



Spécial *madame*
FIGARO
بالعربي

MEDIA KIT 2025

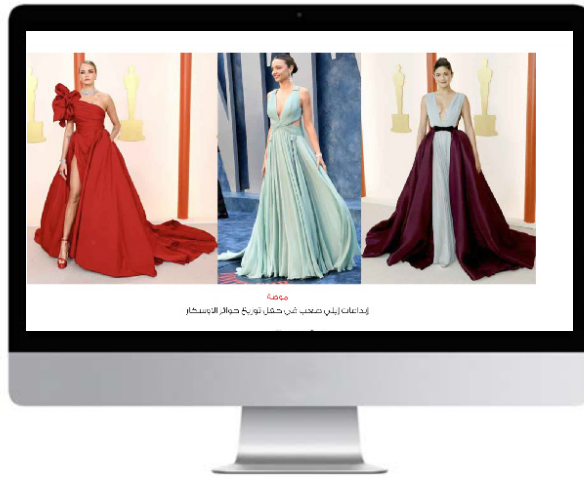
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بالعربي

FASHION, BEAUTY,
JEWELRY & WATCHES
LIFESTYLE, PEOPLE,
INSPIRATIONAL WOMEN
WEDDINGS, FOOD,
HOROSCOPE...

WELCOME TO THE
LUXURY WORLD OF
SPECIAL ARABIA, THE
ONE-STOP DESTINATION
FOR THE MODERN,
TRENDY AND SASSY
ARAB WOMAN.

DIGITAL AUDIENCE DECEMBER 2024



250K
PAGE
VIEWS

1.3M
EVENT
COUNT

150K
USERS

AUDIENCE

18%
UAE

42%
KSA

12%
EGYPT

COUNTRY

86%
MOBILE

4%
TABLET

10%
DESKTOP

DEVICES

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DIGITAL AUDIENCE DECEMBER 2024



78%
WOMEN

GENDER

22%
MEN

AGE GROUP

26.86%
18 - 24

35.05%
25 - 34

17.97%
35 - 44

53.1%
of total users
with affinity to fashion,
beauty, shopping and
lifestyle

D I G I T A L A U D I E N C E D E C E M B E R 2 0 2 4



88%

Interested in
different dresses
and shoes

50%

Focusing on
health care

51%

Engaged with
women clothing
accessories

87%

Looking for skincare
products

53%

Searching for
Luxury brands

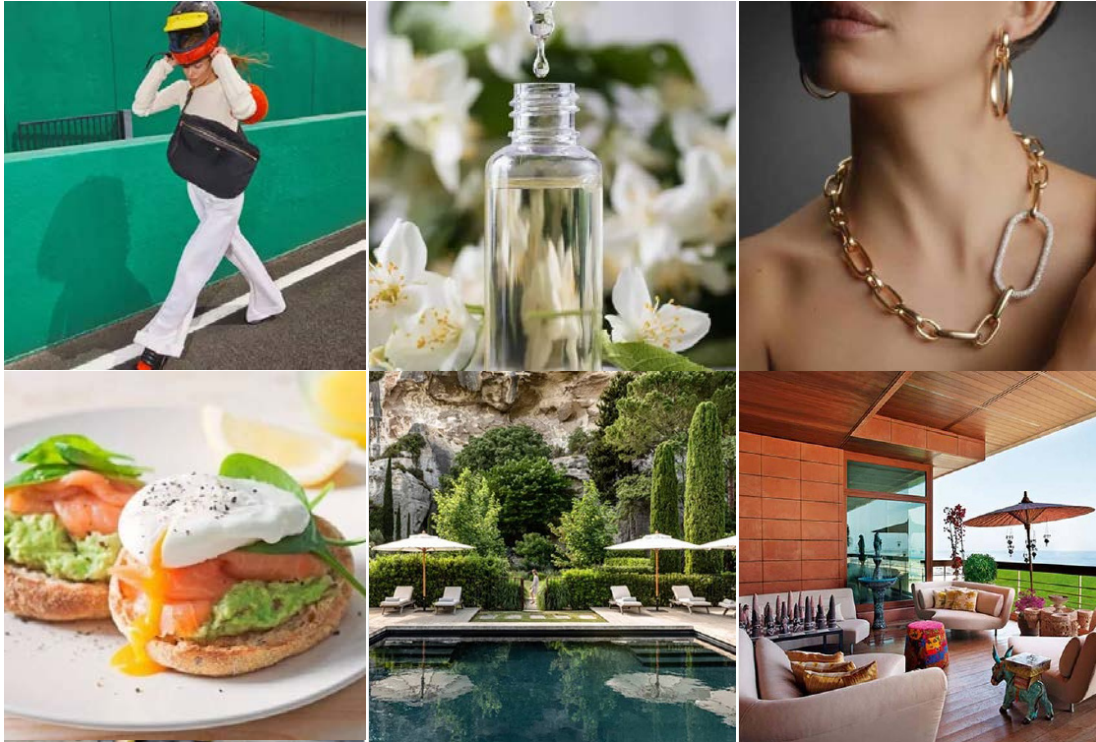
63%

Captivated by
Fashion & Beauty

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DIGITAL AUDIENCE DECEMBER 2024



