

TimeOut

Dubai Media Pack



Who we are

Who we are

Since 2001, Time Out Dubai has been the go-to playbook for both the savvy resident and the first-time visitor, the spirited hipster and the hard-to-please sophisticate.

Across digital, print, social and video platforms, lively features drill into trends and happenings, while easily browsable sections offer compact, muscular reviews and pithy, opinionated listings focused on only the very best of the city.

The result is an indispensable, up-to-the-(Dubai)-minute cultural road map for any resident or holidaymaker whose time is precious, whose resources are finite, and whose appetite for new experiences is boundless.

In short, we help our audience go out better.

Every minute, every day.





Who we speak to

Who we speak to



33 million people

Across digital, social and newsletters, who want to know about...

The best things to do | Upcoming events | Brilliant restaurants | Exciting nightlife
Unmissable attractions | World-class hotels | Live sporting action | Shopping & festivals
Latest movie and gaming releases | New gyms & classes | Immersive art & culture
Regional and international travel | And so much more

Who we speak to

- + Early adopters
- + Socially active
- + Social adventurers
- + Cultural explorers
- + The group planner
- + Experience FOMO

52% female 48% male

Eat out at least 2 to 3 times a week

300% more likely to try a new venue within the city

45% of the audience have children

Travel internationally at least twice a year

95% of Time Out readers have acted as a direct result of reading our content.



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Our products

Our products: Digital



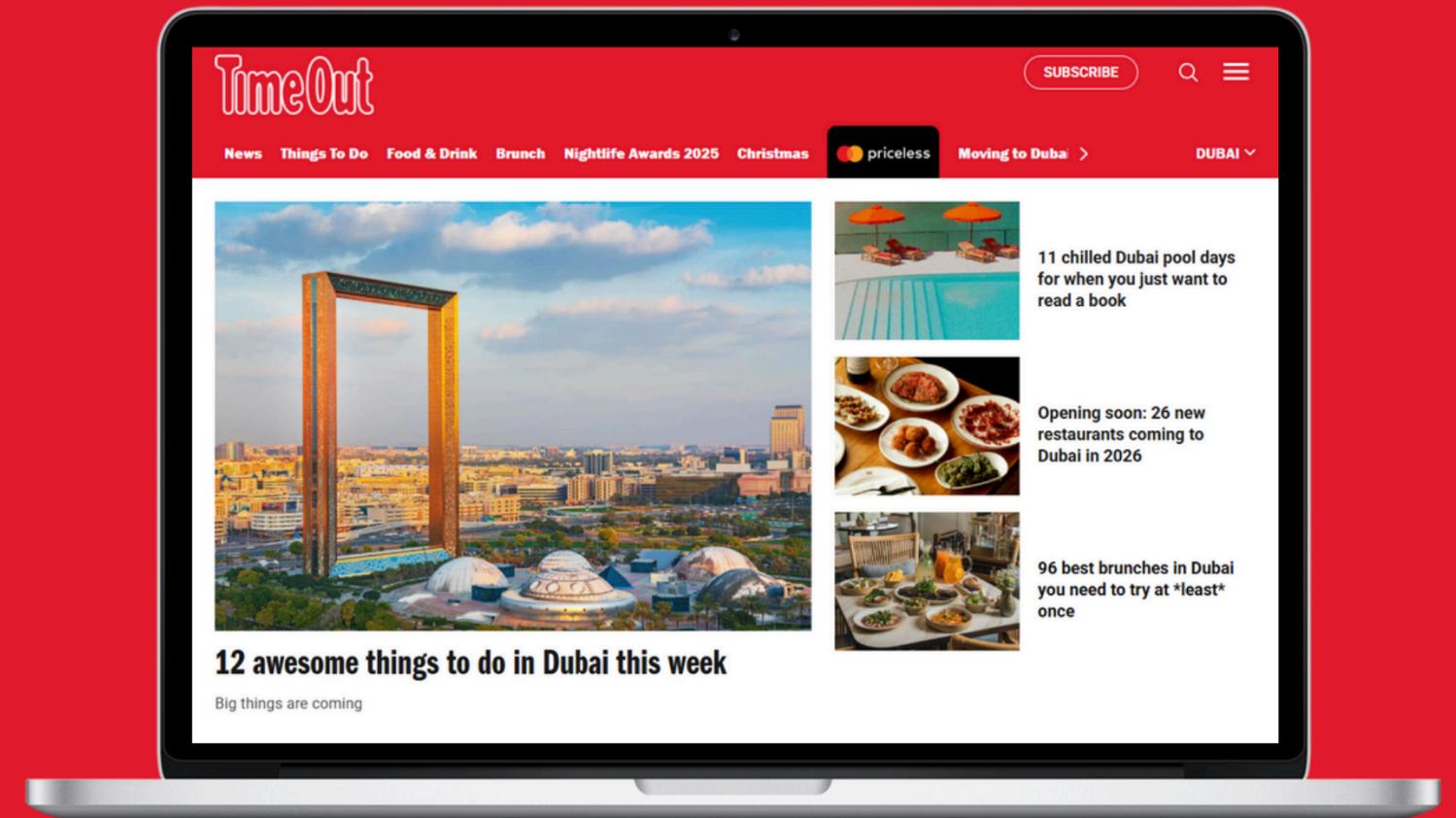
TimeOutDubai.com leads the city's agenda.

