



**Esquire**  
MIDDLE EAST

**esquireme.com**

DIGITAL MEDIA PACK 2018



UNIQUE USERS:  
**150,000**

BOUNCE RATE:  
**67%**

AVERAGE AGE:  
**25-35**

**75**

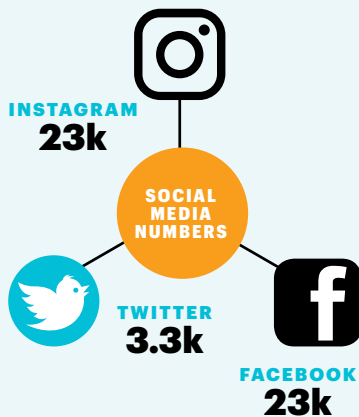
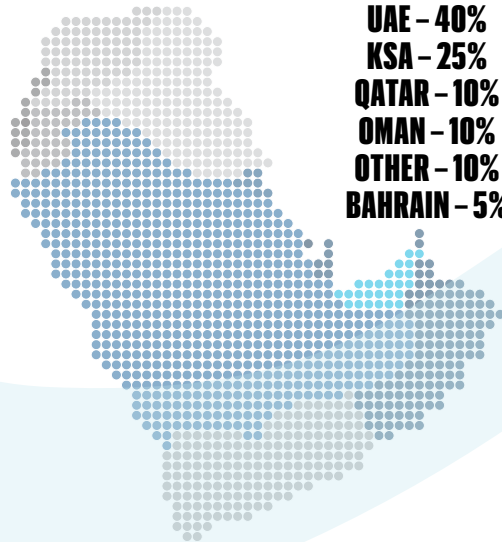
MALE / FEMALE

**25**

MONTHLY PAGE VIEWS:  
**300,000**

GEOGRAPHICAL FOCUS:

- UAE - 40%
- KSA - 25%
- QATAR - 10%
- OMAN - 10%
- OTHER - 10%
- BAHRAIN - 5%



**1:53** AVERAGE TIME ON SITE PER VISIT:

**EDITORIAL CALENDAR 2018**

- JANUARY - MEN'S GROOMING
- FEBRUARY - FOOD AND DRINK
- MARCH - MOTORING
- APRIL - WATCHES

- MAY - SELF-IMPROVEMENT
- JUNE - ESQUIRE'S BEST DRESSED MEN
- JULY - TRAVEL
- AUGUST - TECHNOLOGY

- SEPTEMBER - STYLE
- OCTOBER - ENTREPRENEURS
- NOVEMBER - SPORT
- DECEMBER - FILM



# DISPLAY FORMATS **esquireme.com**

## CREATIVE GUIDELINES AND SPECIFICATIONS

**BILLBOARD**  
1170w X 150h

**Esquire**  
MIDDLE EAST

BRIEF | FOOD AND DRINK | CULTURE | GEAR | SPORTS | STYLE | WOMEN | MAGAZINE | SUBSCRIBE



**Cinema's go-to poster boy**  
Fresh eyes on the work of graphic artist Saul Bass



**Introducing Abu Dhabi's culinary capital**  
Why The Galleria on Al Maryah Island is now on every foodie's radar

**MPU**  
300w X 250h

Most Popular Stories

HOW SOCIAL ENTREPRENEURSHIP HELPS THE BOTTOM LINE

WHICH WATCH IS BEST FOR ME?

11 TV SHOWS TO WATCH THIS YEAR

HOW SOCIAL ENTREPRENEURSHIP HELPS THE BOTTOM LINE



**Fi's Daniel Ricciardo is driven**  
The Red Bull Racing driver talks rivalry, preparation and how he is feeling ahead of the Abu Dhabi Grand Prix



**Hermès' new Dubai home**  
Another reason to treat yourself in Mall of Emirates this weekend



**Want to have dinner in the sky?**  
A cheffy dinner suspended 50 metres above the ground



**VIDEO: Why a caddy should not just be for the golf course**  
...featuring the lovely Paige Spiranac



**A driverless UAE?**  
Does the automated car industry have a future in the Gulf?



**9 business tips from successful people**  
Buffett, Branson, Jobs, Schmidt - we can all learn a few things from these gyps

**WSB**  
300w X 600h



**Why the rebooted Westworld matters**  
The new TV show is out this week, while the 1973 original is still shaping sci-fi



**5 reasons you need to buy PES 2017**  
We've got ours on pre-order

**BILLBOARD**  
1170w X 150h

### **BILLBOARD BANNER**

**Dimensions:**  
1170(w) x 150(h) pixels  
**Size of file:**  
50KB  
**Type:**  
GIF / JPEG / HTML5  
**Creative Deadline:**  
2 working days prior to live

