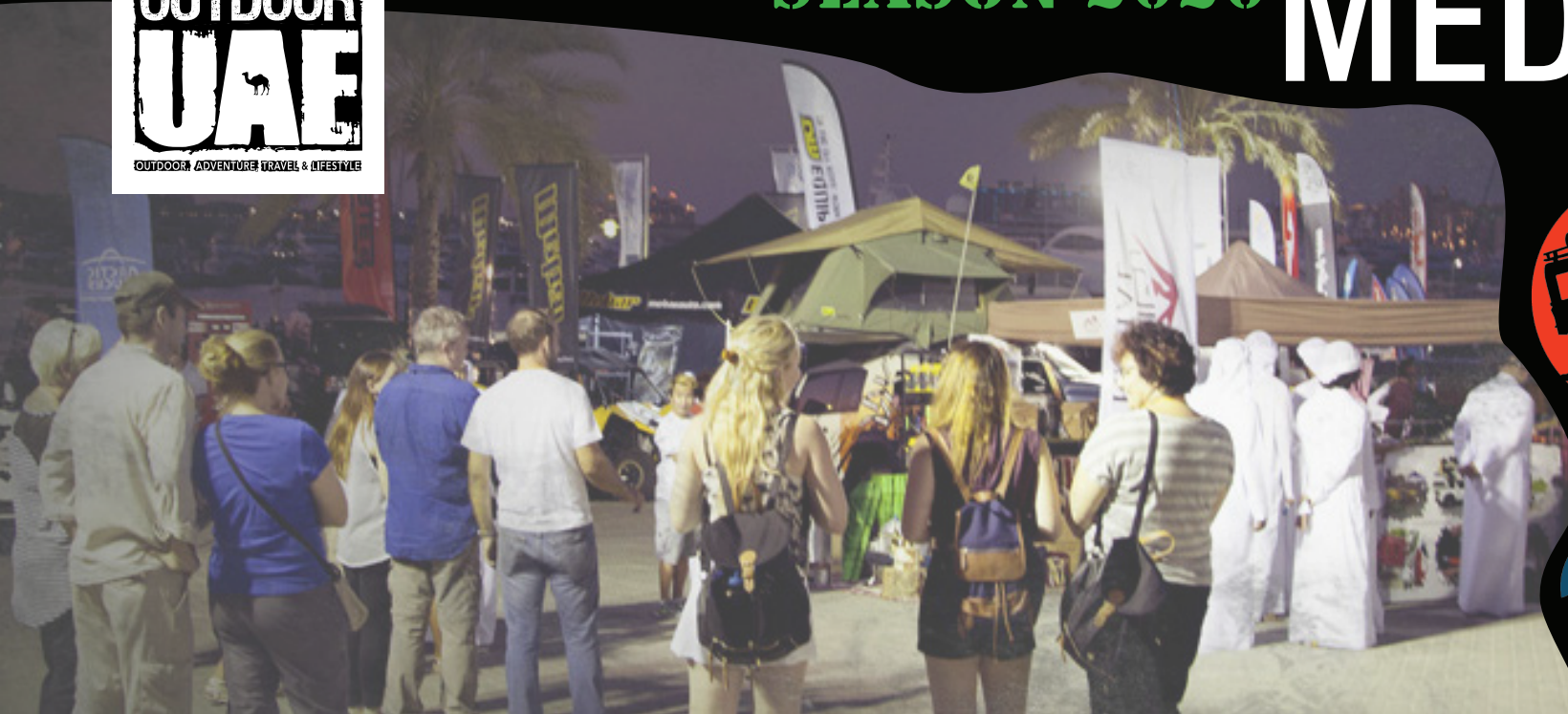


SEASON 2020 MEDIA KIT



■ WEB ■ SOCIAL ■ CONTENT ■ EVENTS & MORE

- The **most comprehensive platform in the region** to find all information about outdoor activities, active lifestyle and adventure travel.
- OutdoorUAE is for many entries in the **top 3 search results on google**
- **10 years** online presence and more than **2000+ articles, 180+ company listings** & useful information
- content is published 365days a year without delay = the **latest and most up to date stories**
- logical and smart linking of internal and external content which will provide a better reading experience
- fully responsive design and content optimized for all devices
- insights on our readers and tracking of behavior to focus on market demands + targeted segmentation

GETTING MORE PEOPLE OUTDOOR, ACTIVE, HEALTHY AND HAPPY SINCE 2010

About OutdoorUAE

Now in its 10th year, the OutdoorUAE is a unique product going 100% digital, on social media and www.outdooruae.com. After 9 years printing and publishing the monthly magazine we have followed new demands. Now we are not limited by publishing dates or page counts, which give us you more freedom. We can fully focus on digital content and include hyperlinks, videos, images or animations.