Whether it's a new restaurant opening, concert announcement or massive new leisure destination throwing open the doors, we're there first. Our digital philosophy is proactive, not reactive. Our editors scour the city for exciting stories and exclusives, day in, day out.

In an ever-evolving media landscape, the need to stand out is more important than ever.

Creativity is key, and there is no brand better placed to deliver your message in an entertaining and informative way, to a constantly growing, upwardly mobile audience.

1.1m unique visitors, 2.1m page views every month and reading time of 1 minute 4 seconds



Our products: Social

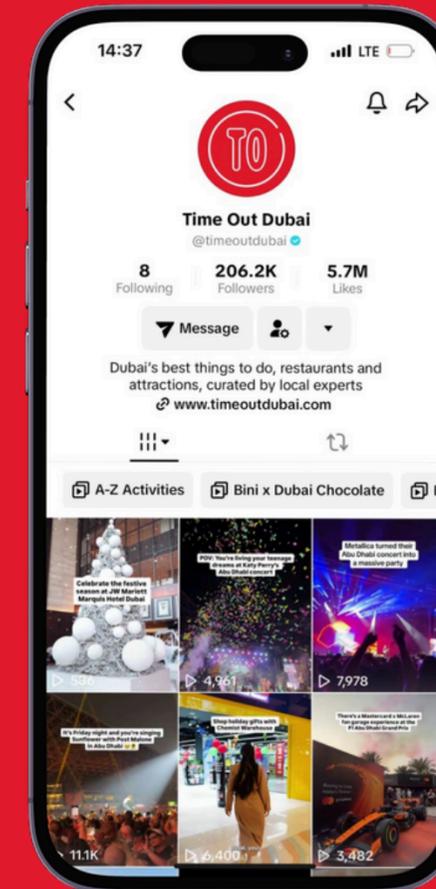
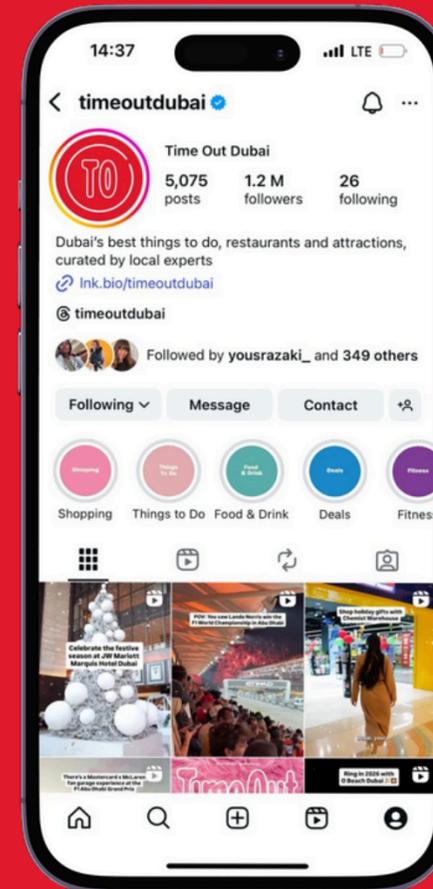


Across Time Out Dubai's social media channels, we speak to an audience of more than 2.6 million people interested in food, shopping, nightlife, travel, sport and the arts.

Our audience is engaged, with a high volume making decisions about how to spend their immediate free time based on the content promoted across Time Out Dubai's social platforms.

