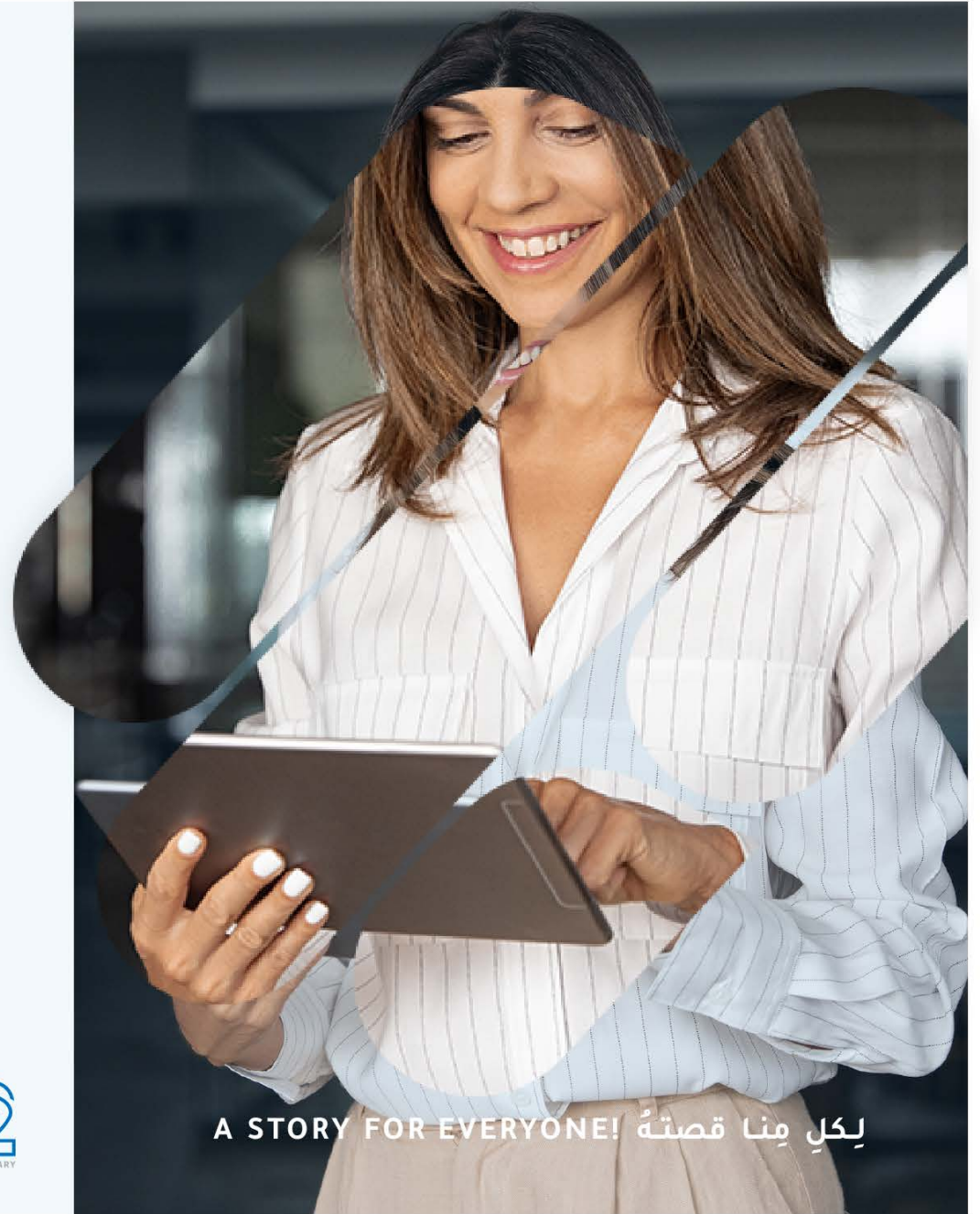




AWI GLOBAL FZ LLC  
www.7awi.com

# MEDIA KIT 2025



لكل منا 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  
FORUM



ABOUT US

# 7AWI - 3<sub>in</sub>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

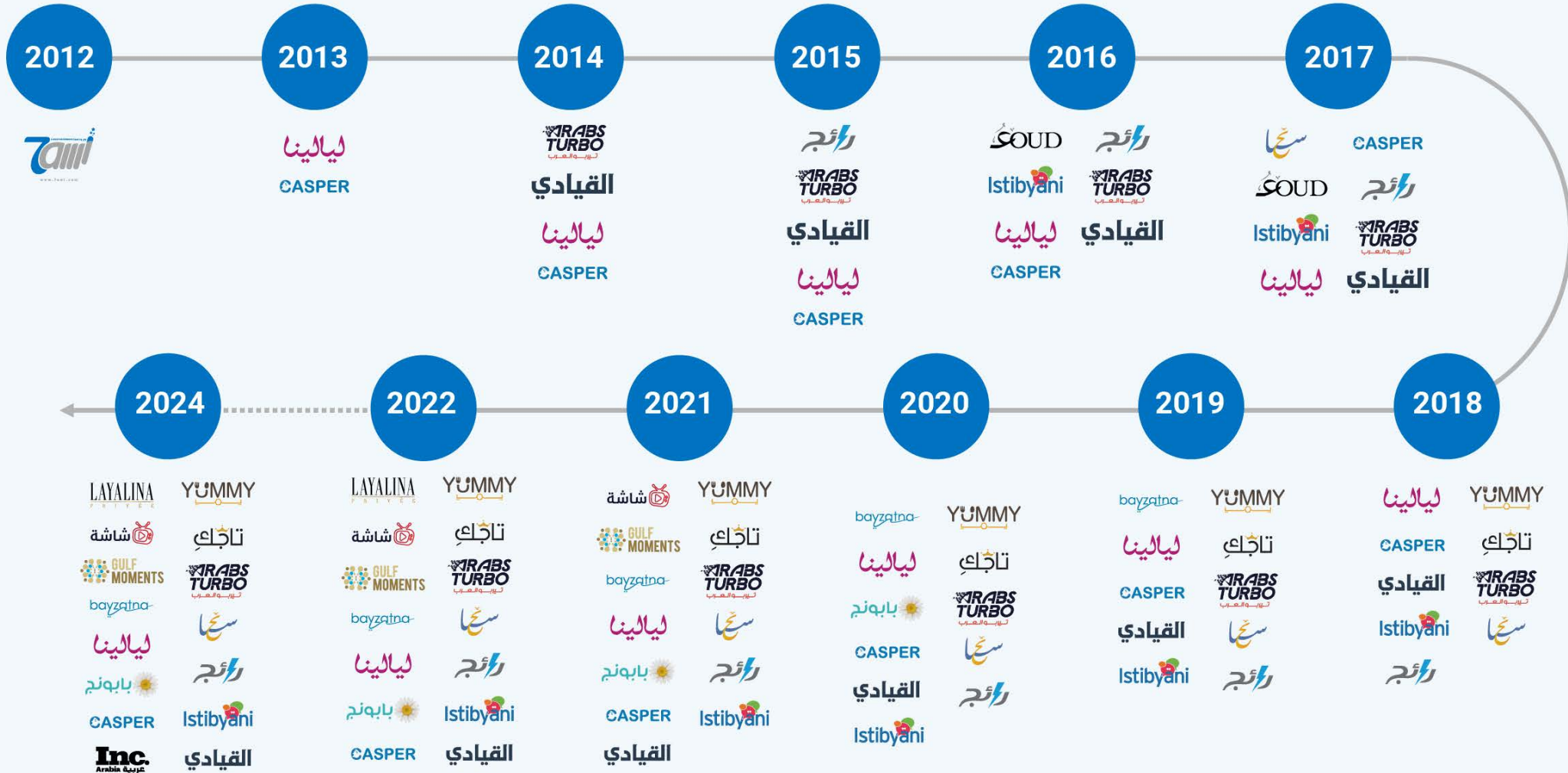


## Digital Tools



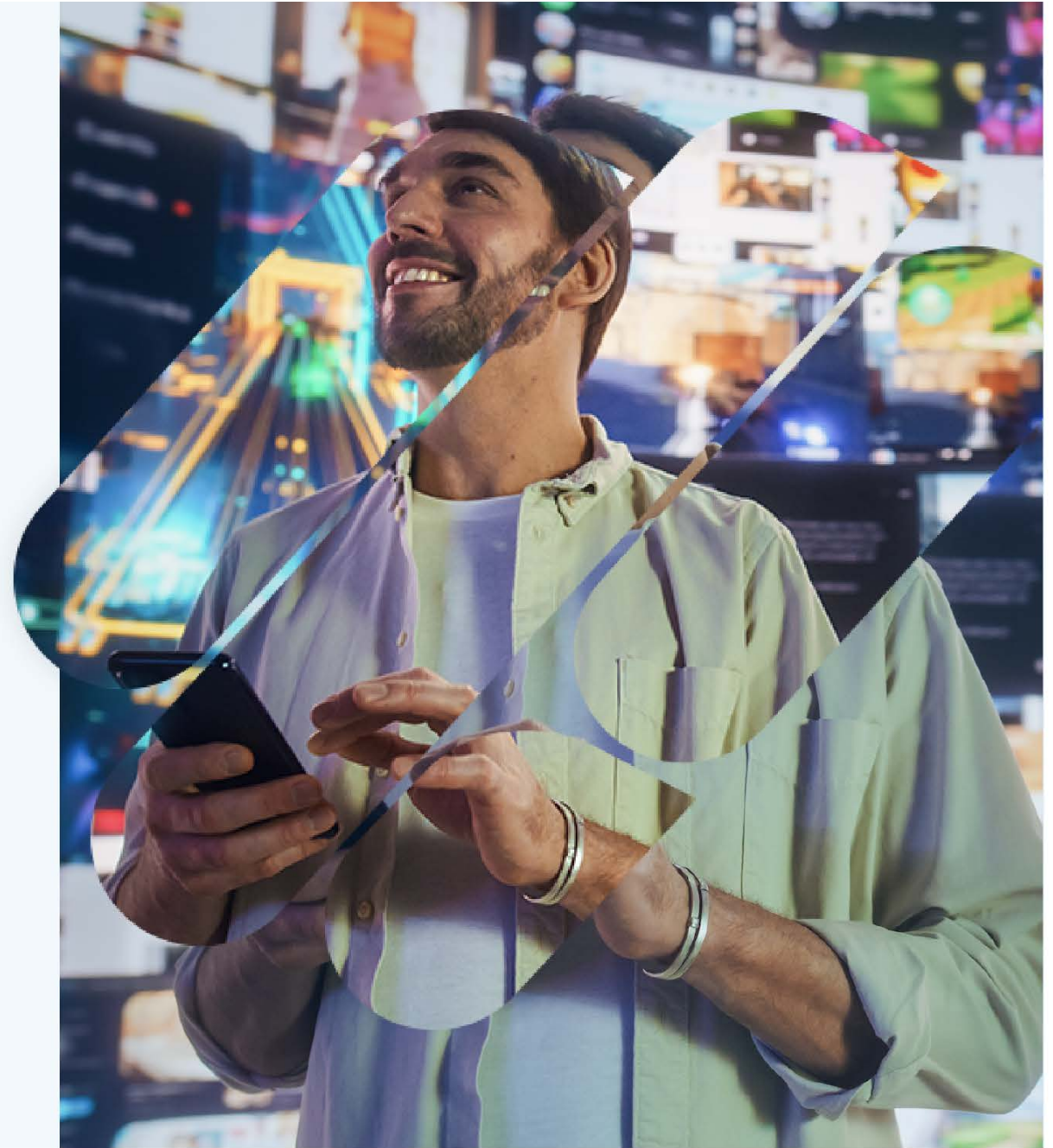
# OUR BRANDS

The Journey Begins & Never Ends





# PUBLICATIONS



# ليالينا

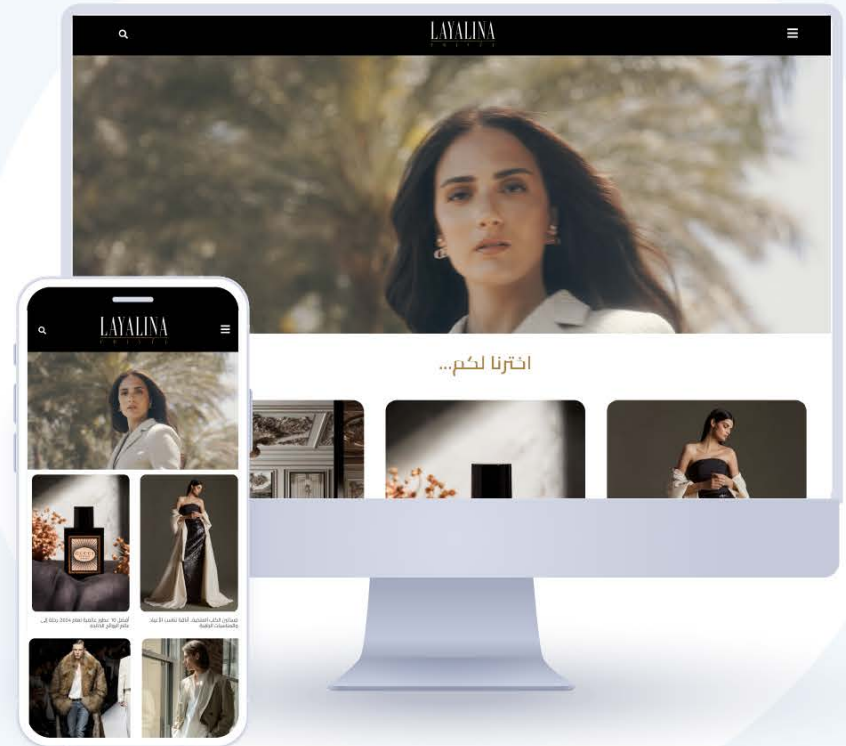