### **MPU**

**Dimensions:**  
300(w) x 250(h) pixels  
**Size of file:**  
50KB  
**Type:**  
GIF / JPEG / Flash / Video  
**Creative Deadline:**  
2 working days prior to live

### **WSB**

**Dimensions:**  
300(w) x 600(h) pixels  
**Size of file:**  
50KB  
**Type:**  
GIF / JPEG / Flash / Video  
**Creative Deadline:**  
2 working days prior to live

### **BILLBOARD - PAGE END/ FOOTER**

**Dimensions:**  
1170(w) x 150(h) pixels  
**Size of file:**  
50KB  
**Type:**  
GIF / JPEG / Flash / Video  
**Creative Deadline:**  
2 working days prior to live

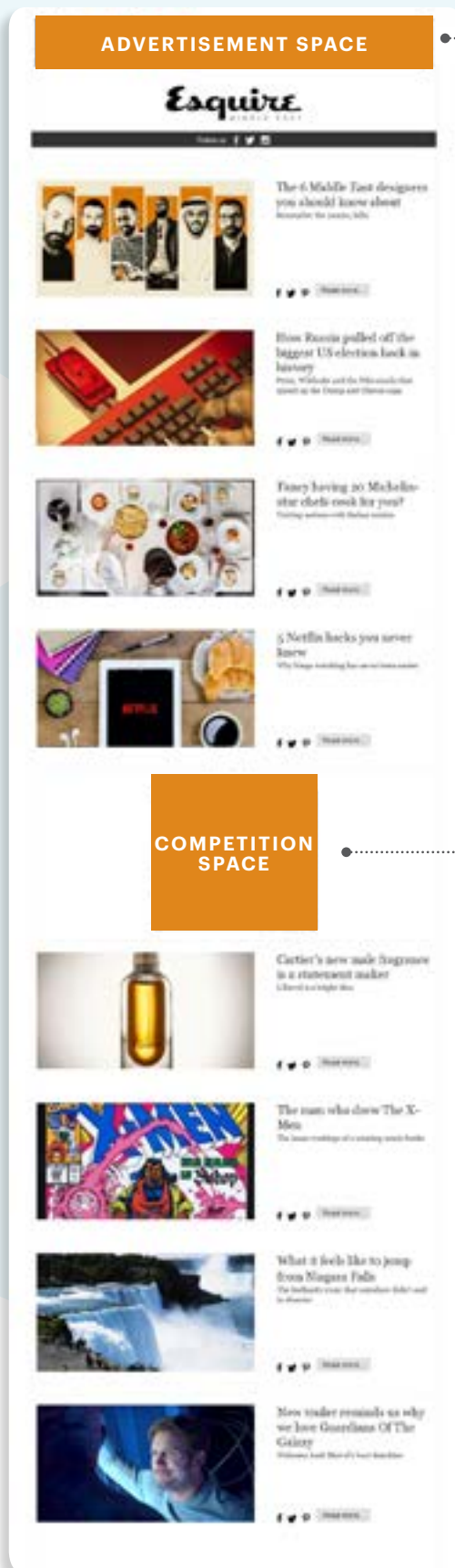
### **BRANDED BACKGROUND\***

**Dimensions:**  
1652(w) x 1000/770(h) pixels  
**Size of file:**  
100KB  
**Type:**  
GIF / JPEG  
**Deadline:**  
2 working days prior to live  
\*subject to brand and creative approval



# EMAIL MARKETING **esquireme.com**

## CREATIVE GUIDELINES AND SPECIFICATIONS



### ADVERTISEMENT SPACE

<b>Dimensions:</b>	564(w) x 235(h) pixels
<b>Size of file:</b>	50KB
<b>Type:</b>	GIF / JPEG / Flash
<b>Creative Deadline:</b>	2 working days prior to live

### EXCLUSIVE COMPETITION SPACE

<b>Dimensions:</b>	264(w) x 264(h) pixels
<b>Size of file:</b>	50KB
<b>Type:</b>	GIF / JPEG / Flash with accompanying editorial underneath and clickthrough story on website
<b>Creative Deadline:</b>	2 working days prior to live

### E-MAIL BLASTS

Targeted advertising campaigns sent straight to the inbox of our subscribers

<b>Database:</b>	Max 26,000
<b>Cost:</b>	\$300CPM



**40% KSA**  
**30% UAE**  
**15% Qatar**  
**10% Kuwait**  
**5% Rest**

NEWSLETTER

**26,000**  
SUBSCRIBERS



# SOCIAL MEDIA **esquireme.com**

BECAUSE MODERN CONVENTION DICTATES IT

Esquire RECOMMENDS...



