

**HOW TO REACH  
AN AUDIENCE WHO WANT TO  
GET OUT MORE**



# PRODUCTS

## Time Out Dubai

In a city as cosmopolitan and entertaining as Dubai, people need more than Google to make the most of what's going on. Since 2001, *Time Out Dubai* has been the go-to playbook for both the savvy resident and the first-time visitor, the spirited hipster and the hard-to-please sophisticate.

Each week in print and 24-hours a day on the web, lively features drill deep into trends and happenings (or deflate the hype), while easily browsable sections and thousands of events offer compact, muscular reviews and pithy, opinionated listings.

The result is an indispensable, up-to-the-(Dubai)-minute cultural road map for any resident or holidaymaker whose time is precious, whose resources are finite, and whose appetite for new experiences is boundless.

In short, we help our readers go out better.

## Every Week, Every Minute

In each print issue, *Time Out Dubai* offers the city's core food, arts and entertainment consumers more than 2,000 ideas on how to spend their free time, and hundreds of thousands online. *Time Out Dubai* and *timeoutdubai.com* are the home of informative news, authoritative reviews, the latest interviews and thousands of in-depth listings that are smart, accurate and entertaining to read.

Our editors don't just reprint press releases. They scour the city week after week for the inside information on what our readers want to be out there doing. The result is the most up-to-date listing source in the city, and the ultimate guide to Dubai across print, digital and social.



# EDITORIAL WHAT WE DO

Award-winning content designed to inform every single decision our readers make about how to spend their free time



## News

From concert announcements to new openings, if it's happening, it's here



## Events

Beach deals, restaurant offers and more inspiring ways for our readers to save cash



## Features

In-depth content to inspire and inform, whether you're looking for top meals or days out



## Food

Authoritative, anonymous, independent reviews of the city's restaurants that our readers can trust



## Nightlife

Must-try nights out across the city, and industry-leading, trustworthy reviews



## Film

Irreverent reviews and razor-sharp interviews covering the region's biggest new releases



## Attractions

Whether family holiday or honeymoon, the ultimate guide to Dubai's best experiences



## Hotels

The very best accommodation options across the United Arab Emirates



## Sport

Dubai has some of the best sporting facilities in the world – we show you where to find them



## Art & Culture

Theatre, exhibitions and more unmissable shows at cultural spots across the city



## Shopping

Where to get your hands on the best buys and bargains, as well as Dubai's top malls



## Travel

Fancy getting away? Find incredible trips to jet off to from Dubai to explore the world

# OUR AUDIENCE

## Time Out Readers are **Social Explorers**



25-35



Educated and  
earn >\$50k



Mid-level  
professional



High disposable  
income



Eat out at  
least once  
per week



Out more  
than 3 times  
per week



Favourite activities are eating,  
travelling and nightlife

## Our audience like to consume

95% of *Time Out* readers have acted as a direct  
result of reading the magazine.

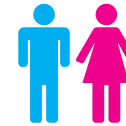
## Time Out vs FOMO

*Time Out's* fan base is united by that most  
modern of characteristics: FOMO. Fear Of Missing  
Out. A fear of being disconnected from what's  
going on and what's happening. A fear that the  
latest, coolest and best thing to hit their city  
is passing them by. People come to *Time Out*  
to satisfy their FOMO because they trust us to  
filter, curate and editorialise so they can find out  
exactly what they want, how they like it and where  
they want it.

