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Straight out of the group chat, welcome to your social-first hub for all things pop culture, Gulf star power and aspirational Dubai experiences for the next generation

26 million

second highest reach in all ITP brands

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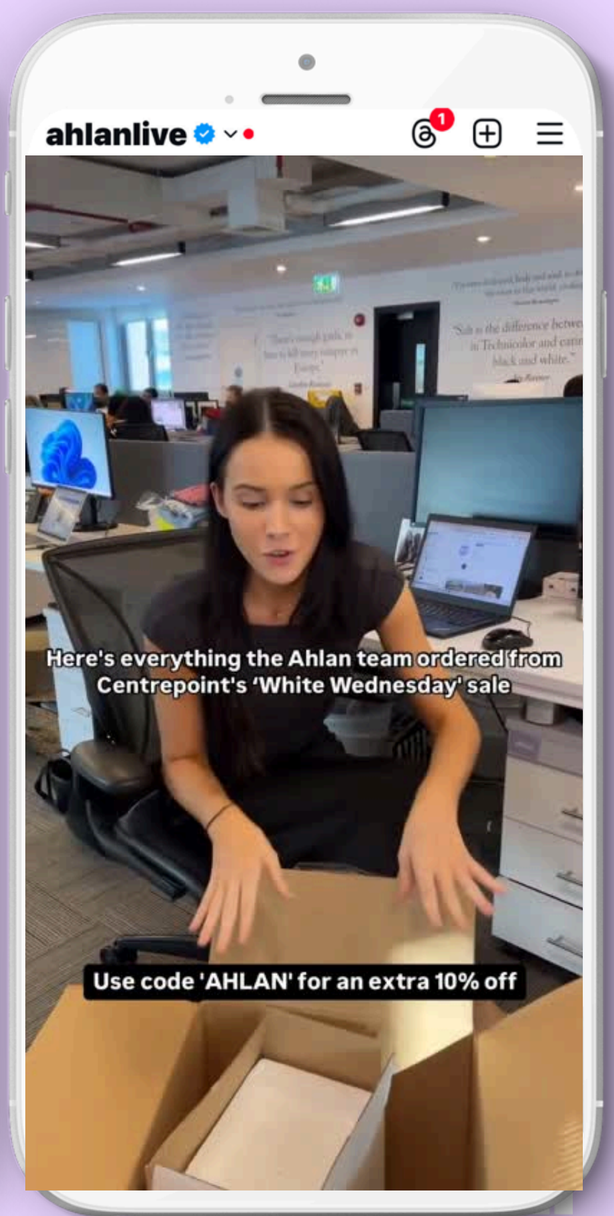
Fashion