Layalina is a leading lifestyle publication in the region, celebrated for its exclusive insights into fashion, culture, beauty, luxury, and high-profile events. With a loyal readership of affluent trendsetters, Layalina serves as the ideal platform for brands to engage with influential consumers and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

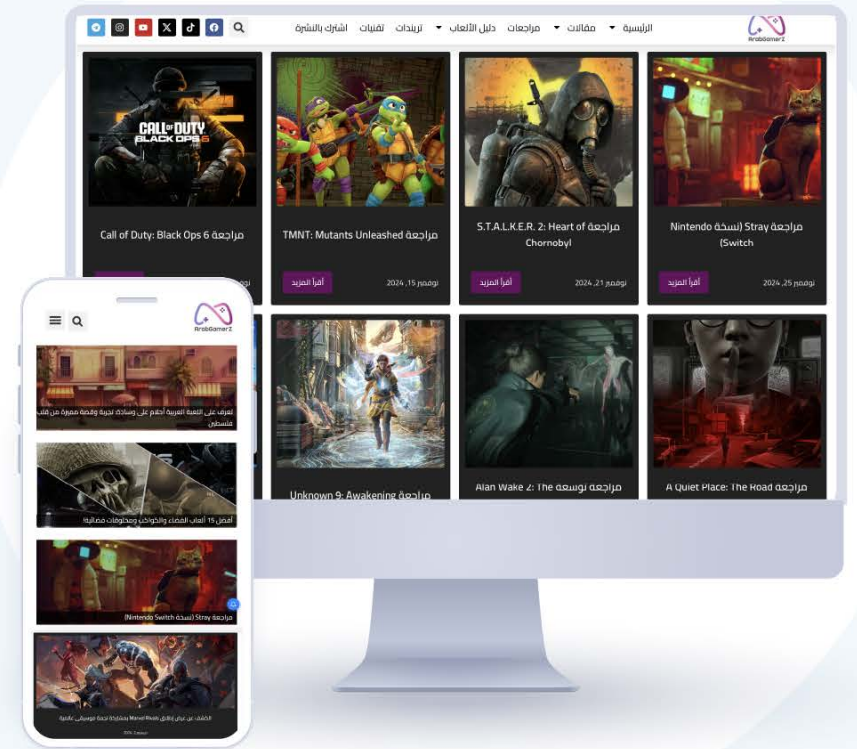
As a trusted source for practical insights and expert perspectives, Alqiyady helps its readers navigate an ever-evolving world and make impactful lifestyle choices.





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.





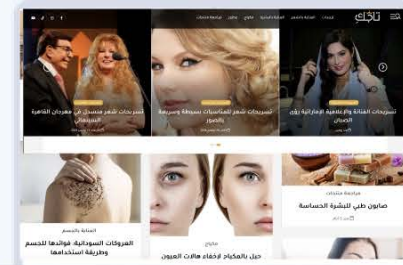
Discover the stories shaping the Gulf, from cultural icons to transformative moments. At Gulf Moments, we bring you the people, places, and trends defining the UAE, KSA, Qatar, Bahrain, Kuwait, and Oman. Dive into the heart of the region with a fresh perspective on everything that matters—captivating,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