## BOTTOM LINE

We help them decide where to spend their time...  
**And their money!**

## Time Out Readers are **Cultural Explorers**



35-55



Educated and  
earn \$75k+



Discerning  
and cultural



High disposable  
income



Eat out at  
least once  
per week

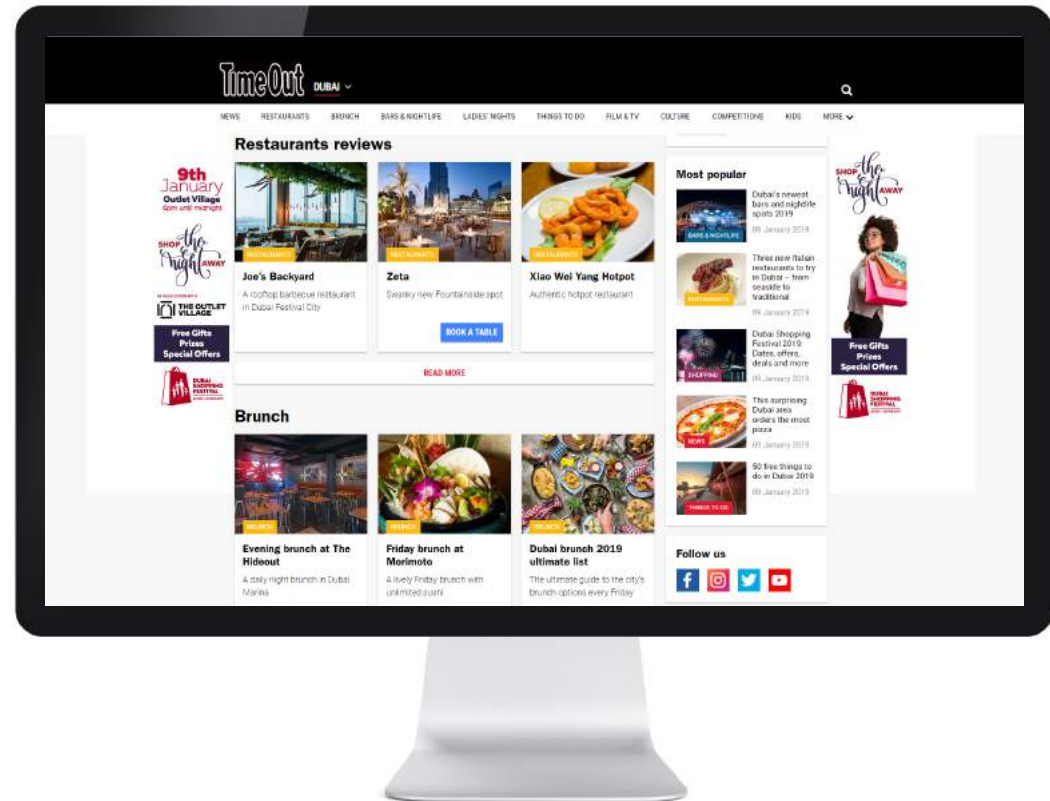


Favourite  
activities are  
eating, travelling  
and nightlife

*Timeoutdubai.com* leads the city's agenda.

Whether it's a new restaurant opening, concert announcement or massive new leisure destination throwing open the doors, we're there first. Our digital philosophy is proactive, not reactive. Our editors scour the city for exciting stories and exclusives, day in, day out.

In an ever-evolving media landscape, the need to stand out is more important than ever. Creativity is key, and there is no brand better placed to deliver your message in an entertaining and informative way, to a constantly growing, upwardly mobile audience.



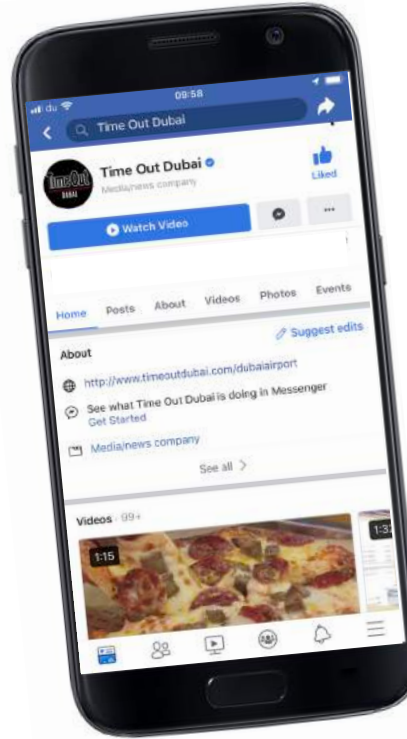
**1.1. million** unique visitors per month

More than **six million** page impressions per month

# SOCIAL

Across *Time Out Dubai*'s social media channels, we speak to an audience of more than 900,000 people interested in food, shopping, nightlife, travel, sport and the arts.

Our audience is engaged, with a high volume making decisions about how to spend their immediate free time based on the content promoted across *Time Out Dubai*'s social platforms.



More than **250K** Facebook followers

**150K+** Instagram followers

In excess of **560K** Twitter followers

# VIDEO

*Time Out Dubai's* organic video reach is unparalleled in the city. Our YouTube channel boasts Quick Guides, Vlogs and Podcasts. The accessible, uncommercial style and fun, dynamic tone of our editorial videos signal to consumers that they're being told something useful, interesting and genuinely relevant to them.

