



GCC Time Out Audience

Core Audience: 25 – 50 years
Average 40:60 male/female split
c 98% ABC1

Profile: Regular Travellers
Socially Active
Cultural
Trend setters
Looking for inspiration on what to do
Actively engaged with Time Out brand

“Time Out - inspiring you to lead a richer life.”

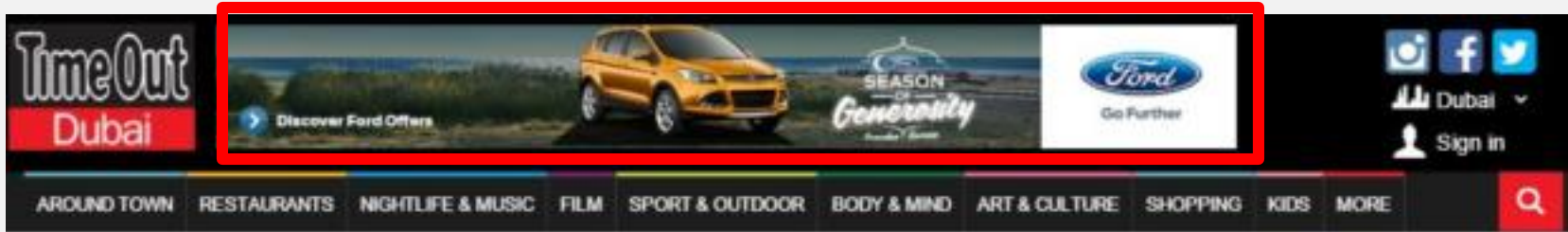


Time Out Audience

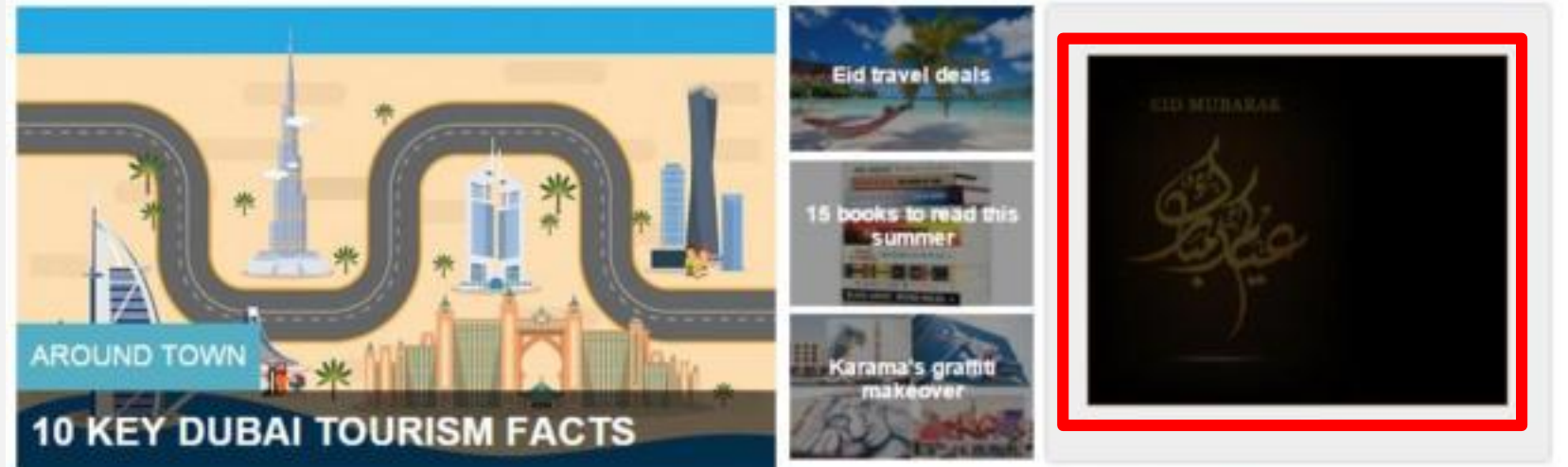


Website	Unique Users	Impressions	Twitter	Facebook
TimeoutDubai.com	960,000	7,500,000	301,000	118,621
TimeoutDubai.com/Arabic	305,000	1,006,500	n/a	10,586
TimeoutAbuDhabi.com	335,000	885,000	75,000	21,684
TimeoutBahrain.com	35,000	190,000	5,812	4,898
TimeoutDoha.com	38,000	250,000	36,500	12,496
TOTAL	1,673,000	9,831,500	418,312	168,285