Our social media platforms include...

- 660k+ Facebook followers**
- 1.2m+ Instagram followers**
- 510k+ X followers**
- 205k+ TikTok followers**



Our products: Video



Time Out Dubai's organic video reach is unparalleled in the city, and continues to form a big part of our editorial content strategy.

Creating specialised video content for Instagram Reels, TikTok and Facebook, Time Out Dubai boasts quickfire guides to the city's essential destinations, point-of-view tours of top attractions and exclusive 'first looks' around the city's newest venues.

The accessible, uncommercial style and fun, dynamic tone of our editorial videos signal to consumers that they're being told something useful, interesting and genuinely relevant to them.

Each video created is tailored to the platform it has been crafted for and therefore garners high reach.



2025 stats

5.7m TikTok likes

9.5m average monthly Instagram Reel reach

19.1m views on top viral video

Our products: Print



With a readership of more than 80,000, the distribution model for Time Out Dubai ensures that the magazine and brand is constantly visible to residents and visitors of Dubai whether in a supermarket, airport or hotel.

Time Out Dubai is also available free of charge in a digital format, and to visitors staying in Dubai's most prestigious four- and five-star hotels, Dubai International Airport (DXB) and several cafés, salons and places of public pick-up.

Time Out also creates dozens of bespoke, market-leading products annually – find out what we can do for you.





Our events

Curated

At Time Out Dubai, we don't just write about brilliant events, we host them.

We do everything from pub quizzes to dinners as part of the Dine Out with Time Out series to galas for a thousand people.

We bring out DJs, host new restaurant launches and put on movie nights.

It's more important than ever for a company or outlet in Dubai to develop an identity that distinguishes itself from the masses. When partnering with Time Out Event Solutions, a company is able to associate itself with a sought-after voice in the arts, entertainment and cultural arena.

We work directly with you to create a themed campaign and experience, and help you reach a captive, targeted audience of sophisticated consumers.



Awards

Restaurant awards

The annual Time Out Dubai Restaurant Awards is the most anticipated awards event in the hospitality industry in Dubai. With the number of F&B outlets ever increasing, the competition is fierce and each year the judges face an ever more difficult task in deciding who is the worthy winner of the coveted Restaurant of the Year award. Time Out awards are entirely independent, and based on Time Out's annual editorial review process. In 2025, Time Out Dubai celebrated the 20th anniversary of the cornerstone event.

Nightlife awards

The annual Time Out Dubai Nightlife Awards celebrate the ever-evolving bar and nightlife scene in Dubai. A glittering awards ceremony is followed by a not-to-be-missed after-party with an international headline act. Former acts have included Pete Tong, Conor McGregor and Omid Djalili. In 2025, Time Out's Nightlife Awards celebrated its 15th edition.





The costs

Digital rate card



	Rate card CPM	Dimensions	File size	Position
Leaderboard*	\$170CPM / AED 624	728 x 90px	50 KB	Above the Masthead
Medium rectangle (MPU)*	\$150CPM / AED 550	300 x 250px	50 KB	Within central column of ALL pages
Half page	\$150CPM / AED 550	300 x 600px	50 KB	Right hand side of the screen
Billboard	\$250CPM / AED918	970 x 250px	50 KB	Below the Masthead
Overlay (Eyeblander)	\$250CPM / AED918	450(w) x 450(h) px - this is the maximum. Include a close button functionality	50 KB	Any except over the Masthead or other advertising formats (appears over the page content)
Native Video	AED 918	Varied	50 KB	Multiple positions
Interstitial	\$225cpm / 826AED	Full Screen - 750 x 450px	100 KB	Appears between any page impression & visible for 60 seconds
Content Push	AED 551	Leaderboard(728x90px) White Space Banner (220x550px) Content Push (Video Streaming, 632 x 356px)	As above except Content Push, 50 KB	Below the Masthead
Mobile Catfish	AED 551	320 x 50px	40 KB	Fixed at the bottom of the page
Catfish	\$225cpm / 826AED	1004 x 60px	40 KB	Fixed at the bottom of the page
Homepage Roadblock	AED 91,800	220 x 550px, 728 x 90px, 300 x 250px	40 KB	Homepage per day
Branded Backgrounds	AED12,852	1652(w) x 770(h) px - for visibility breakdown see last page	50 KB	Either side of the main body text. Per day
Channel Sponsorship	AED 55,080	300 x 68px	50 KB	Logo on right of Channel bar. Per week
Microsites	AED 275,400	220 x 550px, 728 x 90px, 300 x 250px	50 KB	Dedicated microsite housed within Time Out. Bespoke editorial pages built for the advertiser with their colours and images integrated into the fabric of the website. Per month
EDM	\$300CPM / AED 1101	Not more than 640px wide; images(GIF/JPEG) should be sent along with the template	100KB	Desktop/Tablet 150kB Web 2.0 allows for a more engaging user experience, without slowing down the Publisher page load
Sponsored Search	AED 55,080	N/A	N/A	40 words at top of pre defined searches - Cost per week
Dark social posts	AED 55,080	Brief form to complete		
IG Reel	AED 174,450			Including shoot and content
Special Operations				Contact Sales Team
Branded Video content /native articles				Contact Sales Team