We support and cover adventures, activities, events, people, services, products, listings, locations, routes and much more, here in the UAE, Middle East and the rest of the world.

WE ARE MORE THAN JUST A WEBSITE

Here at OutdoorUAE we pride ourselves on being different. We are much more than just a website or publication. Thinking outside the box, we take that extra step to get involved with the outdoor community and our target audience whilst building the connecting bridge between the community and the industry. Our content covers entry to expert levels and is always based on honest and credible experience.

Our "Experts," specialist writers, photographers, trendsetters, influencers and leaders in the outdoor community here in Middle East share their outdoor adventures in the form of stories and photography. Regular and one-off contributions are also selected each month to give writers a chance to get their works published. This keeps the content fresh, diverse and loaded with new experiences

DETAILS ABOUT OUR AUDIENCE

Gender: Female 25% | Male 75%
Average age: 37years (age below 21years not considered)
Marital Status: 72% single | 25% married | 3% in a relationship
Education: primary 2% | high school 19% | bachelor 54% | master 24% | doctoral 1%

Per Capita Income:		Ethnical Groups:	
below AED 10,000	20%	Asian	42%
AED 10,000-20,000	27%	European	25%
AED 20,000-30,000	15%	Middle Eastern	8%
AED 30,000-45,000	21%	African	8%
AED 45,000-60,000	8%	Emirati	5%
more than 60,000	9%	Eurasia	5%
average income: AED 26,750		North American	5%
		South American	2%

THE EMAGAZINE CAN BE READ ON



You can find 96 magazine issue online which we have published in the past 9 years.







free reader: <http://outdooruae.com/magazine/>

free reader: <https://issuu.com/outdooruae>

paid app: <https://www.magzter.com/AE/OutdoorUAE/OutdoorUAE/>



IMPORTANT FACTS

-  **30,000** monthly website visit
-  **17,000** qualified email database
-  **26,000+** organic likes on Facebook
-  **10,000+** followers on Instagram
-  **7,000** eMagazine (avr. reads per issue)
-  **250,000** youtube channels views (avr. 6300 video views)

GETTING MORE PEOPLE OUTDOOR, ACTIVE, HEALTHY AND HAPPY SINCE 2010

Advertise with OutdoorUAE

SERVICES & PRICING 2020

Content Creation - PR & Articles	USD
Articles/PR - Our experts will write articles, PR, event reviews or product reviews for you. this includes also photography and the publishing on our website and social media channels	2,500
Video Production	USD
Full HD video production , incl. editing and titles and sound optimized output for various platforms	1,000 starting
Content Posting / Sharing	USD
Website	500
Social Media (content supplied and in line with our content guidelines)	500
Website Banners	USD
Leaderboard - Top (728x90px)	500
Side Banner - Square (250x250 pixel) (Homeonly)	500
Directory Premium Listing (highlighted in listings, link in activity page) price per month - min booking 3 months)	150
Directory Listing	free
E-Newsletter	USD
Fully self branded email blast	6,000
Banner or content in OutdoorUAE Newsletter(100x-200pixel)	300
Events	
Events, Activations and corporate team building	price on request

The knowledge of our target group and flexibility as an independent company gives us the freedom to discuss with you, your very own individual solution to ensure the best benefit for your budget and business. Advertising with us gives you the unique opportunity to get access to the outdoor community.

Contact details:

For more information about advertising rates, please contact:

Dubai Office Tel. +971 (0) 4 398 3297
Mobile/WhatsApp +971 (0) 55 93 98 915
Email: sales@outdooruae.com

OUTDOORUAE GUIDE BOOK

You can buy the second edition of our expert guide book in selected shops in the UAE or online www.amazon.ae
(enter the search: outdooruae)



OUTDOORUAE FLAGSHIP EVENT

We are back with the 4th Edition of our popular event the
Off-Road and Adventure Show
6.-7. March 2020
www.4x4adventureshow.com



GETTING MORE PEOPLE OUTDOOR, ACTIVE, HEALTHY AND HAPPY SINCE 2010