Standard Banners-
-you choose the sections you want your banners to run on



AED
405
/CPM



AED
405
/CPM




Standard Banners-
-you choose the sections you want your banners to run on




AROUND TOWN RESTAURANTS NIGHTLIFE & MUSIC FILM SPORT & OUTDOOR BODY & MIND ART & CULTURE SHOPPING KIDS MORE

BEST RESTAURANTS BY CUISINE




RESTAURANTS

Best Steakhouse




RESTAURANTS

Best Italian




RESTAURANTS

Best romantic



RESTAURANTS


Best Indian



RESTAURANTS

Best Thai

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Time Out Tickets

F1 2015

2015 Formula 1 Etihad Airways Abu Dhabi Grand Prix

Yas Marina Circuit
27,28,29 November

BUY TICKETS NOW

AED 425/CPM

Billboard banners

-you choose the sections you want your banners to run on



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**AED
645
/CPM**



Standard Banner's
Leaderboard . MPB

Expandable Leaderboard
-you choose the sections you want your banners to run on



Restaurants

AED 425/CPM

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Name

Cuisine

Area

Good for

Price Type

Search

Explore by

Cuisine Type

Bar Food (79)
British (1)

Jason Atherton in the UAE
Michelin-starred chef on his upcoming restaurant in Dubai Marina

Business lunch | 5 to try | Todd English in | Jason Atherton in

arabian **Business.com**

Now on your iPad

Expandable MPU

-you choose the sections you want your banners to run on

Standard Banner's

The screenshot shows the TimeOut Dubai website interface. On the left, there are sections for 'Today in Dubai' (listing 5 things to do, nightlife, cinema, meal deals, and drink deals), 'The Knowledge' (Five more Dubai metro stations to open in October), 'Myleene Klass moving to Dubai?', 'Job risk for UAE real estate and banking workers', and 'Your Opinion' (What is your favourite meal of the day?). The main content area features a large photo of Louie Vega and Mark Ronson, followed by an 'Editor's hot pick' for 'Sport & Outdoor' (Join a Dubai running club). Below this are sections for 'turtles' and 'interview'. On the right, there is a 'Most popular' list of articles and a 'Photos' tab. A large red-bordered MPU advertisement for the Nissan Tiida is prominently displayed in the center, featuring a blue car and a navigation menu with options like 'Know more about us', 'Why Tiida Rocks', 'Watch Tiida in action', 'Check out the specs', and 'Request test drive'. At the bottom right, there is an HSBC Premier banner.

**AED
425
/CPM**

Expandable Half Page
-you choose the sections you want your banners to run on

AED 440 /CPM

The image displays a collage of content from a website, primarily centered around a promotional banner for the Cavalia performance. The banner, highlighted with a red border, features the Cavalia logo in orange script against a blue background with a horse and rider silhouette. Text on the banner includes "OPENS 20 MARCH DUBAI WORLD TRADE CENTRE", the hashtag "#cavalidub", and the headline "A BREATHTAKING THEATRICAL PERFORMANCE OF MAGNIFICENT HORSES AND EXCEPTIONAL ARTISTS".

Surrounding the banner are various article thumbnails and text blocks:

- Time Out Bahrain:** Includes a photo of a bar and text: "The best bar food in Dubai", "Top ten bars and pubs serving food in the city", "Things to do in the city in Dubai", and "From pitch black dining to night karting and more".
- Bahrain Spring of Culture 2014:** Text: "Music, dance, art, the ninth edition of Spring of Culture has it all".
- Time Out Doha:** Includes a photo of a fruit basket and text: "Your guide to SIKKA art fair", "Regional artistic talent showcased at 11-day event", "Giles Peterson in the hot seat", and "The connoisseur of the sounds speaks about the Dubai gig".
- 23 healthy dishes to eat in Doha:** Text: "Salads, desserts, breakfasts and more meals with less than 500 calories".
- Latest pictures:** A red heading at the bottom left.
- Vertical text on the right side:** "OPENS 20 MARCH DUBAI WORLD TRADE CENTRE" and "www.ticketmaster.ae".
- Vertical text on the left side:** "Cavalia" in large orange script and "#cavalidub" in smaller white text.

Section Roadblock

-you choose the sections you want your roadblock to run on

Rate: TBC



The screenshot displays the TimeOut Dubai website interface. At the top, the 'TimeOut Dubai' logo is on the left, and social media icons for Instagram, Facebook, and Twitter are on the right, along with a location dropdown set to 'Dubai' and a 'Sign in' button. A navigation bar below the logo lists categories: AROUND TOWN, RESTAURANTS, NIGHTLIFE & MUSIC, FILM, SPORT & OUTDOOR, BODY & MIND, ART & CULTURE, SHOPPING, KIDS, and MORE. Below this is a utility bar with icons for DAILY DEALS, EVENTS, CITY CARD, COMPETITIONS, TICKETS, and VISA Offers. A yellow banner in the center contains a Ramadan notice: 'During the month of Ramadan outlet opening hours are subject to change. Call in advance to check timings'. The main content area features a large Netflix roadblock with the text 'NETFLIX Try one month free. ALL EPISODES NOW STREAMING WATCH TRAILER >'. The roadblock includes five movie thumbnails: Fuller House, Grief Table, Daredevil, House of Cards, and Narcos: Mexico. Below the roadblock, a 'FILM' section is visible with a 'TIME IN WITH' banner and a 'Movies you might have missed' section.