## TRAFFIC SOURCES

YouTube Search:  
**41%**

## Browse features

(including home page recommendations):  
**23%**

Other (including suggested videos):  
**20%**

YouTube Advertising:  
**17%**

# TIME OUT DUBAI YOUTUBE 2018 STATISTICS

Total watch time: **2,825,859 minutes**

Total views: **865,899**

Total subscribers: **4,739**

Average viewing duration: **3 mins 15 seconds**

Likes, comments, shares: **9,956**

# GEOGRAPHIES

**UAE: 32%**

**KSA: 25%**

Kuwait: **11%**

Oman: **7.5%**

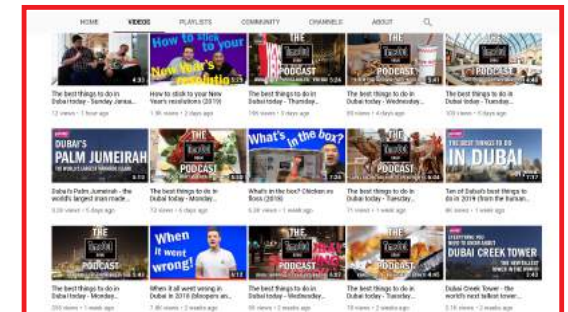
Bahrain: **4.6%**

Others: **19.9%**

## GENDER

Male **69%**

Female: **31%**



# PRINT

With a readership of more than 80,000, the distribution model for *Time Out Dubai* ensures that the magazine and brand is constantly visible to residents and visitors of Dubai whether in a supermarket, airport or hotel.

*Time Out Dubai* has a second-to-none retail presence, with copies stocked at till-points across leading supermarkets and bookstores around the city. *Time Out Dubai* is also available free of charge to visitors staying in Dubai's most prestigious four and five-star hotels, Dubai's Terminal 3 and several cafés, salons and places of public pick-up.



Supermarkets



Bookstores



Petrol stations



Airlines/Airport



Hotels



Cafés, salons  
& others



Residences



Health/Recreation clubs



# BESPOKE PRODUCTS



Every year we create market-leading, specially tailored products.

Find out what we can do for you.

# EVENTS

At *Time Out Dubai*, we don't just write about brilliant events, we host them.

We do everything from pub quizzes to brunches as part of the *Time Out Dubai* Brunch Club to gala dinners for a thousand people.

We bring out DJs, host new restaurant launches and put on movie nights.

It's more important than ever for a company or outlet in Dubai to develop an identity that distinguishes itself from the masses. When partnering with *Time Out* Event Solutions, a company is able to associate itself with a sought-after voice in the arts, entertainment and cultural arena.

We work directly with you to create a themed campaign and experience, and help you reach a captive, targeted audience of sophisticated consumers.



# AWARDS

ITP Media Group is renowned for hosting high quality, targeted events and *Time Out Dubai* is no exception.

## Restaurant Awards

The annual *Time Out Dubai* Restaurant Awards are the most anticipated awards event in the hospitality industry in Dubai. With the number of F&B outlets ever increasing, the competition is fierce and each year the judges face an ever more difficult task in deciding who is the worthy winner of the coveted Restaurant of the Year award.



## Music & Nightlife Awards

The *Time Out Dubai* Nightlife Awards is an annual event where *Time Out* and its readers celebrate the music and nightlife scene in Dubai. A glittering awards ceremony is followed by the lavish after-party with an international headline DJ set. Pete Tong, Jazzy Jeff and Fatman Scoop have headlined before – who will it be this year?



# READY TO GET OUT THERE?

**So are we.**



**Sally Whittam**  
sally.whittam@itp.com



**Brendan Jackson**  
brendan.jackson@itp.com



**Sophie Scott**  
sophie.scott@itp.com

**Let's do this.**

# THE COSTS

# DIGITAL RATE CARD

	Rate Card CPM	Dimensions	File Size	Position
<b>Leaderboard*</b>	AED 368	728 x 90px	50 KB	Above the Masthead
<b>Medium Rectangle (MPU)*</b>	AED 368	300 x 250px	50 KB	Within central column of ALL pages
<b>Half Page</b>	AED 477	300 x 600px	50 KB	Right hand side of the screen
<b>Billboard</b>	AED 551	970 x 250px	50 KB	Below the Masthead
<b>Overlay (Eyeblaster)</b>	AED 551	450(w) x 450(h) px - this is the maximum. Include a close button functionality	50 KB	Any except over the Masthead or other advertising formats (appears over the page content)
<b>Native Video</b>	AED 918	Varied	N/A	Multiple positions
<b>Interstitial</b>	AED 551	Full Screen - 750 x 450px	100 KB	Appears between any page impression & visible for 60 seconds
<b>Content Push</b>	AED 551	Leaderboard(728x90px) White Space Banner (220x550px) Content Push (Video Streaming, 632 x 356px)	As above except Content Push, 50 KB	Below the Masthead
<b>Mobile Catfish</b>	AED 551	320 x 50px	40 KB	Fixed at the bottom of the page
<b>Catfish</b>	AED 551	1004 x 60px	40 KB	Fixed at the bottom of the page
<b>Homepage Roadblock</b>	AED 91,800	220 x 550px, 728 x 90px, 300 x 250px	40 KB	Homepage per day
<b>Branded Backgrounds</b>	AED 12,852	1652(w) x 770(h) px - for visibility breakdown see last page	50 KB	Either side of the main body text. Per day
<b>Channel Sponsorship</b>	AED 55,080	300 x 68px	50 KB	Logo on right of Channel bar. Per week
<b>Microsites</b>	AED 275,400	220 x 550px, 728 x 90px, 300 x 250px	50 KB	Dedicated microsite housed within <i>Time Out</i> . Bespoke editorial pages built for the advertiser with their colours and images integrated into the fabric of the website. Per month
<b>Surveys</b>	AED 73,440	220 x 550px, 728 x 90px, 300 x 250px	50 KB	Dedicated survey housed within TO.com. Per month
<b>Sponsored Search</b>	AED 55,080	N/A	N/A	40 words at top of pre defined searches - Cost per week
<b>Special Operations</b>	Contact Sales Team			
<b>Branded Video Content / Native Articles</b>	Contact Sales Team			

