

OHILALA

Qatar Media Kit 2019

OHILALA

Ohlala is a luxury fashion and lifestyle magazine for those who enjoy the good things in life...

A fashion-forward, freethinking, finger-on-the-pulse monthly with exclusive interviews and stunning fashion shoots.

The World of Ohlala



Ohlala features a perfect mix of interesting articles with excellent images. Catching the eye of readers, the big picture-spread articles focus on exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, motoring and events.



This luxury fashion and lifestyle magazine has rapidly built a reputation as a trendsetting medium and a key source of information for what's new and hot in Doha.



Ohlala readers are well-educated, high-income earners belonging to the middle to upper social strata. Their lifestyle is geared towards enjoying the good things in life. *Averaging* around 100 pages, *Ohlala* is published 12 times per year.



Ohlala has a circulation of 10,000 copies per month in Qatar. This is made up of subscriptions, distribution in high-traffic public places and magazine stand sales.

Qatar's leading luxury magazine

Ohlala Qatar Magazine features a perfect mix of interesting articles with excellent images.



READERSHIP PROFILE

Catching the eye of readers, the big picture-spread articles focus on exclusive interviews, fashion, style, art and culture, beauty, shopping, home, travel, motoring and events.

Reader Monthly Income

QR50,000+

Circulation

10,000

COPIES PER MONTH

Circulation Split

60%

PUBLIC PLACES
(Complementary)

20%

SUBSCRIPTIONS

20%

RETAIL

Readership

75,000

*Readership
Favourite*

40%

FAMILY & WOMEN
INTEREST

37%

FASHION

13%

FOOD & DRINKS

10%

NEWS

Target Audience

80% **20%**

Local Expatriate

Gender Distribution

68% **32%**

Female Male

Age Distribution

25% **60%**

20-25 26-44

15%

45+

EDITORIAL MISSION

*The essence of style...
Uniting women across the region*

Ohlala inspires women to discover and celebrate their own style in all aspects of their lives. With up-to-date features on FASHION, BEAUTY, ART, CULTURE and the overall LUXURY LIFESTYLE – all aspirational and accessible – it encourages readers to cultivate not just PERSONAL STYLE, but the success that comes with being an empowered woman.



STYLE

The season's hottest trends from the catwalk to street fashion, comprehensive fashion guides, celebrity styles, behind-the-scenes of fashion shows to haute couture and must-have accessories.

INTERVIEWS

Exclusive interviews with celebrities, inspirational women, art and culture aficionados, plus those who serve as role models to others in society, sharing their story of success and offering essential advice and tips.

FASHION

Glossy pages of eye-catching and professional in-house fashion shoots with various artistic themes, as well as exclusive features and interviews with international fashion designers.

DINING

The inside scoop on Qatar's newest and hottest restaurants, hotels, boutiques and cafes, on-site dining reviews and interviews with those in the know from the industry.

BEAUTY

The latest trends hot off the catwalk, the best looks for the season, beauty tips and tricks, the newest products on the market, makeup and hair-styling how to.

SOCIETY

Ohlala keeps you up to date with the places to see and be seen, with special post coverage of the hottest events and parties.

MOTORING

A look into the very latest and greatest designs and models of cars reviewed from a woman's perspective.

EDITORIAL CONTENT

“The Ohlala woman is a chic independent thinker who is not afraid to stand out from the crowd – radiating her inner beauty, she delights in pleasuring the senses.”

Style



Travel



Ohlala Spotlight



OHHLALA Spotlight

FEMALE BOSS

Ohlala looks into a day in the life of SOPHIE EVANS who is the Director of Marketing at the prestigious THE WESTIN Doha Hotel & SPA and is happily married.

Words by PORIA ADAM

Style focus



Fashion



GET YOUR BRAND CONNECTED...

Our Social Media channels and Mobile App allows advertisers to connect with *Ohlala's* most engaged consumers.

TWITTER

@ohlalagcc has built a reputable following, through fun and interesting tweets on a daily basis.

INSTAGRAM

We post pictures of unusual finds, foodie hotspots, and the content from our latest issue, tagging clients and using appropriate hashtags.

