



MEDIAKIT 2025

ميداكيت

DEFINING LUXURY, BEAUTY, AND STYLE

- MEDIAKIT 2025 -

Introduction

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 Magazine

is the region's leading luxury lifestyle publication, showcasing the best in fashion, beauty, wellness, and culture. With iconic covers, exclusive interviews, and the latest trends, it inspires and connects discerning readers across the Middle East, shaping tastes and influencing trends with every issue.





No one captures the pulse of celebrity, lifestyle, and fashion for the modern Arabic woman quite like **LAYALINA.**



Explore More with Layalina: Follow Us Everywhere...



INSTAGRAM



FACEBOOK



TWITTER



WHATSAPP



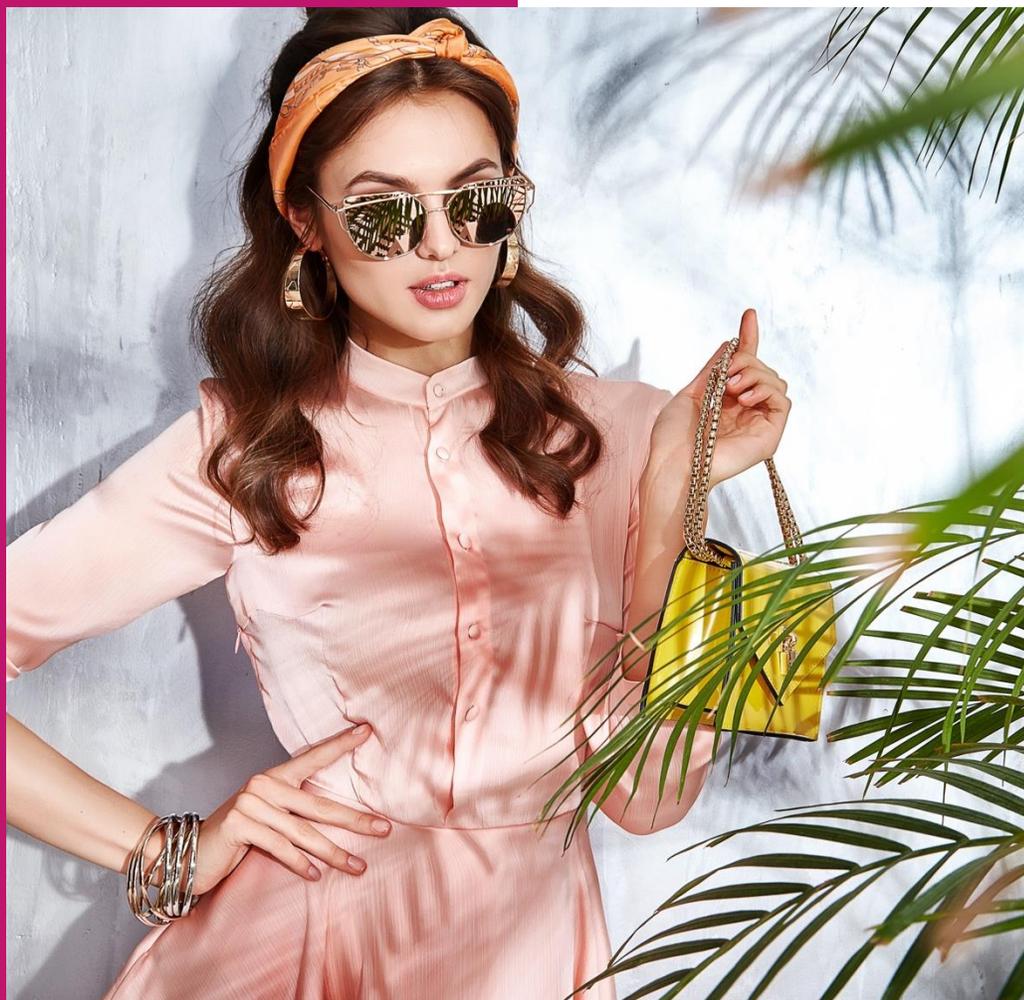
SNAPCHAT



WEBSITE



MAGAZINE



A word about audience

Layalina speaks to the modern Arabic woman

Offering a captivating blend of celebrity news, lifestyle insights, and cultural trends. Through engaging storytelling and vibrant visuals, Layalina inspires readers with the latest in beauty, fashion, and entertainment, delivering content that resonates with their aspirations and celebrates their personal style.

