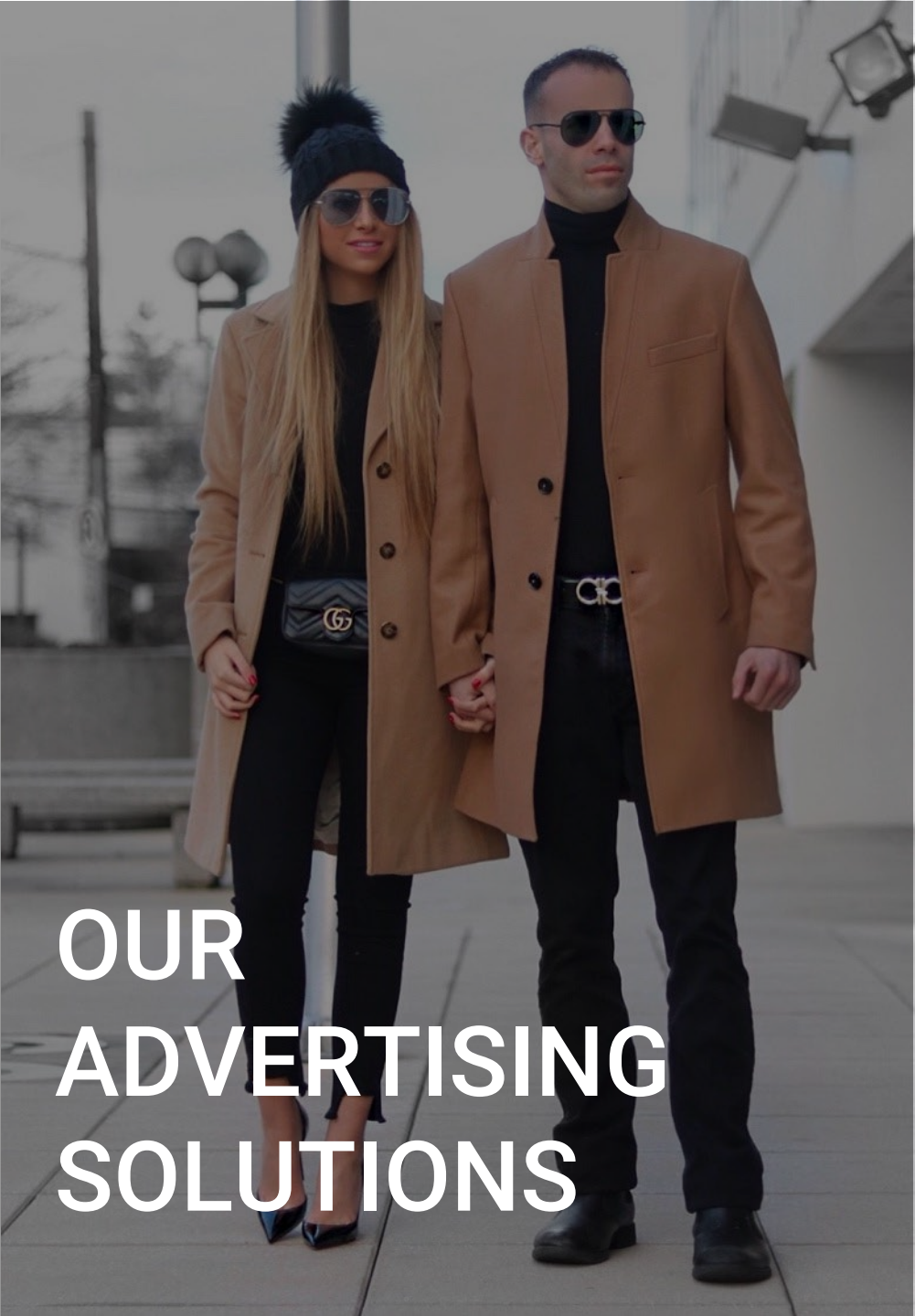
شاشة
shasheh.com



ج
jalees.7awi.com



الدنيا حلوة
duniahelwa.com



OUR ADVERTISING SOLUTIONS



OUR OFFERINGS

PERFORMANCE
MARKETING

PR &
COMMUNICATION
STRATEGIES
SUPPORT

SOCIAL MEDIA
MARKETING