Special operations & other opportunities are available on request. All prices quoted as exclusive of applicable taxes.

\*For Expanding/ Video add AED19 cpm

px - pixels, measurement unit for screens/ KB - kilobytes, size of file/ CPM - cost per thousand, banner rate based on number of views / number of emails sent

Dynamic Banners - Website banners that can read from "live" online sources/ feeds - dynamically updated

City or Section Targeting - i.e. Dubai, Abu Dhabi etc. Subject to a 20 percent premium on the CPM rate

Video/Rich Media - available on all of the above

# THE COSTS

# PRINT RATE CARD

	AED	Trim WxH (mm)	Type Area WxH (mm)	Bleed WxH (mm)
Inside Front Cover	AED 55,000	205 x 275	195 x 265	215 x 285
Inside Front Cover Spread	AED 75,000	410 x 275	400 x 265 ( along with 4 mm gutter space in centre )	420 x 285
Inside Back Cover	AED 41,000	205 x 275	195 x 265	215 x 285
Outside Back Cover	AED 72,000	205 x 275	195 x 265	215 x 285
Double Page Spread	AED 44,500	410 x 275	400 x 265 ( along with 4 mm gutter space in centre )	420 x 285
Full Page	AED 24,000	205 x 275	195 x 265	215 x 285
First Right Hand Page	AED 28,000	205 x 275	195 x 265	215 x 285
Half Page Vertical	AED 14,500	91 x 256	No Bleed	No Bleed
Half Page Horizontal	AED 14,500	184 x 124	No Bleed	No Bleed
Quater Page Regular	AED 11,000	91 x 124	No Bleed	No Bleed
Quater Page Vertical	AED 11,000	44 x 256	No Bleed	No Bleed
Quater Page Horizontal	AED 11,000	184 x 60	No Bleed	No Bleed

Special operations & other opportunities are available on request. All prices quoted as exclusive of applicable taxes.

**Copy Deadline: Time Out Dubai is published every Wednesday. Copy deadline is Thursday 5.00pm prior to cover date.**

# THE SPECS

Advertising will only be accepted in the requirements outlined within this document; copy supplied outside the listed requirements will be accepted at your risk. *Time Out* will not be responsible for the quality of reproduction unless supplied in the requested formats.

## PDF Format

- All Files must be PDF version 1.3
- All files must be supplied as composite CMYK
- All fonts must be embedded, and all embedded fonts must be subsetting
- The document should be set at the bleed size and contain no crop marks within the artwork.
- All images contained within the PDF must be high resolution (300dpi) CMYK format
- InkLimit: Cover: 300%, Inner pages: 240%
- The document should not contain spot colours

## Illustrator CS and InDesign CS Applications

- All images must be composite CMYK, high resolution (300dpi) format
- All fonts must be supplied or outlined
- All files should be packaged or collected for output with all the relevant elements that are required for successful output
- InkLimit: Cover: 300%, Inner pages: 240%
- All documents should contain a bleed area of 5mm

## File Delivery

- ITP have an FTP site that can be used for uploading copy material, details are available from your production coordinator
- All Files must be clearly labelled with magazine, issue date and client e.g. TOD/Issue10/Diesel
- Any proofs supplied must be generated from the documents final version
- Proofs must be 100% of final size, client approved, colour proofs

Should a contract proof not be supplied ITP cannot be held responsible for colour matching or any content errors that may occur. Please note that each publication has its own ink limits based on the paper in which its printed. if you are supplying same copy material for different ITP publications, ITP will not be held accountable for errors/reproduction made during the resizing of artwork.

**Tip : To get best printing results, follow ink limits**