Celebrity fashion

Oh Polly launch

Gym Shark Pop up

Centrepoint unboxing



Beauty

Rhode Beauty

Huda Beauty

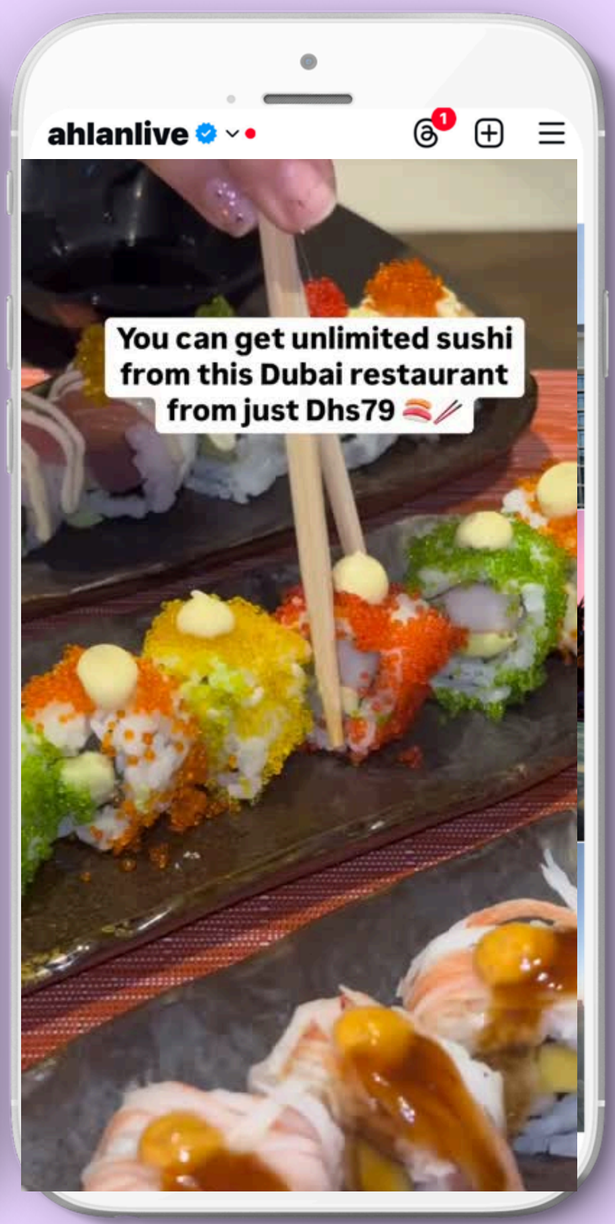
Fenty Beauty

Beesline