EVENT PLANNING
& MANAGEMENT

BRANDED
CONTENT

CREATIVE
DESIGN

BRAND HEALTH
MONITORING &
RESEARCH

AR BRANDING
SOLUTIONS

WEBSITE & APP
DEVELOPMENT

OUR UNIQUE CLIENTS



SAMSUNG

SONY



oppo

Jumeirah
STAY DIFFERENT™



VOLVO

Jeep



P&G



PRADA

L'ORÉAL



PANDORA

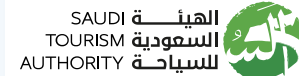
Dior



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*

RATE CARD

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

RATE CARD

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

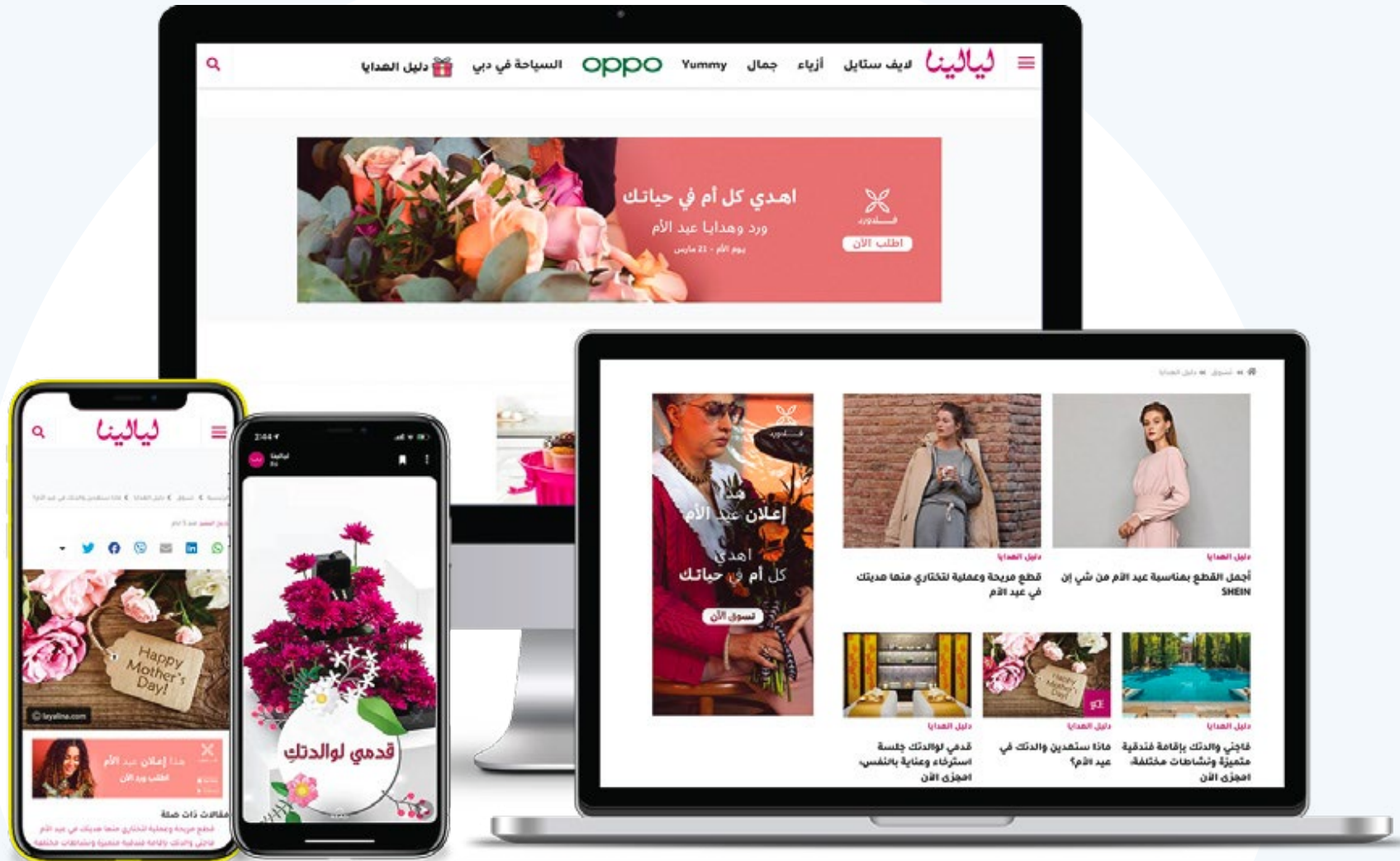
SnapChat Advertorial

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

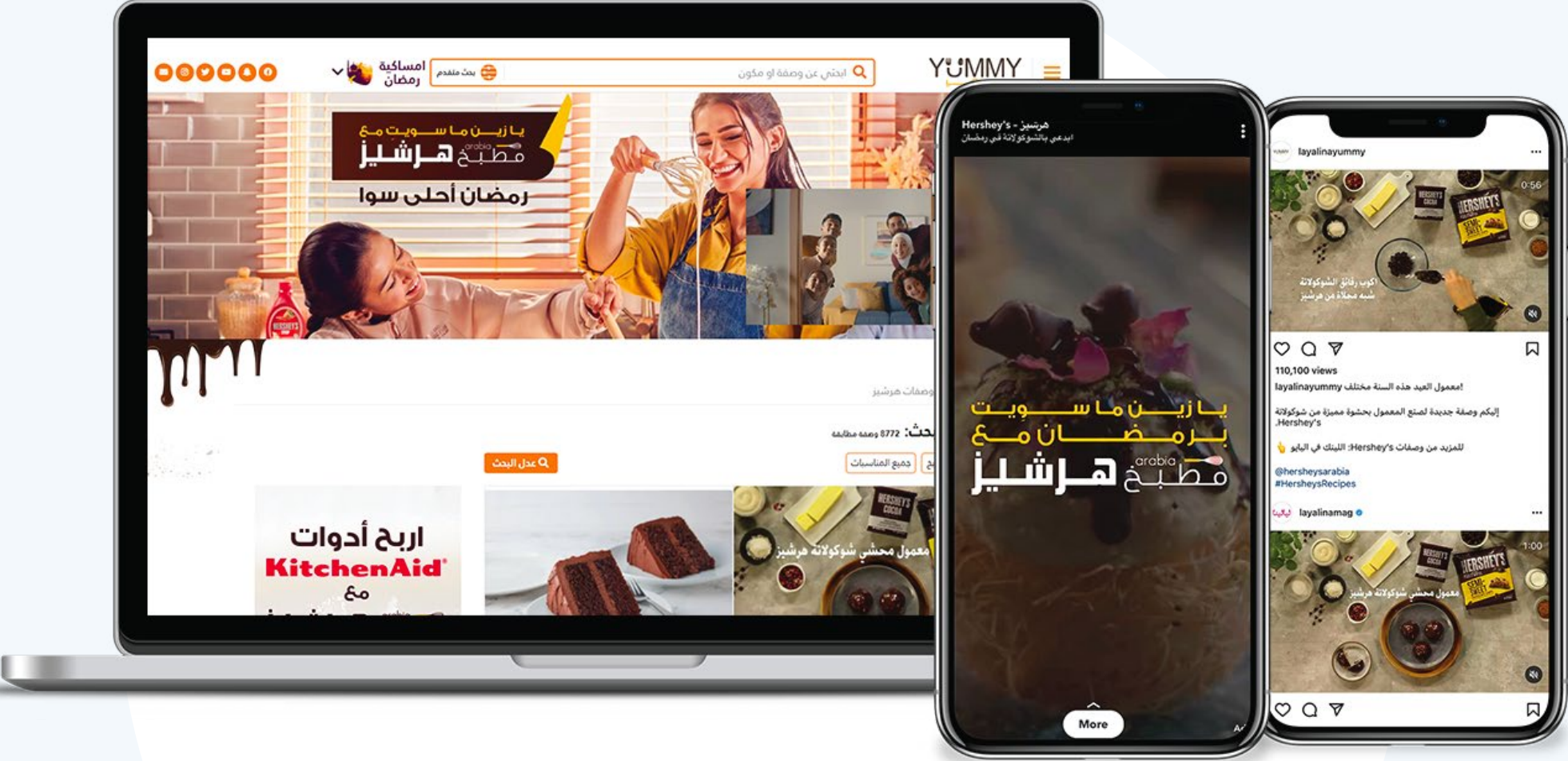
STANDARD DISPLAY & VIDEO ADS



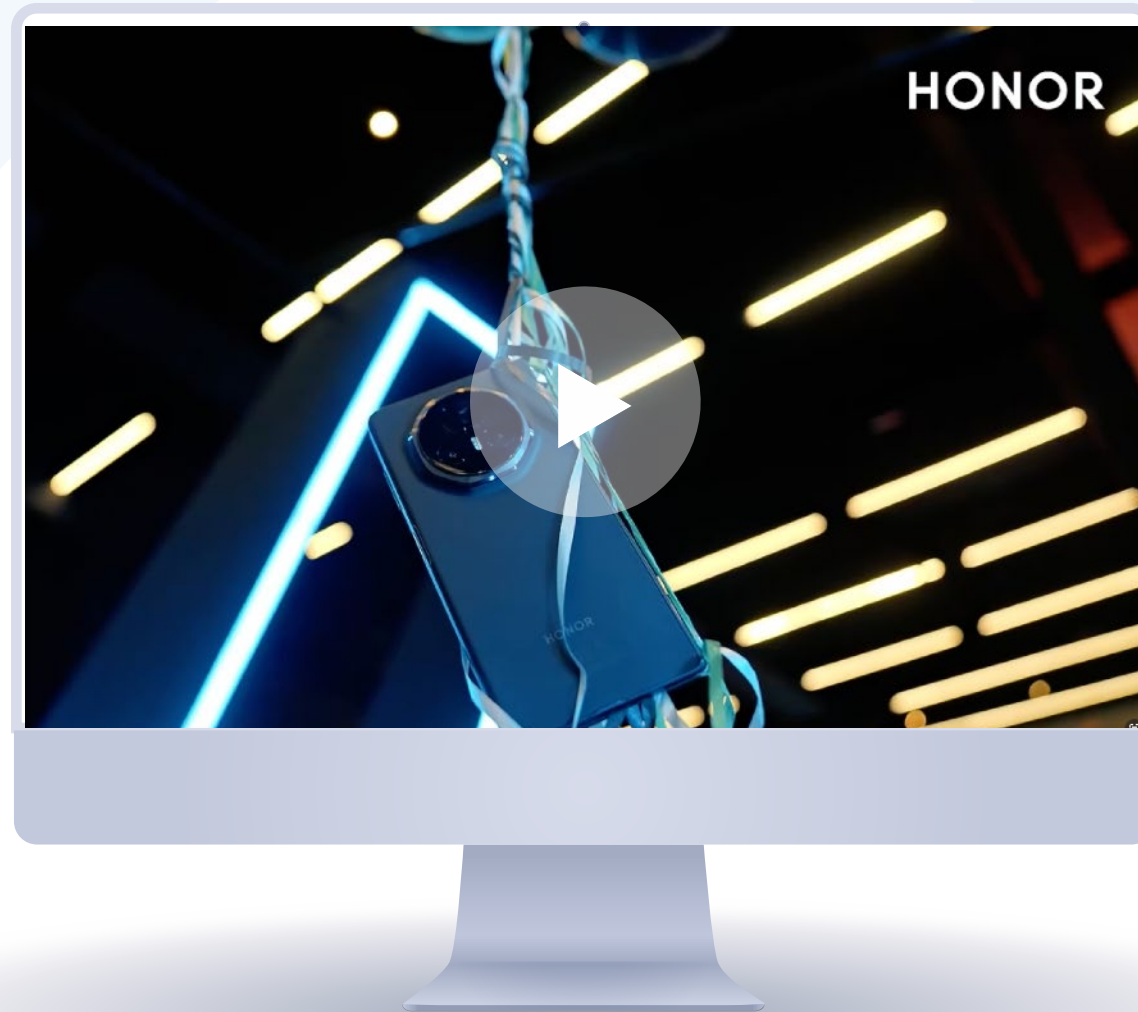