# OTHER PUBLICATIONS



**بابونج**  
babonej.com  
Health

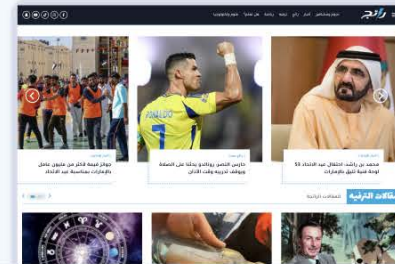


**تاجك**  
tajuki.com  
Beauty & Fashion

**سجها**  
sa2eh.com  
Travel



**TRABS  
TURBO**  
تيربو العرب  
arabsturno.com  
Automobile



**رائج**  
ra2ej.com  
Technology

**13.4 Million**  
Page Views

**9.5 Million**  
Visits



KSA



UAE



Kuwait



Qatar



Bahrain



Oman



Egypt



# 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

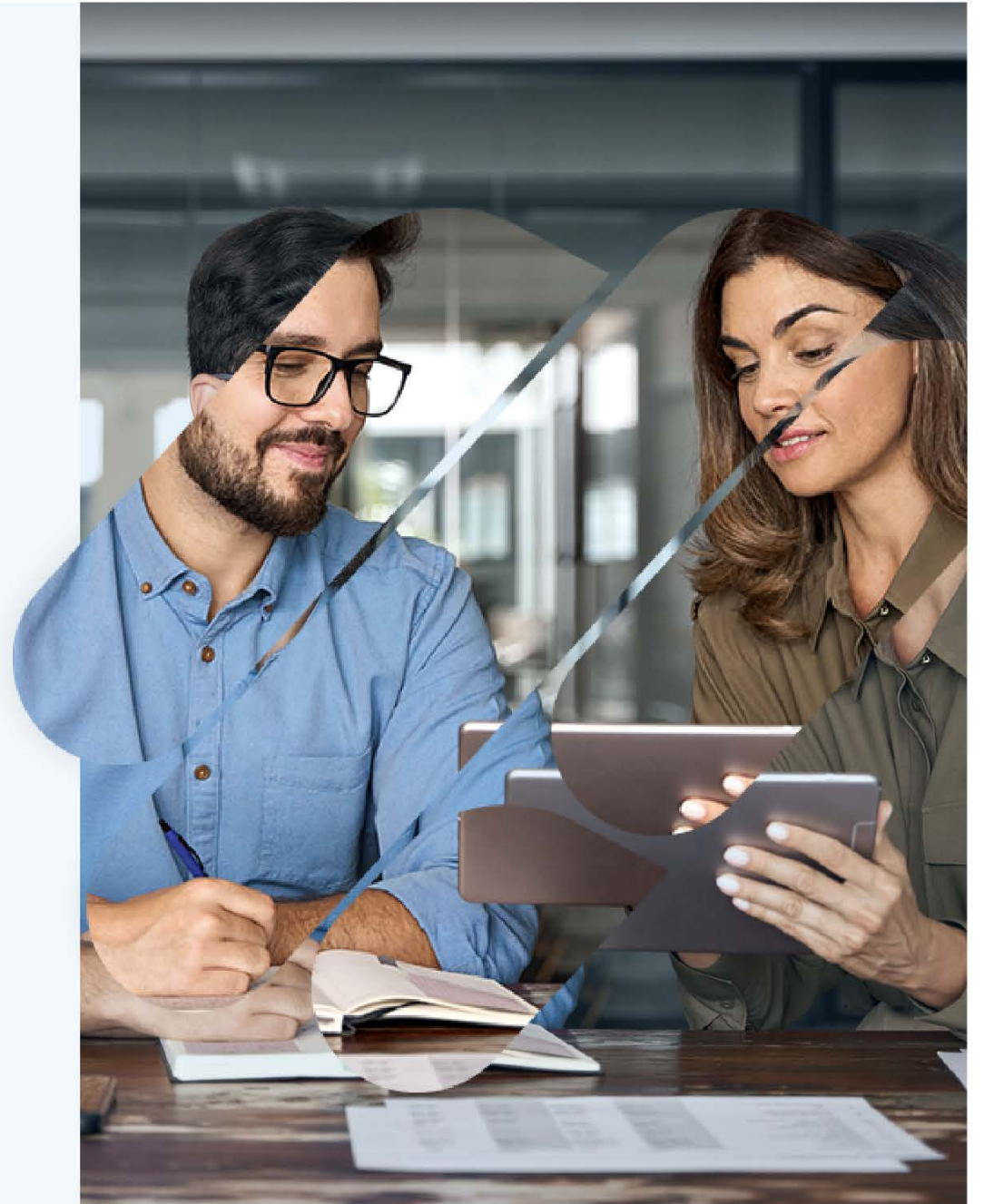
Followers  
**5 Million**

SNAPCHAT

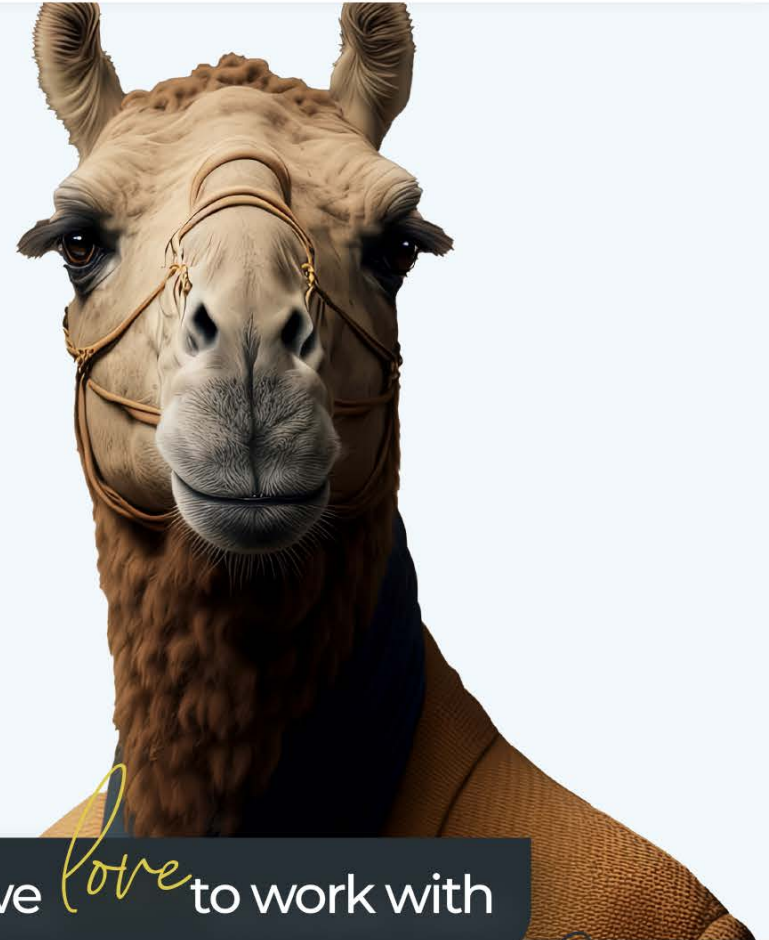