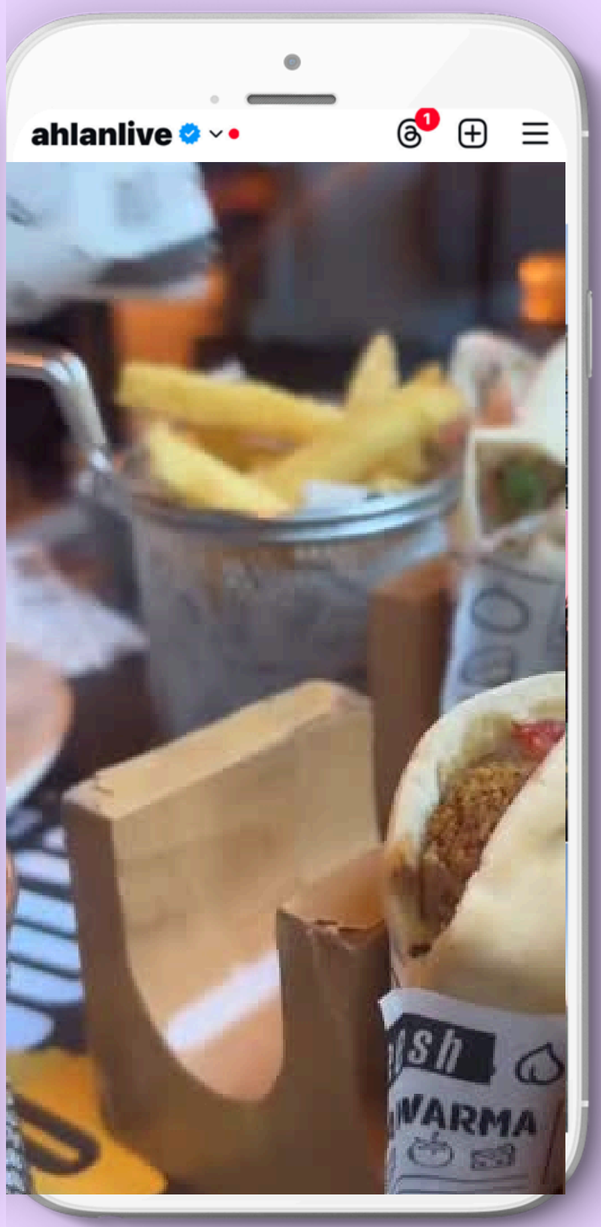
Food

Chipotle

Ucci sushi



Operation Falafel



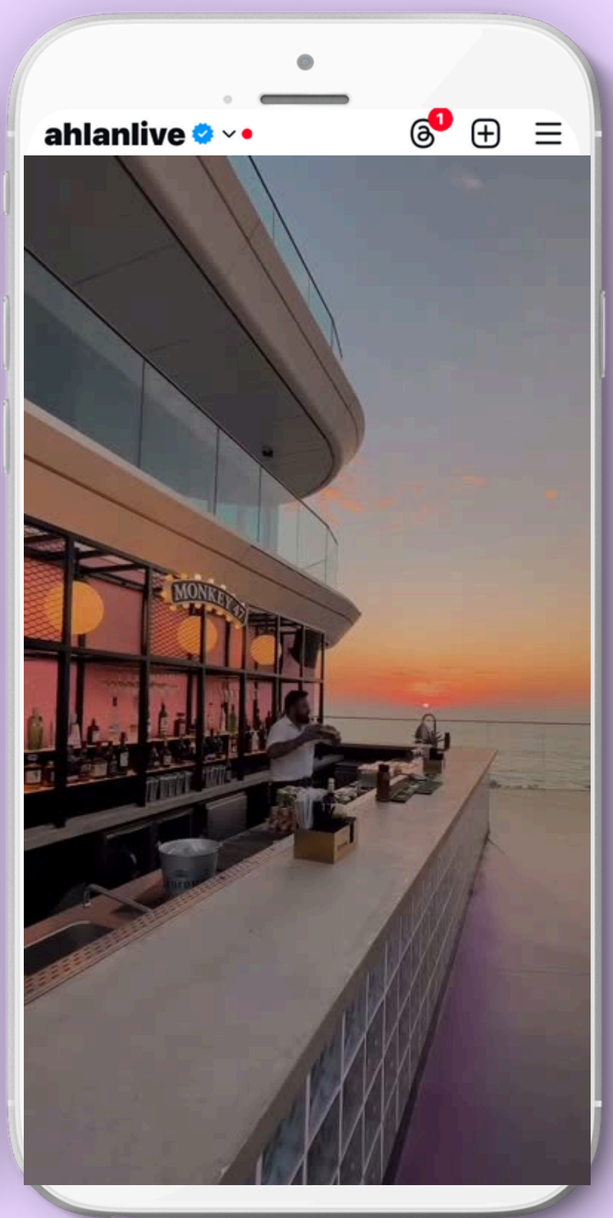
Hampstead

Nightlife/ lounges/ beach clubs