Esquire RECOMMENDS...



**VILEBREQUIN**

Shorts, price xxx. Available at XXXXXXX

REQUIREMENTS

With our extensive social media network we can run sponsored campaigns that will directly target our followers, encouraging engagement with the posts.

## RATES

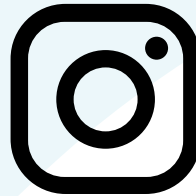
Per post

\$3,500



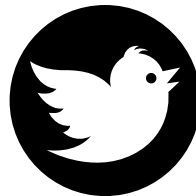
FACEBOOK

**23k**



INSTAGRAM

**23k**



TWITTER

**3.3k**



YOUTUBE

**550k** VIEWS



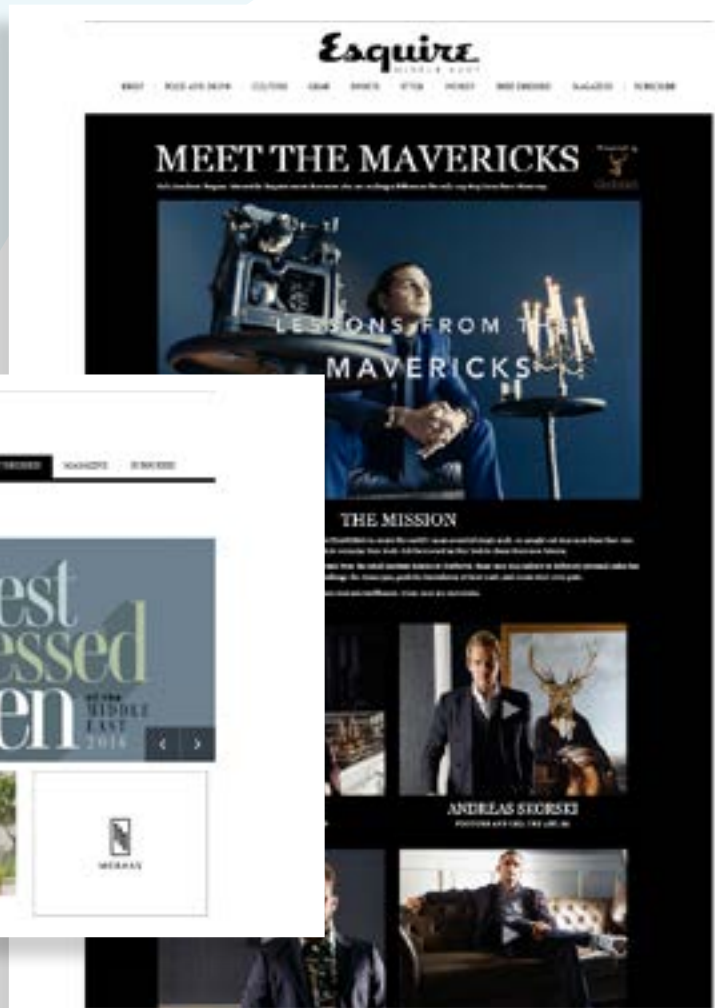


## OBJECTIVE

To maximise understanding and reach of brand campaigns

## SOLUTION

Create targeted native content solutions to reinforce the brand message to readers



# POSITIONS & RATES **esquireme.com**

## **BANNERS**

## **US\$ CPM**

Billboard	\$140
MPU	\$100
WSB / Half Page	\$110
Billboard – page end/footer	\$120
Billboard XL (Video)	\$150
Inread Video	\$160

## **FIXED PLACEMENT**

## **US\$**

Homepage – Takeover	\$350 per day or \$10,000 per month
Homepage – Billboard Banner	\$8,000 per week
Homepage – WSB	\$8,000 per week

## **CREATIVE SOLUTIONS**

Branded Content Article  
Branded Video Content Article  
Bespoke Video (local)\*  
Bespoke Video (International)\*  
Behind the Scenes Video  
Destination Guides

*Contact sales for details*

\*Subject to final brief

# POSITIONS & RATES **e-newsletter**

## **FIXED PLACEMENT**

## **US\$**

Takeover	\$7,000 per week
Advertisement Space	\$2,250 per week
Competition Space	\$3,500 per week





**Esquire**  
MIDDLE EAST

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