FOLLOWERS - 6.8K

FACEBOOK

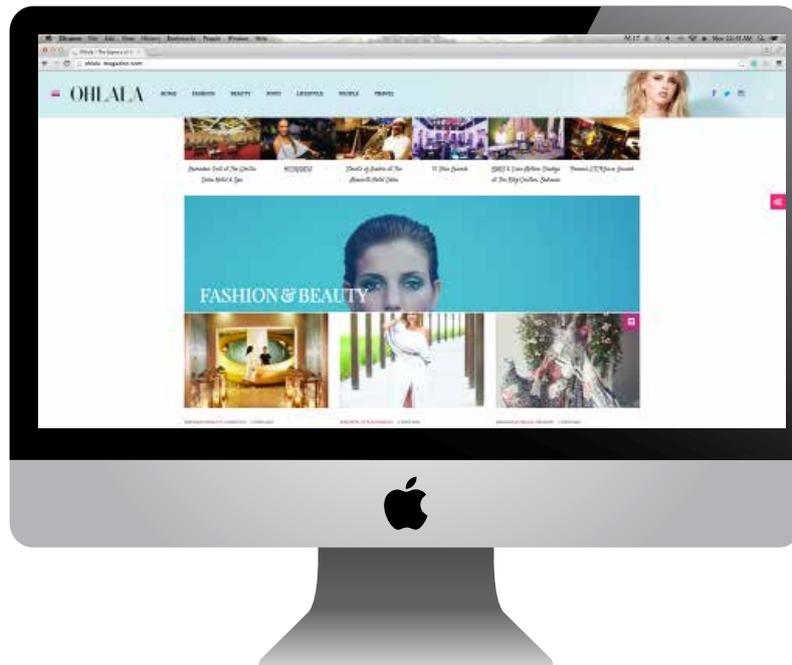
Ohlala's Facebook page is used to promote events and dining offers, as well as to interact with readers and clients.

FOLLOWERS - 4.6K

ISSUU

This online platform provides a sneak peek into the latest issue with the magazine getting up to 20,000 unique visitors and reads, monthly.

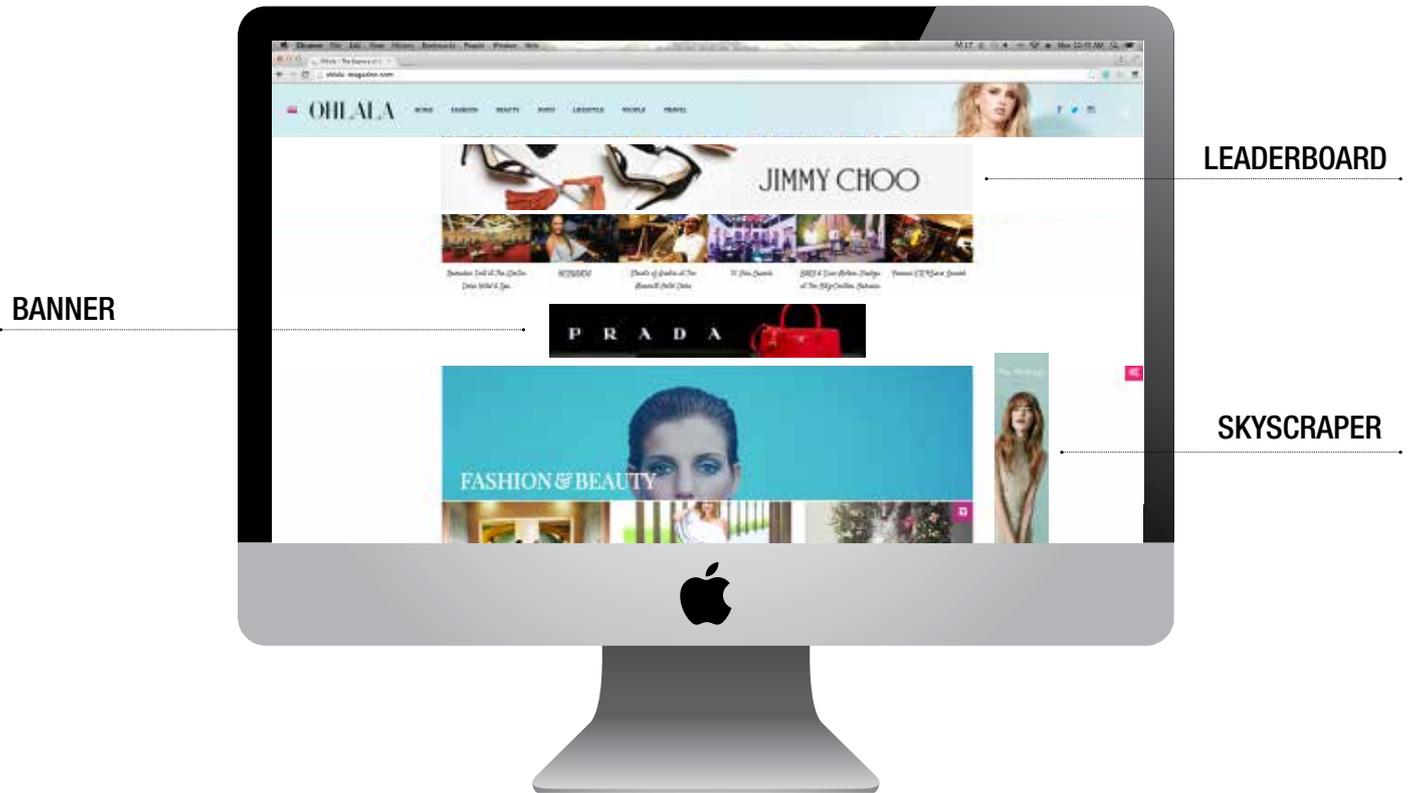
Our brand new website www.ohlala-magazine.com packages all the best features from print, as well as all the latest events and happenings in Doha.