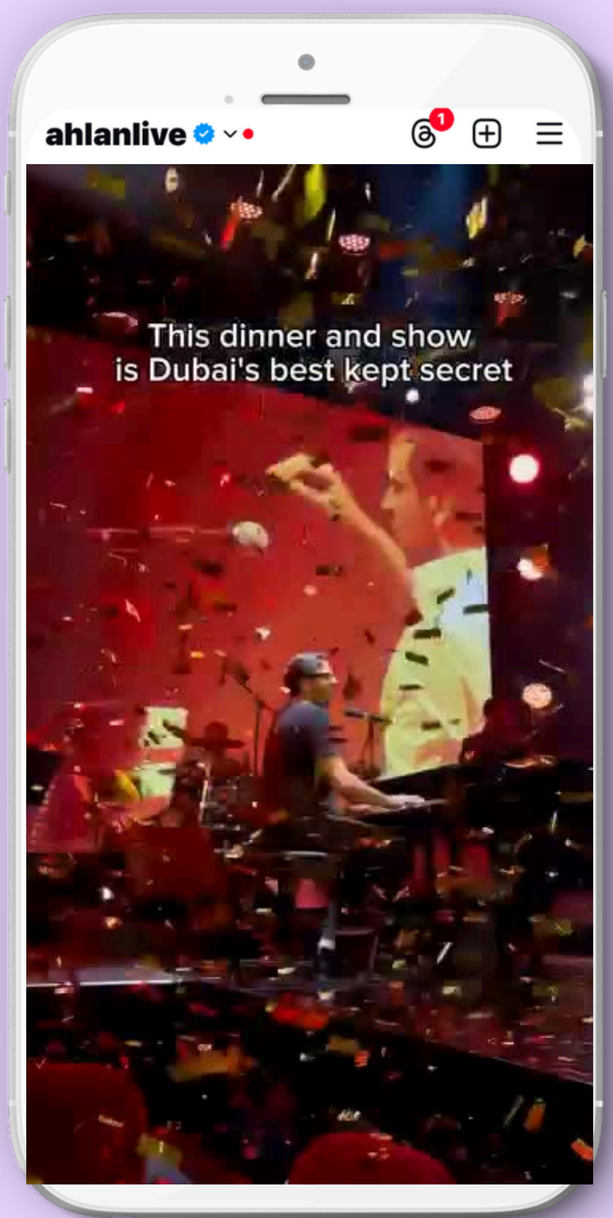
Ula beach club

Barfly

Sobe

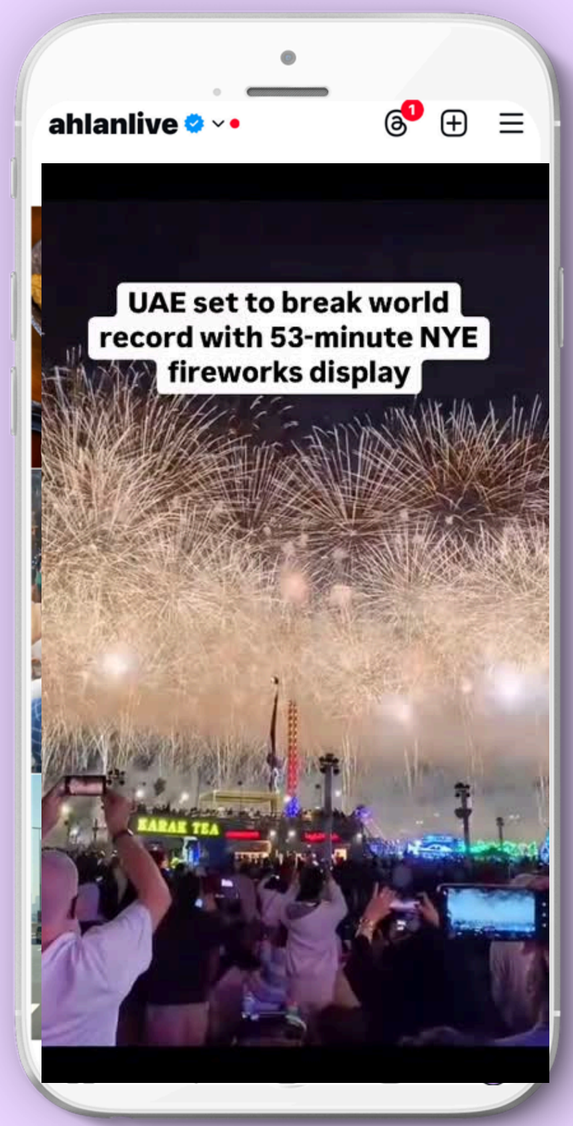


The Theatre



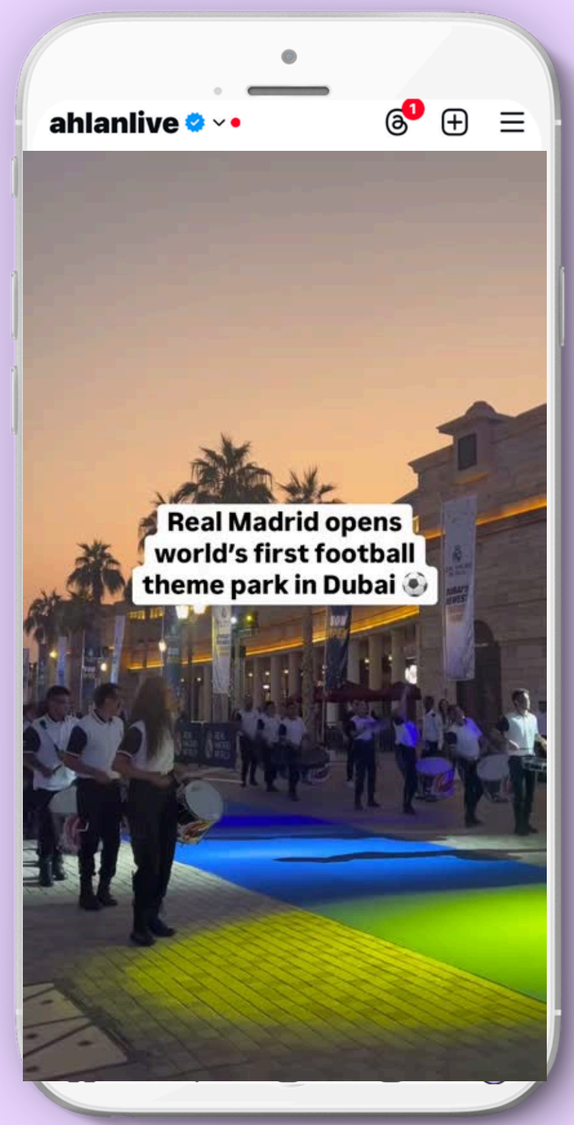
Viral content

