



MEDIAKIT

YUMMY



IN THE HEART OF EVERY KITCHEN!



WHY YUMMY?

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. Yummy is here to empower modern families with endless resources for a flavorful, dynamic lifestyle and a kitchen that’s always on trend!

OUR AUDIENCE



KITCHEN ENTHUSIASTS

Who have food and cooking as a love language.



CONTENT CREATORS

Looking for a supportive community to nurture their passion!



MOMS & DADS

Aspiring for a perfect dinner every evening!



WORKING MOMS

Striving to deliver a yummy meal each time!



NEWLYWEDS

Still discovering their passion for cooking!



GRANDMOMS

Excited to surprise extended family with unexpected dishes!



ENGAGING OUR AUDIENCE ACROSS 360 TOUCHPOINTS

01 PLATFORM

02 SOCIAL MEDIA

03 SNAPCHAT

04 CREATORS COMMUNITY

05 SEASONAL BOOKLET

06 STUDIO & VIDEO CONTENT

07 MAILING LIST

08 COOKING SHOWS

DEMOGRAPHICS

450K 330K

PAGEVIEWS

VISITS

70%



FEMALE



MALE

30%



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, in Read Or Interscroller.	Daily	\$2,000
Section Takeover	Mobile: 320x100,320x50,300x250, inRead Or Interscroller. Desktop: 300x600,300x250,970x250, in Read Or Interscroller.	Daily	\$2,000
Dedicated Section	Size Upon Request	Monthly	\$10,000
Roadblock	Mobile: 320x100/50, 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 & 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	\$2,000
TikTok Reels	Size Upon Request	Reels	\$1,500
Twitter Post	Size Upon Request	Posts	\$800





SNAPCHAT ADVERTORIAL, RECIPES BOOKLET & 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
Recipes Booklet			
Sponsored recipe	210x297	Per Page - Full Page	\$3,000
Sponsored Booklet	Size Upon Request	Full Booklet	Call for pricing
Advertising - Product Placement	210x148.5	Per Product -Half Page	\$1,500
Front Or Back cover	210x 297	Per Page - Full Page	\$6,000
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



Spice up your brand with yummy!
connect with us for flavorful partnerships and
advertising opportunities

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

+ 971 04 580 5022

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

IN THE HEART OF EVERY KITCHEN!