7X

more likely to
look for healthy
food options

9X

more likely to
look for skirts

6X

more likely to buy
cosmetics

5X

more likely to
engage with
entertainment
related topics

10X

more likely
to be interested in
sportswear

5X

more likely to
be interested in TV
shows

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D I G I T A L A U D I E N C E
D E C E M B E R 2 0 2 4



FACEBOOK
29K



TWITTER
1500



INSTAGRAM
23.5K

EDITORIAL OVERVIEW

FASHION

We bring you the latest news about the fashion industry, designers, trends, up-to-the-minute runway shows photos, influencers and celebrity style, shopping suggestions, and large coverage of Fashion Weeks.



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EDITORIAL OVERVIEW

BEAUTY

Get the best beauty advice and tips from our editors but also from experts and makeup artists. Skincare, fragrances, makeup trends, how to videos, haircare, wellness, and cosmetic treatments: we've got you covered!



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EDITORIAL OVERVIEW

DECO



TRAVEL



PEOPLE



HEALTH



WEDDINGS



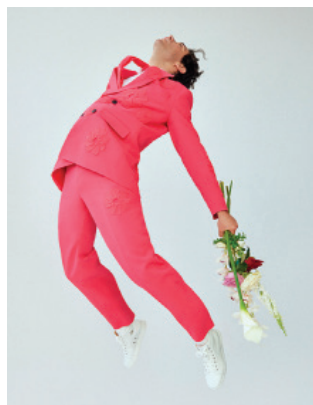
INSPIRATIONAL



JEWELRY



CULTURE



FOOD



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DIGITAL RATES 2025



STANDARD BANNERS

Sizes	Rate
728x90	\$75 CPM - Desktop
300x250	\$75 CPM - Desktop & Mobile
300x600	\$75 CPM - Desktop & Mobile
970x250	\$90 CPM - Desktop
320x50	\$75 CPM - Mobile
320x100	\$60 CPM - Mobile
Roadblock	\$125 CPM - Desktop & Mobile

RICH MEDIA

	Rate
Overlay	\$110 CPM - Desktop & Mobile
Interstitial	\$110CPM - Mobile
Stickt Footer	\$100CPM - Desktop & Mobile
Expandable banner	\$110CPM - Desktop
Video InBanner	\$75 CPM - Desktop & Mobile
Video InView and InPage + sticky	\$40 CPM - Desktop & Mobile



