



LAYALINA

P R I V É E

M E D I A K I T

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Welcome To Layalina Privée

Welcome to 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. At Layalina Privée, luxury is more than fashion—it is the embodiment of confidence and individual expression.

Our collection offers access to high-end fashion, lifestyle, and bespoke experiences, making Layalina Privée 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.



MIRNA ABBAS
EDITOR IN CHIEF

Luxury Living

Beyond Fashion

We believe that luxury deserves more than just a platform—it deserves a legacy. We are your gateway to a world of refinement, offering access to the most prestigious brands and experiences across fashion, beauty, automobiles, real estate, and more.

As a reference in the luxury lifestyle space, Layalina Privée goes beyond traditional categories, extending its influence into new realms, from fashion and jewelry to automobiles and architectural masterpieces.



Our Digital Footprint



Layalina Privée is accessible across various digital platforms, blending in luxury and lifestyle. Our Instagram showcases daily posts and stories highlighting high-end fashion, luxurious lifestyles, and exclusive events, keeping our community engaged and inspired. Meanwhile, our LinkedIn presence offers valuable insights into luxury market trends, industry developments, and thought leadership, creating an avenue for professionals and executives to connect and shape the future of luxury.



Layalina Privée The Magazine

With **15,000 copies** in circulation across the UAE, Layalina Privée magazine stands as the ultimate guide for the luxury-conscious, offering brands an exclusive platform to engage with an elite audience. The magazine provides access to in-depth interviews with prominent personalities, a curated selection of the latest trends across fashion, beauty, automobiles, real estate, yachts, and luxury living.

It delivers comprehensive insights into wellness, lifestyle, and the luxury industry's most influential figures, with each issue curated to highlight the forefront of luxury living, offering brands a platform to connect with those who demand the very best.



78% FEMALE

22% MALE



Audience Demographics

Traffic & Engagement



Unique Visitors

24,000+

Visits

30,000+
93% Mobile

Page Views

46,000+

Avg Visit Duration

02:00+



Editorial Calendar

Key Events

JANUARY

Paris Haute Couture Fashion Week | [Fashion](#)

Saudi Cup Fashion Gala | [Fashion](#)

Qatar Fashion United by CR Runway | [Fashion](#)

Jeddah Art Week | [Art](#)

Paris Haute Joaillerie Week | [Jewelry](#)

Vicenzaoro | [Jewelry](#)

FEBRUARY

Milan Fashion Week | [Fashion](#)

Geneva International Motor Show | [Cars](#)

Saudi Cup | [Horse Racing](#)

Qatar Jewelry and Watches Exhibition | [Jewelry](#)

MARCH

Cosmoprof Worldwide Bologna | [Beauty](#)

Geneva International Motor Show | [Cars](#)

Dubai International Boat Show | [Yachts](#)

Qatar International Boat Show | [Yachts](#)

Art Dubai | [Art](#)

Art Basel Hong Kong | [Art](#)

TEFAF Maastricht | [Art](#)

Dubai World Cup | [Horse Racing](#)

APRIL

Fashion Forward Dubai | [Fashion](#)

Venice Biennale | [Art](#)

Watches & Wonders Geneva | [Watches](#)

MAY

Met Gala | [Fashion](#)

Kentucky Derby | [Horse Racing](#)

JUNE

MakeUp in Paris | [Beauty](#)

Royal Ascot | [Horse Racing](#)

Couture Show | [Jewelry](#)

JULY

Paris Haute Couture Fashion Week | [Fashion](#)

Paris Haute Joaillerie Week | [Jewelry](#)

Jewelers of America Show | [Jewelry](#)

AUGUST

Monterey Car Week | [Cars](#)

SEPTEMBER

Milan Fashion Week | [Fashion](#)

Monaco Yacht Show | [Yachts](#)

Salon International de la Haute Horlogerie | [Watches](#)

Hong Kong Watch & Clock Fair | [Watches](#)

OCTOBER

Beautyworld Middle East | [Beauty](#)

Qatar Geneva International Motor Show | [Cars](#)

Abu Dhabi International Boat Show | [Yachts](#)

Fort Lauderdale International Boat Show | [Yachts](#)

NOVEMBER

Saudi International Motor Show | [Cars](#)

Dubai International Motor Show | [Cars](#)

Venice Biennale | [Art](#)

Only Watch Auction | [Watches](#)

Dubai Watch Week | [Watches](#)

DECEMBER

Qatar International Derby | [Horse Racing](#)



Success Stories

BOTTEGA VENETA
TIFFANY & Co.
WATCHBOX
SWAROVSKI
MOUAWAD
PANDORA
roberto cavalli
PRADA
VERSACE
Dior

And More ...

Rate Card

Media

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	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

Media

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

Rate Card

Magazine

Magazine Print

Space	Gross Rate
IFC (Inside Front Cover)	\$30,000
IFCS (Inside Front Cover Spread)	\$40,000
IBC (Inside Back Cover)	\$30,000
OBC (Outside Back Cover)	\$40,000
DPS (Double Page Spread)	\$20,000
Full Page Advertisement	\$15,000
FPA (Full Page Advertorial – Interview)	\$20,000
DPA (Double Page Advertorial)	\$30,000
Redirect Link (Cover page to client website)	\$20,000



THANK YOU

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203-Gargash DESIGNHOUSE BUILDING, FLOOR: A
AL SUFOUH FIRST, DUBAI

LAYALINA
P R I V A C Y

LIVE LIFE, IN LUXURY