186  
MILLION

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

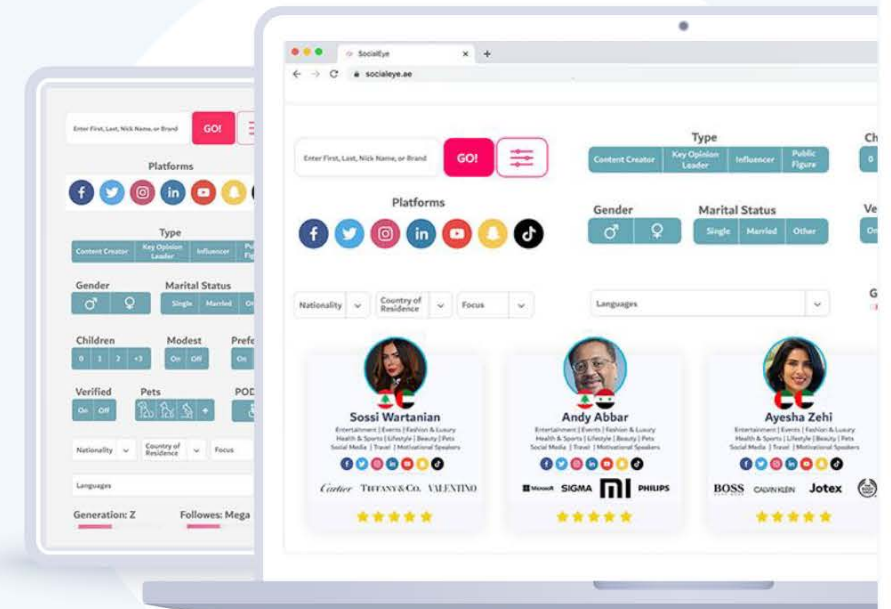


BRANDING  
AND  
DESIGNING

Brands we *love* to work with

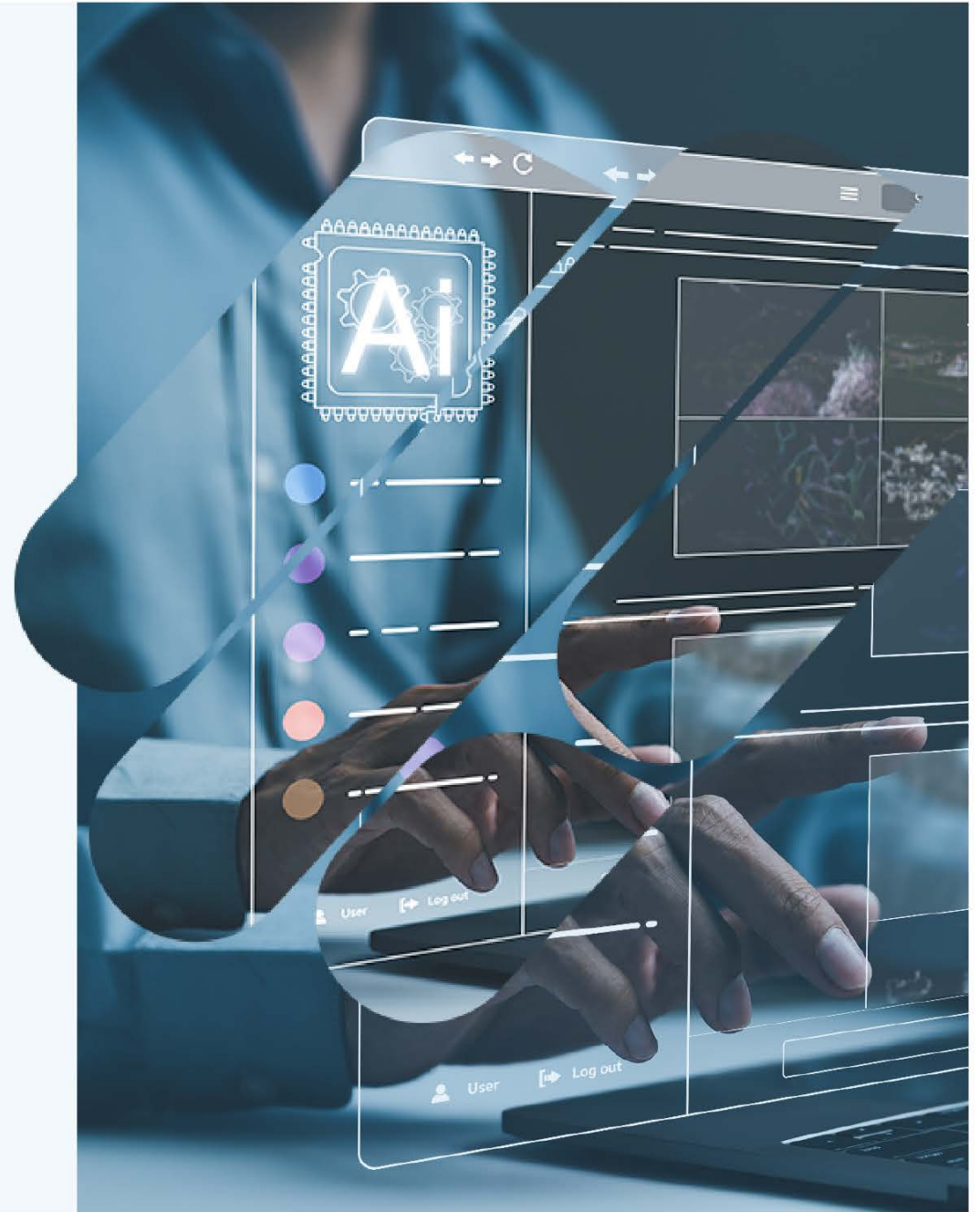


SocialEye is an influencer discovery platform connecting brands with Content Creators, Key Opinion Leaders, Influencers, Brand Ambassadors, and Public Figures. Our robust database features 1300+ contacts, spanning diverse nationalities such as Arabs, Gulf nationals, Westerners, Indians, Filipinos, and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