D I G I T A L T E C H S P E C S

BANNER DESKTOP

970 x 250px, 728 x 90px,
300 x 600px, 300 x 250px

FORMAT: JPEG, GIF

MAXIMUM SIZE: 250KB

VIDEO DESKTOP

640 x 360px

FORMAT: MP4

MAXIMUM SIZE: 1MB

BANNER MOBILE

320 x 50px, 300 x 250px,

FORMAT: JPEG, GIF

MAXIMUM SIZE: 150KB

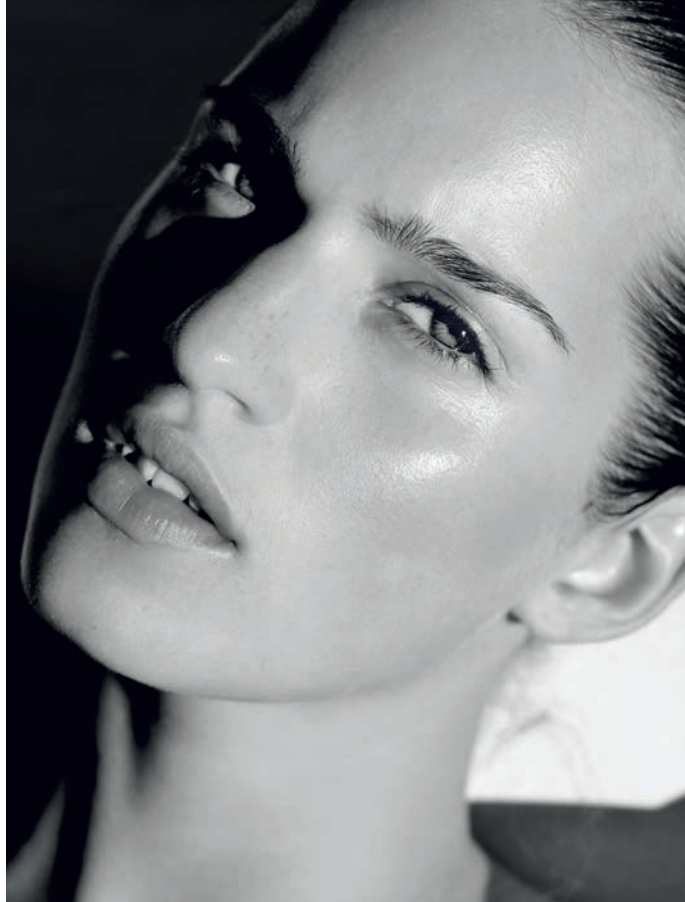
VIDEO MOBILE

640 x 360px

FORMAT: MP4

MAXIMUM SIZE: 1MB

SPECIAL PROJECTS



ADVERTORIAL SHOOTS

Art directed by our team of experts, from photographers to stylists and art directors, these inspiring and amazing photos and videos communicate the brand/client's message and identity to our readers and viewers.

NATIVE ARTICLE

Copy written by our editors, these articles are visually supported by relevant material such as videos and photo galleries.

DIGITAL SPONSORSHIP

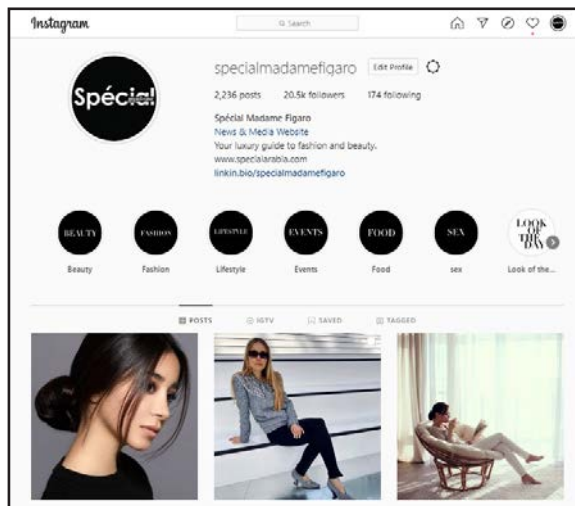
Tailor made feature or selected from our eight sections, it provides a flexible, personalized and targeted communication tool.

GAIN IN VISIBILITY WITH SOCIAL MEDIA

The social media ecosystem has become saturated with influencers and advertisers of all kind. Standing out on these channels has become complicated and expensive.

Special Madame Figaro has a social following of more than 50,000 ; an exclusive and proactive community that can carry your brand in a trustworthy and premium environment.

We pledge never to post more than one sponsored post per day.



Platform	Objective	Targeting	Format
<ul style="list-style-type: none"> Facebook Instagram Twitter Pinterest Snapchat 	<ul style="list-style-type: none"> Reach <i>(Guaranteed)</i> Video Views 	<ul style="list-style-type: none"> Socio Demographic Interest Geolocation Gender Age 	<ul style="list-style-type: none"> Image Link Videos Stories

Madame Figaro, a global brand.



9 INTERNATIONAL EDITIONS

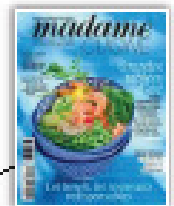
- Japan
- Portugal
- Lebanon
- China
- Turkey
- Hong Kong
- Greece
- Cyprus
- Spain



N°1 in circulation with 382,431 copies distributed

INTERNATIONAL

PRINT



SPECIAL THEMATIC SERIES
MADAME FIGARO CUISINE (April-November)
HS LEADERSHIP (October)

INFLUENTIAL LABELS

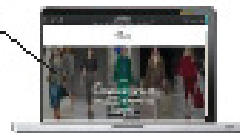
EVENTS



madame
FIGARO

THE BRAND BRINGS TOGETHER
7 MILLION PEOPLE
 EVERY MONTH

DIGITAL



6.3 million unique visitors



MOBILE APP
 400 000 VISITS



NEWSLETTER SUBSCRIBERS
 910 K

PODCASTS BY MADAME
 + 2 millions of streams



INFLUENTIAL COMMUNITY
 3,3M OF SOCIAL MEDIA USERS

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C O N T A C T U S



UAE

Dubai Media City
DMC, Building 08, Unit EO 59

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