Section Roadblock

-you choose the sections you want your roadblock to run on

Rate: TBC



The image shows a screenshot of the Time Out Dubai website with a red-bordered roadblock for the 'sikka' event. The roadblock is positioned across the top of the main content area, overlapping the navigation bar and the top of several article thumbnails. The roadblock text reads: 'A Platform That Shines A Spotlight On UAE & GCC-Based Artists In The Heart Of Old Dubai' with the dates '13-24 March 2016'. The 'sikka' logo is prominently displayed in yellow and green. The website header includes the 'Time Out Dubai' logo, social media icons, and a search bar. The navigation bar lists categories like 'AROUND TOWN', 'RESTAURANTS', 'NIGHTLIFE & MUSIC', etc. Below the roadblock, several article thumbnails are visible, including 'UAE FROM SPACE', 'NIGHTLIFE', 'SPORT', and another 'AROUND TOWN' article. The 'sikka' roadblock is repeated on the left and right sides of the page, framing the central content.

Branded Background - Fixed placement

Rate: AED 12,850 /per day




Emails

-we have a database of 480,000 and we can target by interest or demography



Rate: AED 1,470 /CPM




Breakfast at Almaz

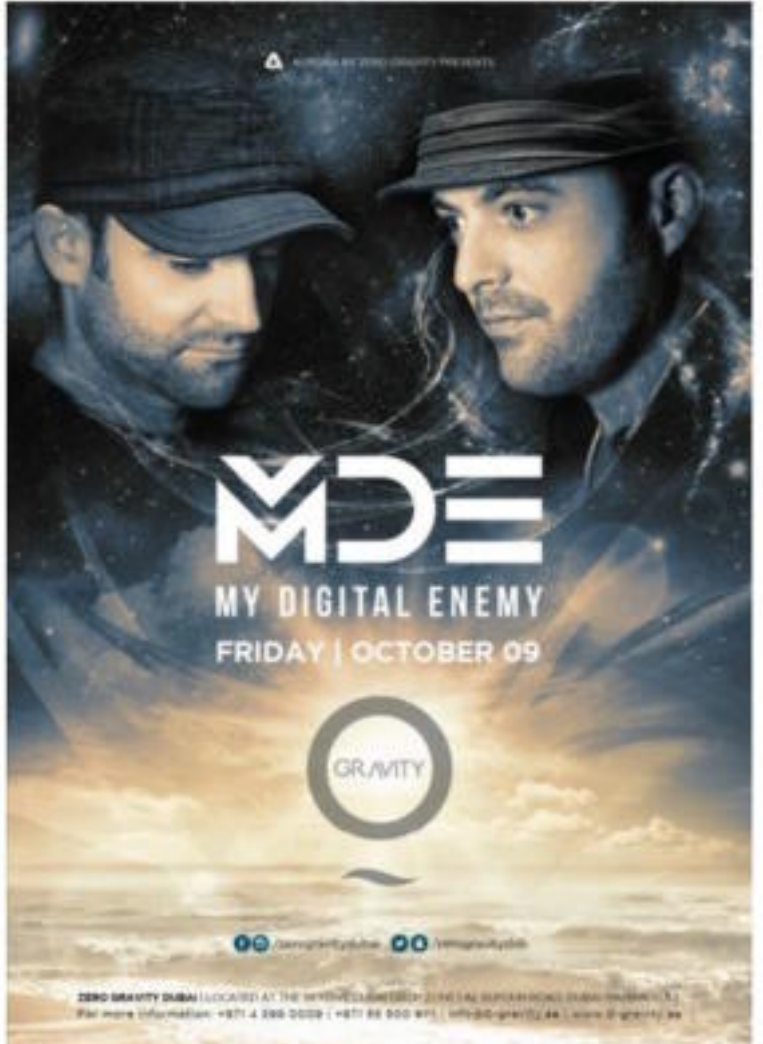

Indulge your senses with a sumptuous breakfast at Almaz by Momo

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Mall of the Emirates,
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Leaderboard Banner →
Rate: AED 12,850



← **White Space Banner**
Rate: AED 12,850

The Newsletters...

Week in week out TimeOutDubai.com
 Updates tens of thousands on exclusive
 and weekly reviews, the hottest features,
 Events and competitions.

Weekly Newsletters

- Restaurant Dubai – **28,802** – Weekly- Mondays
- Weekly update Dubai – **48,482** – 4 Times a month
- Film Dubai – **12,987** Wednesdays
- Weekender Dubai – **43,454** - Thursdays
- Weekender Abu Dhabi – **18,952** – Sunday/Thursdays
- Weekender Bahrain – **9,845** – Thursdays
- Weekender Doha – **10,642**- Thursday
- Nightlife Dubai – **28,746** – Thursdays
- Tickets Weekly – **26,650** - Tuesday

Fortnightly Newsletters

- Travel Dubai – **14,799** – monthly on adhoc
- Shopping Dubai – **19577** - monthly on adhoc
- Kids – **26,216** - monthly on adhoc

Monthly Newsletters

- Spa newsletter – **32,280**– monthly on adhoc
- City Card Subscriber's – **20,168**- Mondays