5 Million

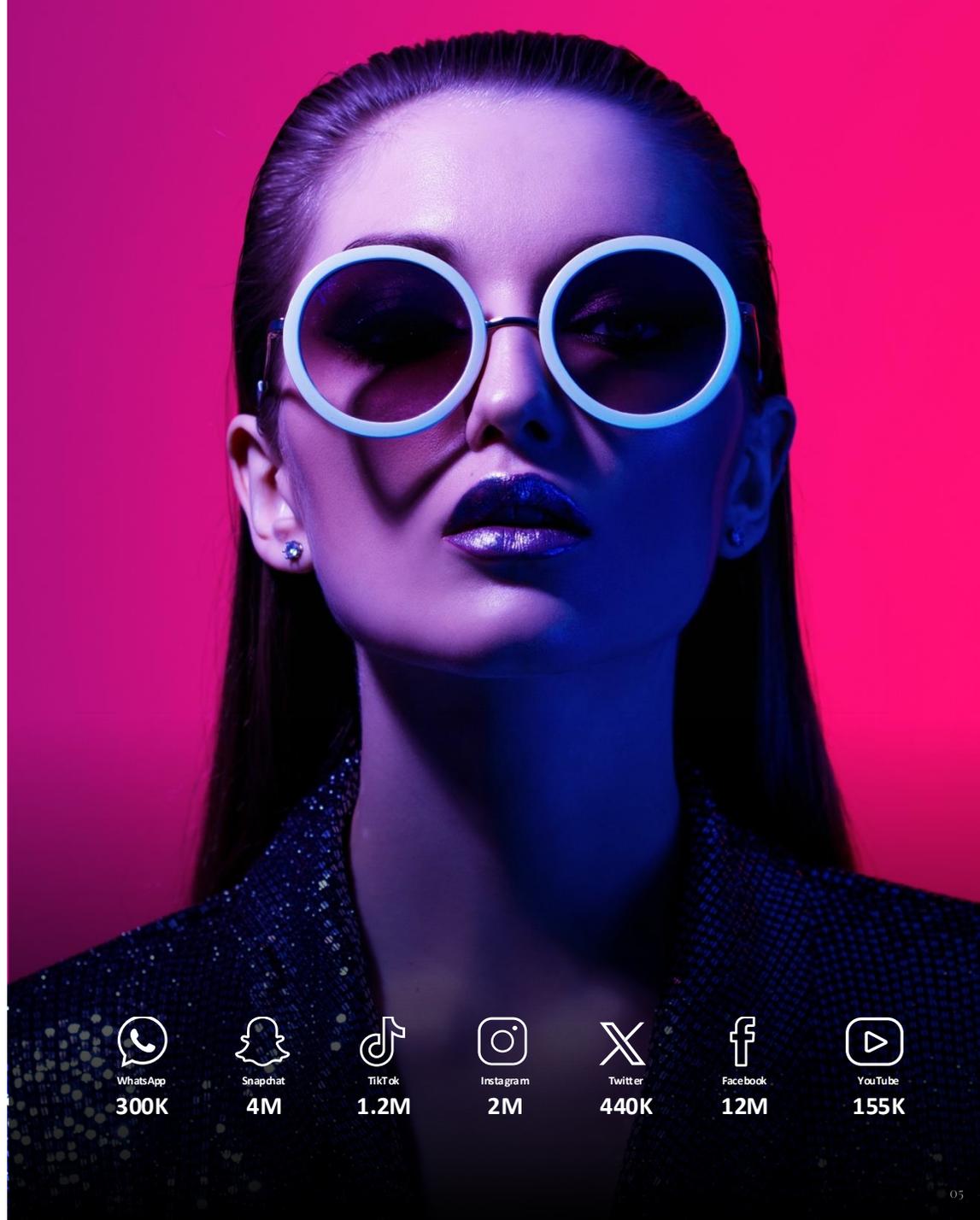
PAGE VIEWS

4 Million

VISITS

75%  25% 

FEMALE MALE



WhatsApp
300K



Snapchat
4M



TikTok
1.2M



Instagram
2M



Twitter
440K



Facebook
12M



YouTube
155K

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.	Daily	\$2,000
	Desktop: 300x600,300x250,970x250, inRead Or Interscroller.		
Section Takeover	Mobile: 320x100,320x50,300x250, inRead Or Interscroller.	Daily	\$2,000
	Desktop: 300x600,300x250,970x250, inRead Or Interscroller.		
Dedicated Section	Size Upon Request	Monthly	\$10,000
Roadblock	Mobile: 320x100/50, 300x250,inRead Or Interscroller.	CPM	\$60
	Desktop: 300x600, 970x250, inRead or Interscroller.		
Special Execution	Mobile: 300x600 JPG and PSD 1280x720 video 30sec max MP4.	CPM	\$70
	Desktop: 970x600 JPG and PSD 1280x720 video 30sec max MP4.		

Rate Card





Rate Card

Content Advertorial & Social Advertorial

Placement	Sizes	Unit	Gross Rate
Content Advertorial			
Editorial Article	Content provided by the client	Article	\$2,000
Editorial Article	Content produced by 7awi	Article	\$3,000
Newsletter Sponsorship	Size Upon Request	7awi Database	\$1,200
Emailshot	Size Upon Request	7awi Database	\$1,800
Social Advertorial			
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	Posts	\$800

Snapchat Advertorial & Additional Services

Placement	Sizes	Unit	Gross Rate
Snapchat Advertorial			
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			
Photoshoot	N/A	Photo	Call for pricing
Events & Brand Activations	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



Digital Magazine Rate Card

Space	Price
IFC (Inside Front Cover)	\$15,000
IFCS (Inside Front Cover Spread)	\$22,000
IBC (Inside Back Cover)	\$15,000
OBC (Outside Back Cover)	\$18,000
DPS (Double Page Spread)	\$10,000
Full Page Advertisement	\$8,000
FPA (Full Page Advertorial – Interview)	\$10,000
DPA (Double Page Advertorial)	\$15,000
Redirect Link (Cover page to client website)	\$10,000

7awina

DEFINING LUXURY, BEAUTY, AND STYLE

THANK YOU

sales@7awi.com | info@7awi.com

+ 971 04 580 5022

Gargash Design House Building Floor A-203
Al Sufouh First, Dubai