Views: 6.3 m



Views: 6.2 m

Views: 2.7 m

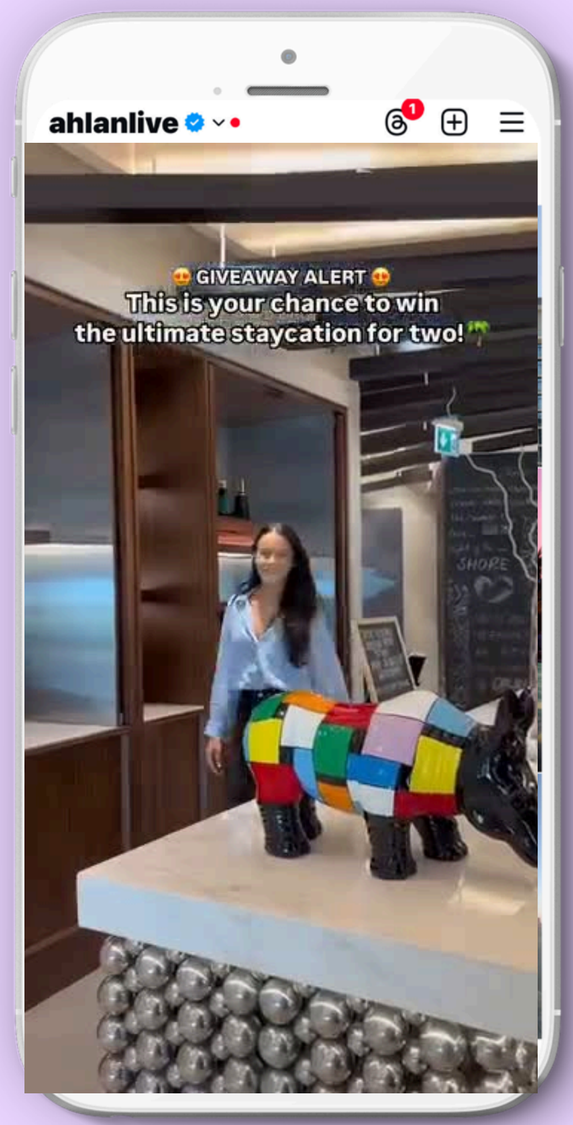


Views: 1.7 m

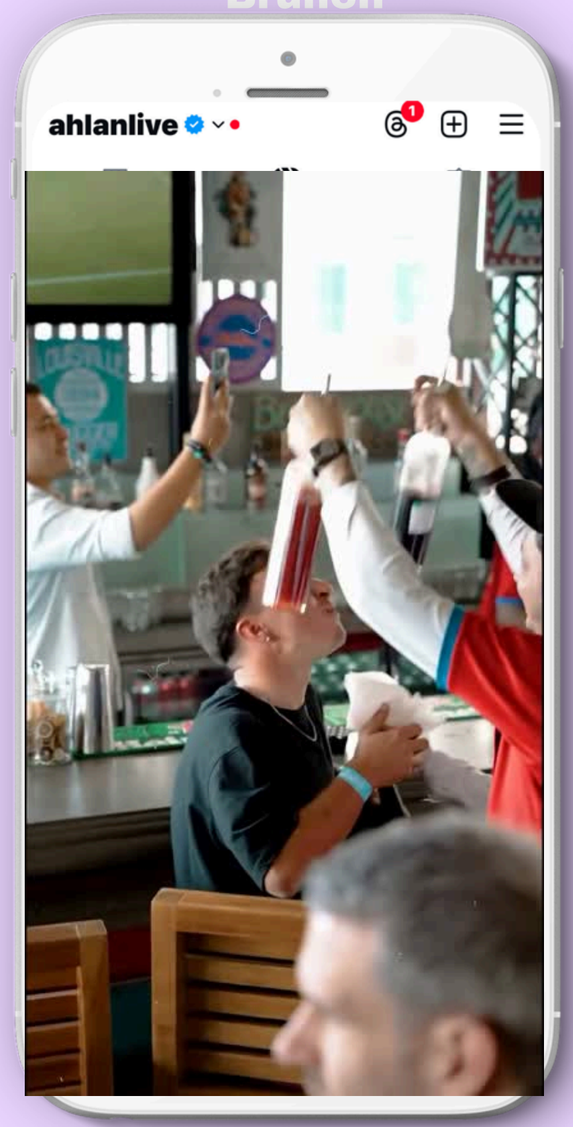
Competitions

F&b

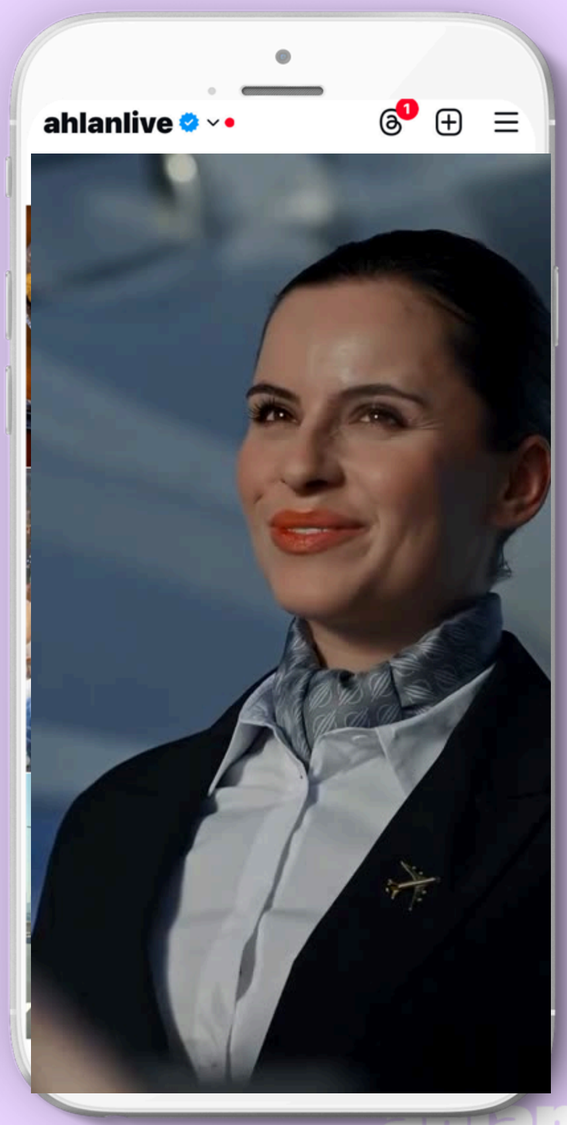