Special operations & other opportunities are available on request. All prices quoted as exclusive of applicable taxes.

*For Expanding/ Video add AED19 cpm

px - pixels, measurement unit for screens/ KB - kilobytes, size of file/ CPM - cost per thousand, banner rate based on number of views / number of emails sent

Dynamic Banners - Website banners that can read from "live" online sources/ feeds - dynamically updated

City or Section Targeting - i.e. Dubai, Abu Dhabi etc. Subject to a 20 percent premium on the CPM rate

Video/Rich Media - available on all of the above

Print rate card



	AED	Trim WxH (mm)	Type Area WxH (mm)	Bleed WxH (mm)
Inside Front Cover	\$17,500 / AED 64,268	XXXX	XXXX	XXXX
Inside Front Cover Spread	\$28,500 / AED 104,666	XXXX	XXXX	XXXX
Inside Back Cover	\$15,500 / AED 56,923	XXXX	XXXX	XXXX
Outside Back Cover	\$20,000 / AED 73,450	XXXX	XXXX	XXXX
Double Page Spread	\$20,350 / AED 74,735	XXXX	XXXX	XXXX
Full Page	\$11,000 / AED 40,397	XXXX	XXXX	XXXX
First Right Hand Page	\$12.500 / AED 45,906	XXXX	XXXX	XXXX
Half Page Vertical	\$6000 / AED 22,035	XXXX	XXXX	XXXX
Half Page Horizontal	AED 551	XXXX	XXXX	XXXX
Quater Page Regular	\$225cpm / 826AED	XXXX	XXXX	XXXX
Quater Page Vertical	\$4000 / AED 14,690	XXXX	XXXX	XXXX
Quater Page Horizontal	\$4000 / AED 14,690	XXXX	XXXX	XXXX

Special operations & other opportunities are available on request. All prices quoted as exclusive of applicable taxes.

The specs



Advertising will only be accepted in the requirements outlined within this document; copy supplied outside the listed requirements will be accepted at your risk. Time Out will not be responsible for the quality of reproduction unless supplied in the requested formats.

PDF Format

- All Files must be PDF version 1.3
- All files must be supplied as composite CMYK
- All fonts must be embedded, and all embedded fonts must be subsetted
- The document should be set at the bleed size and contain no crop marks within the artwork.
- All images contained within the PDF must be high resolution (300dpi) CMYK format
- InkLimit: Cover: 300%, Inner pages: 240%
- The document should not contain spot colours

Illustrator CS and InDesign CS Applications

- All images must be composite CMYK, high resolution (300dpi) format
- All fonts must be supplied or outlined
- All files should be packaged or collected for output with all the relevant elements that are required for successful output
- InkLimit: Cover: 300%, Inner pages: 240%
- All documents should contain a bleed area of 5mm

The specs



File Delivery

- ITP have an FTP site that can be used for uploading copy material, details are available from your production coordinator
- All Files must be clearly labelled with magazine, issue date and client e.g. TOD/Issue10/Diesel
- Any proofs supplied must be generated from the documents final version
- Proofs must be 100% of final size, client approved, colour proofs

Should a contract proof not be supplied ITP cannot be held responsible for colour matching or any content errors that may occur. Please note that each publication has its own ink limits based on the paper in which its printed. if you are supplying same copy material for different ITP publications, ITP will not be held accountable for errors/reproduction made during the resizing of artwork.

Tip: To get best printing results, follow ink limits



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