CHECK OUT OUR NEW WEBSITE
WWW.OHLALA-MAGAZINE.COM

WEB RATE CARD

Ohlala-magazine.com is the driving force and authority on all things fashion, beauty and lifestyle. It is the go-to portal in Qatar and is fast becoming a pillar on the luxury scene and is providing readers all the essentials for a fabulous lifestyle - available at their finger tips



ADVERTISING RATES & DISCOUNTS ————— 1 MONTH ——— 3 MONTH ——— 6 MONTH ——— 12 MONTH

HOMEPAGE PLATFORM

BANNER 468 x 60 pixels Max file size 35kb	\$ 1,000	\$ 2,700	\$ 4,800	\$ 8,400
SKYSCRAPER 120 x 600 pixels Max file size 40kb	\$ 750	\$ 2,100	\$ 3,900	\$ 7,200
LEADERBOARD 728 x 90 pixels Max file size 70kb	\$ 1,200	\$ 3,300	\$ 6,000	\$ 10,800

*Limited availability in each ad size. Includes direct link to your site.

*Special operations i.e. page takeover, pop ups etc. price on request

OHLALA ANALYTICS

<i>Monthly unique visitors</i> 42,256	<i>Monthly page visits</i> 126,540	<i>Monthly Sessions</i> 85,256	<i>Local EDM</i> 32,000 followers
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NOTE Types of files Jpeg, gif, flash (72 dpi)

OHLALA

WWW.OHLALA-MAGAZINE.COM

RATE CARD

Since out-of-specifications material could negatively impact the quality of reproduction, all advertising material furnished out-of-specification **MUST** be coordinated with our Sales Representatives and subsequently our design team.

ADVERTISING RATES & DISCOUNTS

SPECIAL OPERATIONS

Available on request

ADVERTORIAL

Advertorial full-page. QAR 9,500/ US 2,610
Discounts to be given on a case-to-case basis and subject to publisher approval.

OTHER DETAILS

FREQUENCY. MONTHLY

LANGUAGE. ENGLISH

PUBLICATION DATE. 1ST WEEK OF THE MONTH

ARTWORK DEADLINE. 20TH OF THE MONTH PRIOR TO PUBLICATION

EDITORIAL DEADLINE. 12TH OF THE MONTH PRIOR TO PUBLICATION

CANCELLATIONS. ANY CANCELLATIONS MUST BE RECEIVED IN WRITING NO LATER THAN 30 DAYS PRIOR TO THE PUBLICATION DATE IN ORDER TO BE EFFECTIVE.

AGENCY COMMISSION. 15% ON RATE CARD PRICE

RECOMMENDED RETAIL PRICE. QR20

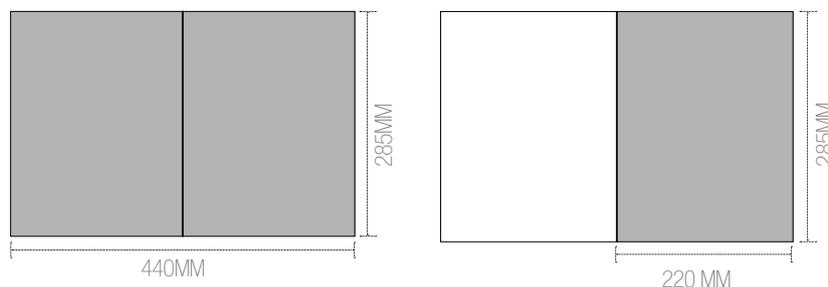
STANDARD POSITIONS

	USD	QAR
FP	4,119	15,000
FP - OPPOSITE ED LETTER	5,493	20,000
FP - OPPOSITE CONTENTS	5,218	19,000
FP - OPPOSITE CREDITS	4,943	18,000
DPS	7,414	27,000

PRIME POSITIONS

	USD	QAR
GATEFOLD	13,180	48,000
IFC DPS	13,180	48,000
1st DPS	11,800	43,000
2nd DPS	10,710	39,000
3rd DPS	9,610	35,000
4th DPS	8,787	32,000
DPS (before p.20)	8,240	30,000
OBC	14,000	51,000
IBC	5,766	21,000
FP	4,669	17,000

DIMENSIONS



NOTES: BLEED 5MM FOR ALL BLEED EDGES | FORMATS PDF, AI, INDD, JPEG | MIN RESOLUTION 300 DPI. ALL IMAGES MUST BE IN CMYK ACCOMPANIED BY A HARD COPY IN COLOUR | TRIM DO NOT PLACE TEXT WITHIN 5MM OF EDGE

DISTRIBUTION

10,000 copies of *Ohlala* Qatar are distributed complimentary in hotels, restaurants, shopping malls and residential areas. The magazine is also sold in supermarkets and local coldstores.

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