Staycation



Brunch



Voucher



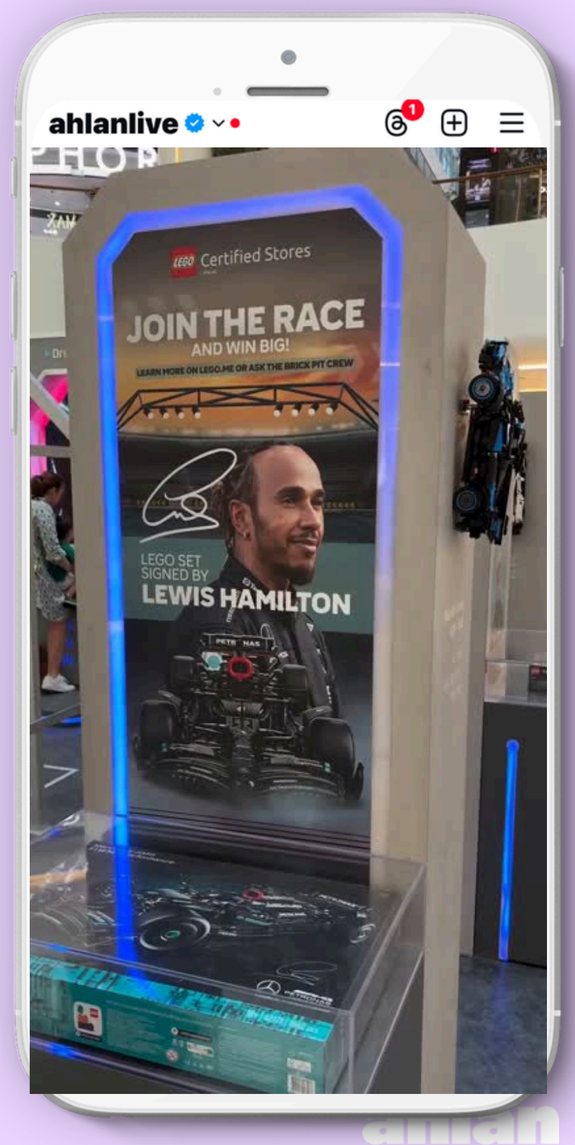
...and more

Exclusive content

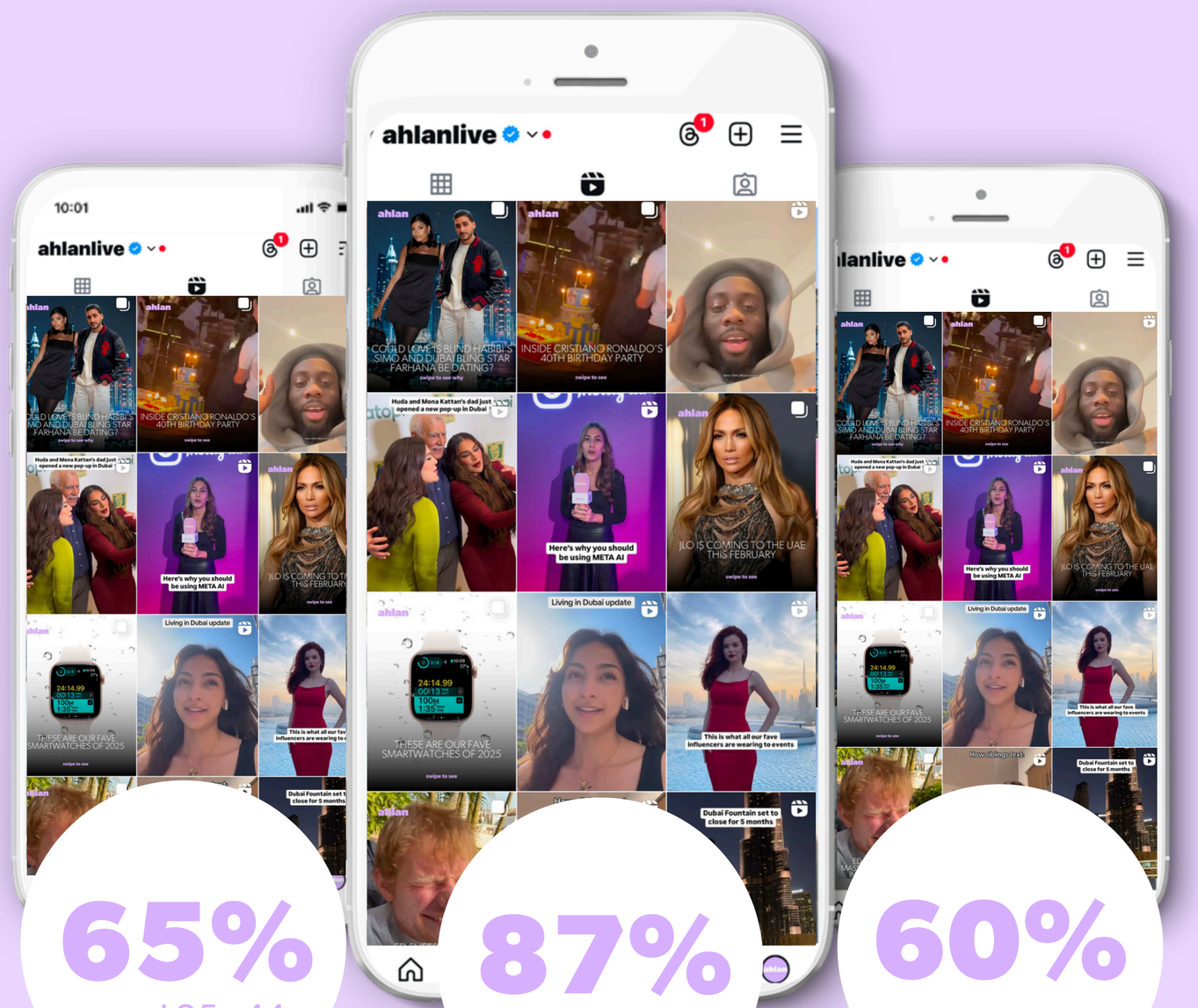
Classes

Experiences

Mall Pop ups



instagram



65%
aged 25 - 44

87%
based in the UAE

60%
female
40% male

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300k followers
across all socials