# DIGITAL TOOLS



# OUR DIGITAL TOOLS



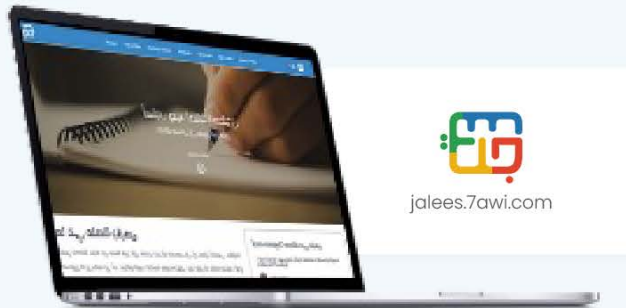
**CASPER**  
STUDIO



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



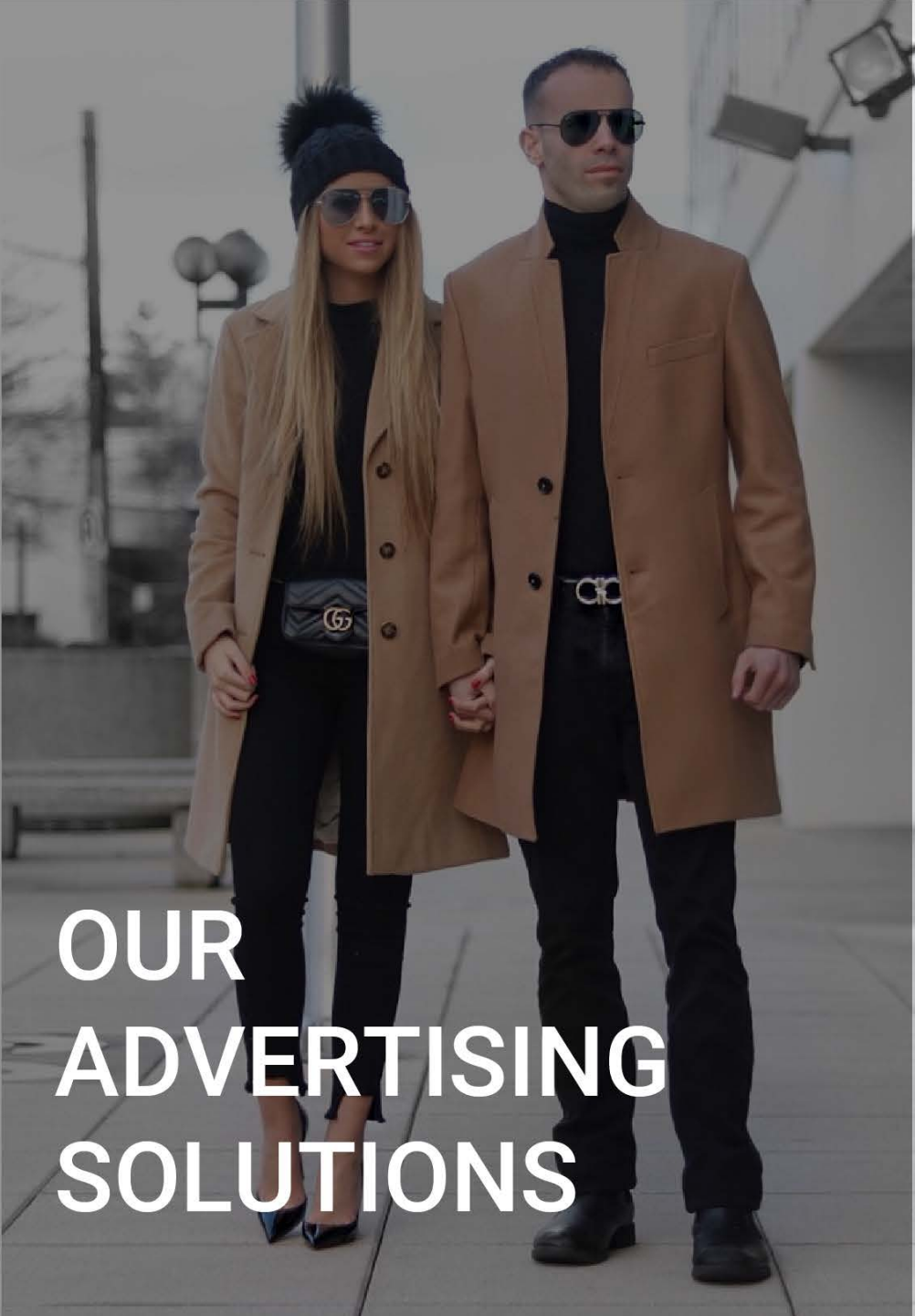
**شاشة**  
shasheh.com



**Jalees.7awi.com**



**دنيا 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



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



## 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

## 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

## 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

## 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

Rates apply to all 7awi platforms except Layalina, Layalina Privée, Yummy, and ArabGamerz.

# RATE CARD



## Display & Video Ads

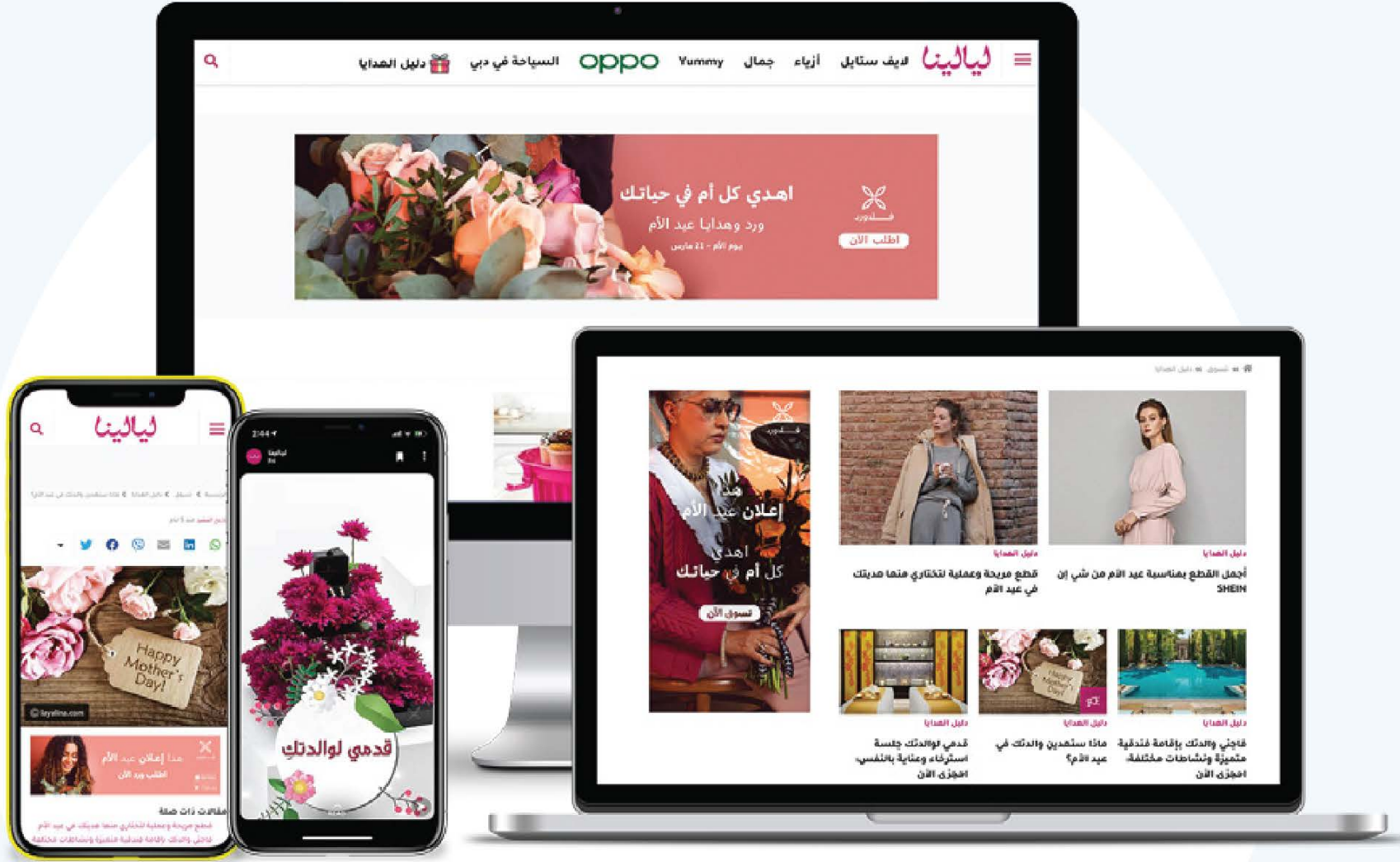
Placement	Sizes	Unit	Gross Rate
<b>Mobile</b>			
MPU	300x250	CPM	\$35
Interstitial	320x570	CPM	\$60
Mobile Anchor	320x100 / 320x50	CPM	\$40
InRead (Outstream)	MP4 Video 480x720	CPM	\$45
Pre/Mid-Roll (Instream)	MP4 Video 640x480	CPM	\$45
<b>Desktop</b>			
Half-Page	300x600 / 600x700	CPM	\$50
Leaderboard	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
	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
	Mobile: 300x600 JPG & PSD 1280x720 Video 30sec max MP4	Desktop: 970x600 JPG & PSD 1280x720 Video 30sec max MP4	CPM \$70

Rates apply to all 7awi platforms except Layalina, Layalina Privée, Yummy, and ArabGamerz.