RICH MEDIA & SPECIAL EXECUTIONS



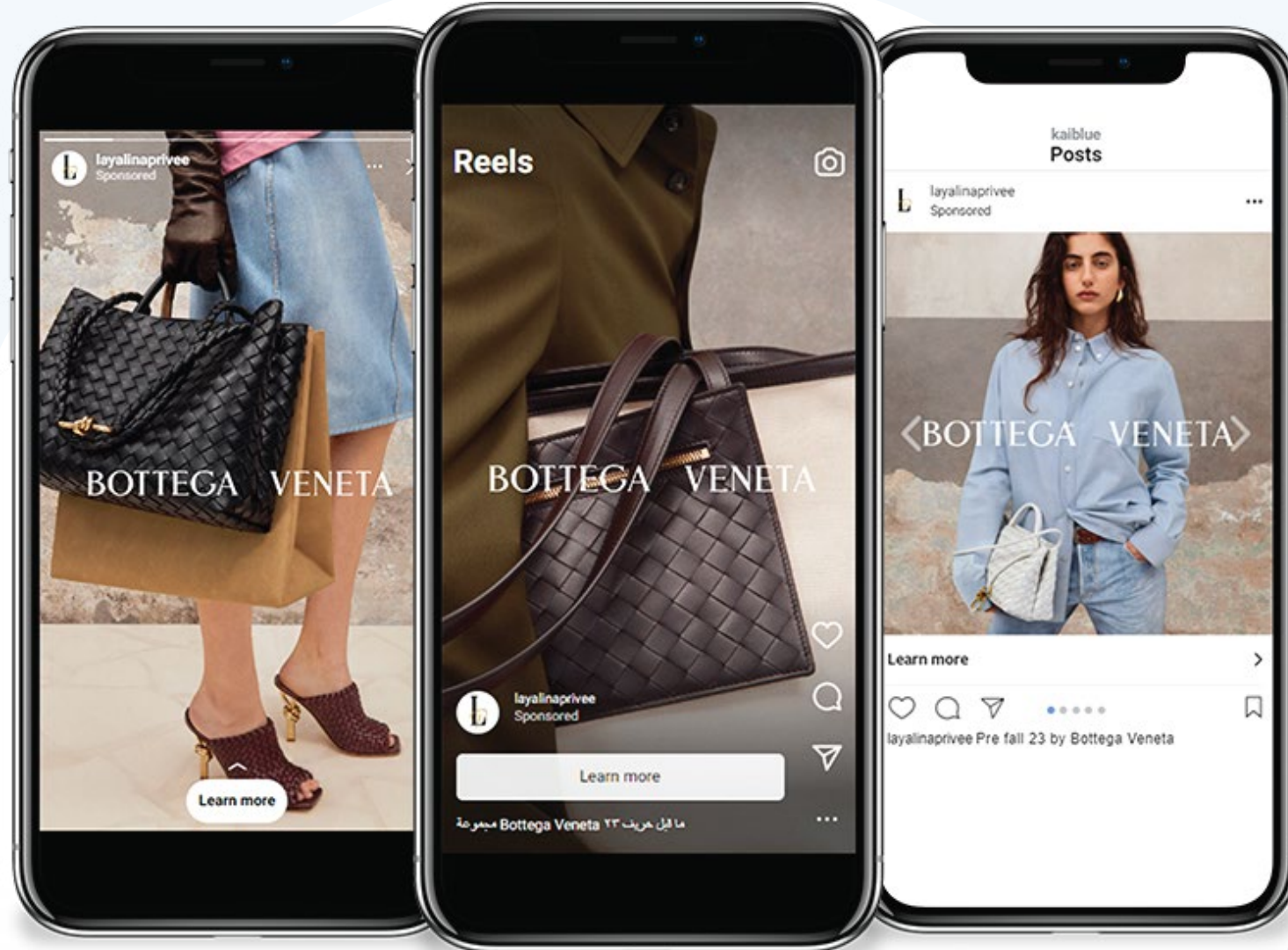
RICH MEDIA & SPECIAL EXECUTIONS



EVENTS & PRODUCTION SERVICES - HONOR



SOCIAL MEDIA ENGAGEMENT





AWI GLOBAL FZ LLC
www.7awi.com

THANK YOU!

Get in touch with us on
sales@7awi.com