Over 500k profile views

Celebrity exclusives interviews

Highest reach in Dec in all ITP

Over 26 million in
monthly reach

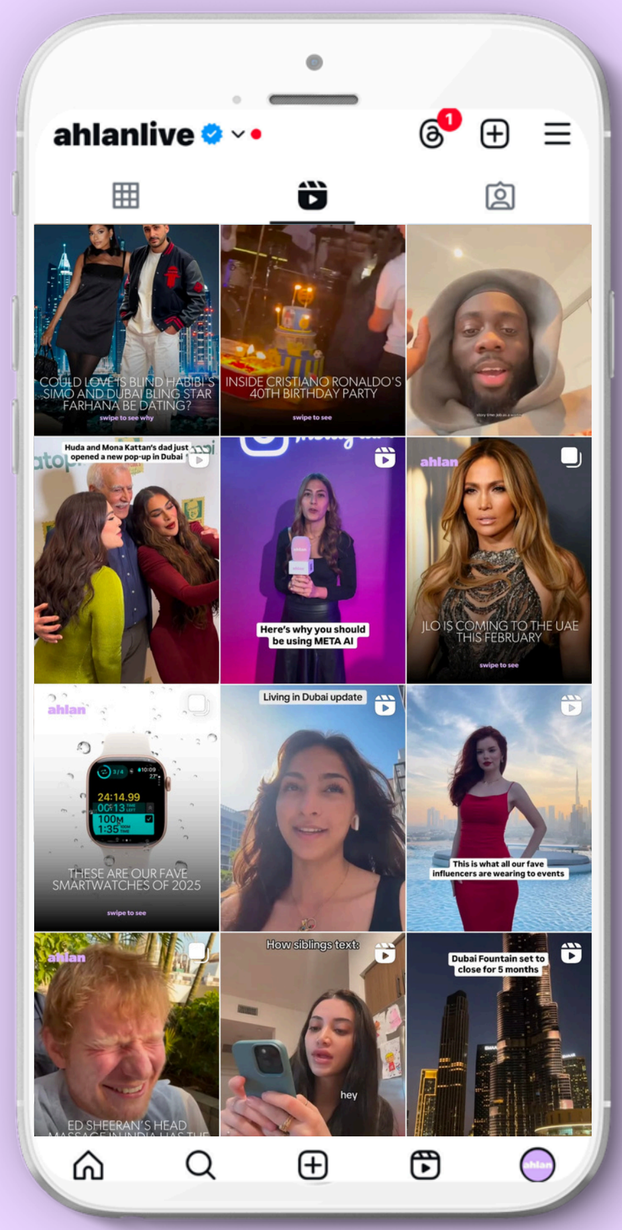
Insights

Over 2 million post
interactions monthly

Top Cities:
Dubai, Abu Dhabi, Sharjah

Top Country: UAE

Viral reel over 6 million views



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rate card

• X1 IG reel	AED 91,750
•X1 IG Competition	AED 62,390
• X1 IG Carousel	AED 62,390
• X1 IG Story	AED 36,700
• X1 TikTok	AED 91,750
• X1 IG reel + x1 TikTok	AED 146,000
• X1 Dedicated Editorial	AED 55,050

For special executions, take overs and editor attendance please contact me on email

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ahlan hot 100

The ahlan Hot 100 is the Middle East's OG who's who list curates by ahlan, UAE's top lifestyle media brand.

The event is a shout out to movers and shakers across entertainment, fashion, business, sports, and social media who make big waves and inspire everyone around them. These people are setting trends and changing the game in their field.

We will be back this year with the 2025 nominations and the hottest party of the year

2024 ahlan hot 100 insights:

Total audience reach: 101,043,510

Day of event reach: 990,000

Day after event reach: 800,000

Contact

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Editorial

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