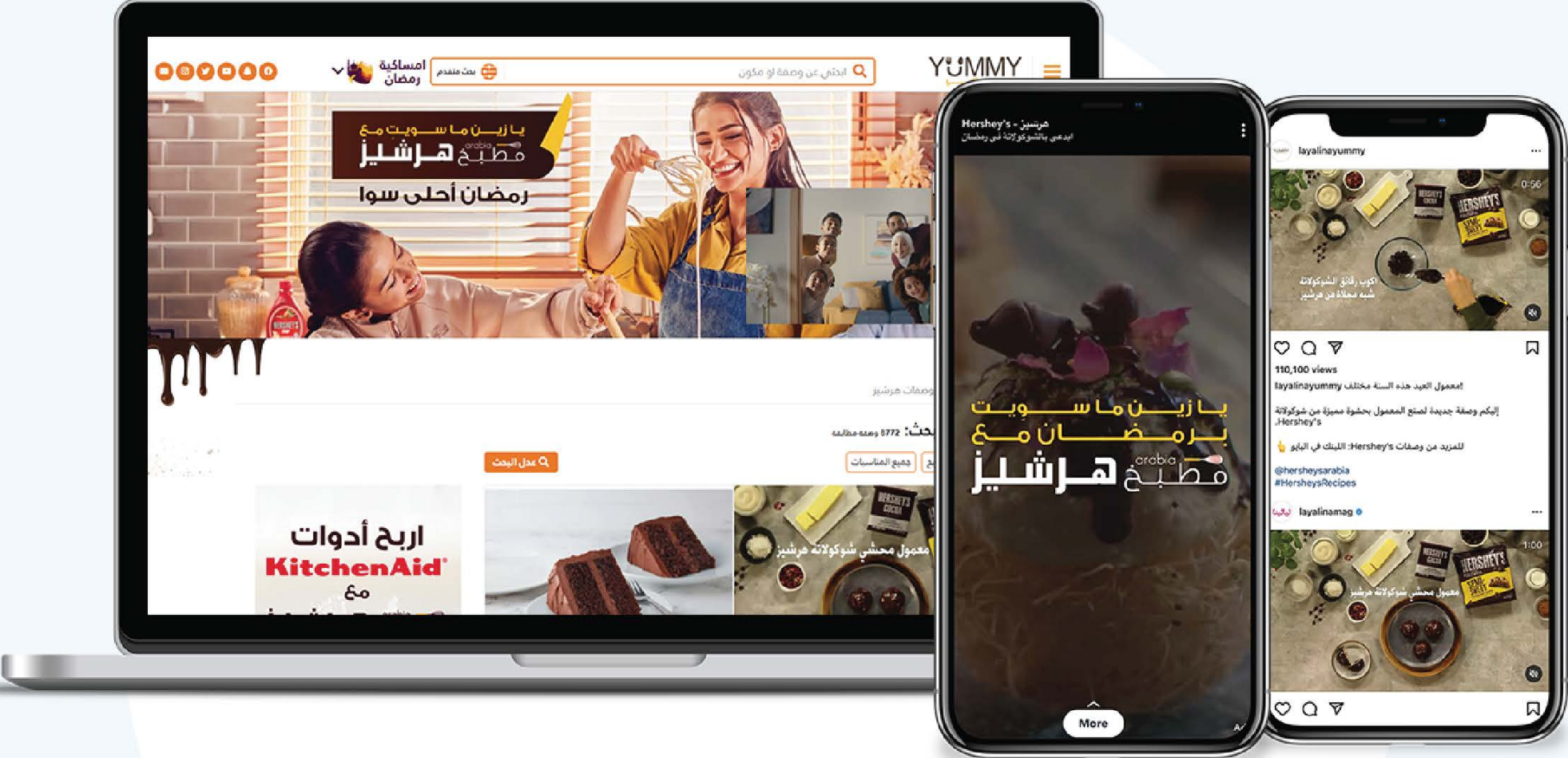
# STANDARD DISPLAY & VIDEO ADS



# RICH MEDIA & SPECIAL EXECUTIONS

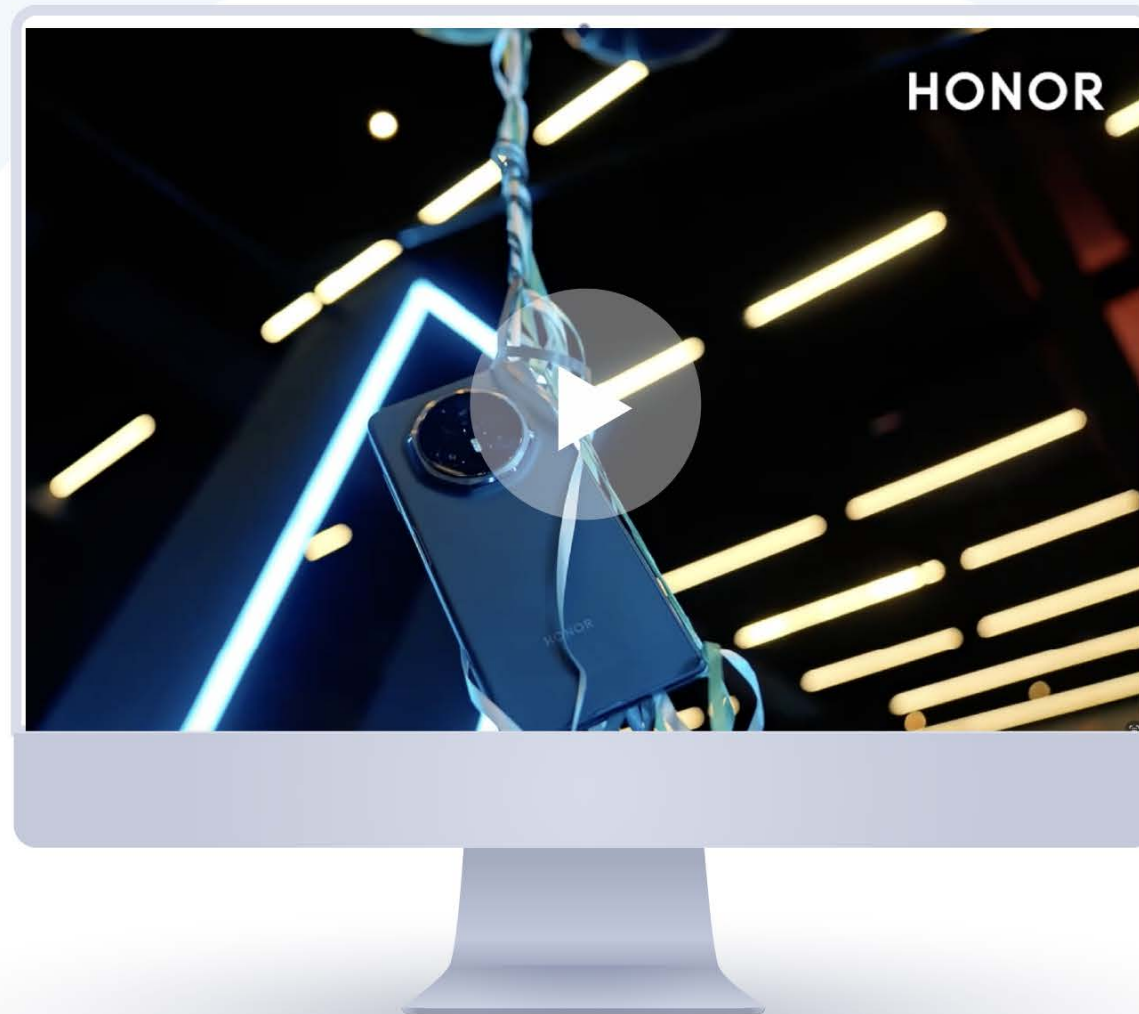


# RICH MEDIA & SPECIAL EXECUTIONS

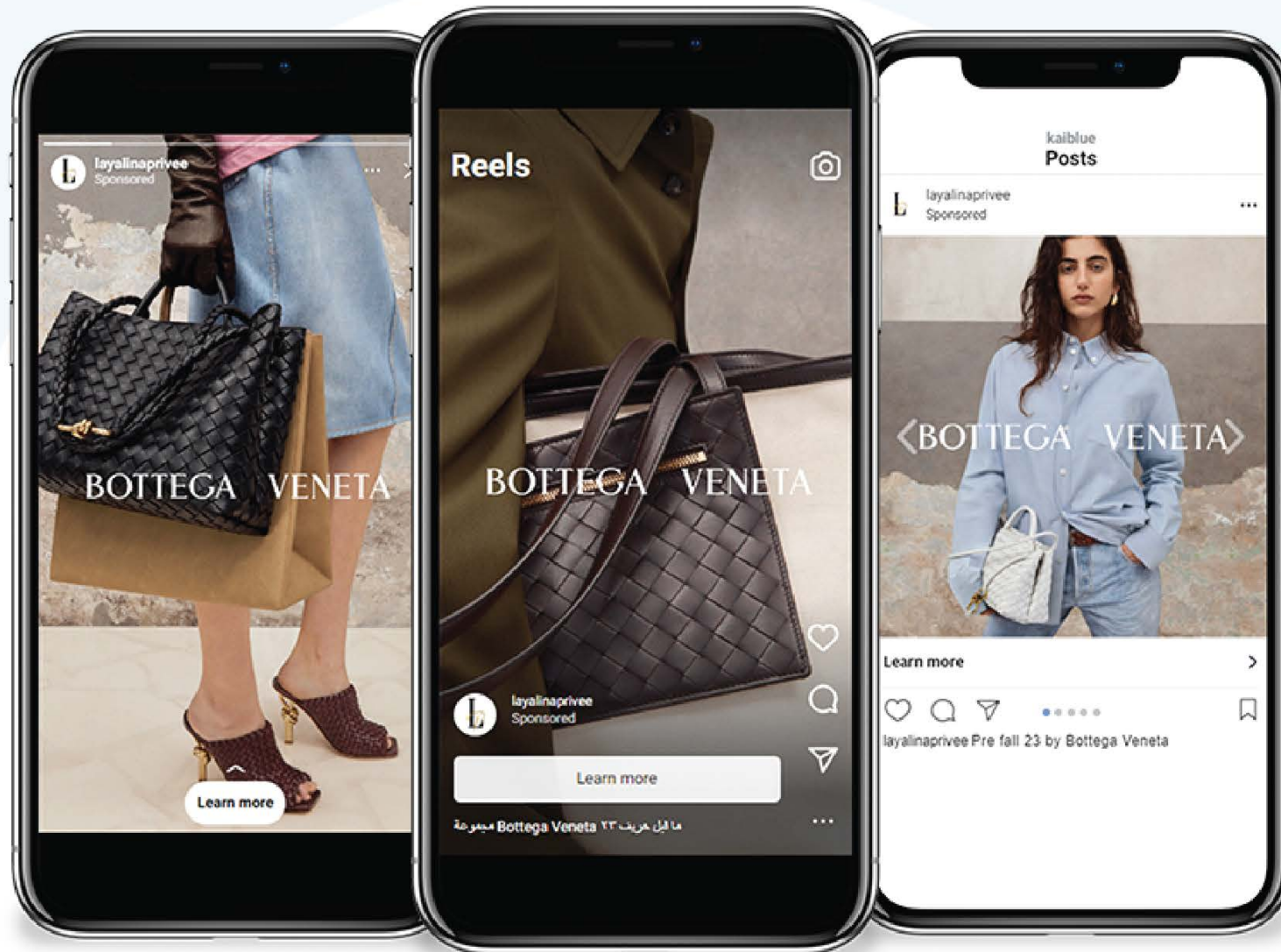




# EVENTS & PRODUCTION SERVICES - HONOR



# SOCIAL MEDIA ENGAGEMENT





AWI GLOBAL FZ LLC  
www.7awi.com

# THANK YOU!

Get in touch with us on  
[sales@7awi.com](mailto:sales@7awi.com)

