

**COSMOPOLITAN**  
MIDDLE EAST



# **MEDIA KIT**

2026

**ITP** | MEDIA  
GROUP

## Table of Contents

**03 BRAND OVERVIEW**

**04 OUR MISSION**

**05 BRAND POSITIONING**

**07 OUR AUDIENCE**

**09 DIGITAL**

**16 PRINT**

**19 INVESTMENT OPPORTUNITIES**

# BRAND OVERVIEW

Since 2011, Cosmopolitan Middle East has been the go-to brand for the region's bold, stylish, and unapologetically ambitious young women. We don't follow trends, we create them and content that follows. From beauty hacks and fashion drops to real talk about life, career, and relationships, we're obsessed with delivering the freshest, funniest, and most relatable intel that Gen Z and Millennials actually care about.



**COSMOPOLITAN**  
MIDDLE EAST

# OUR MISSION



## Celebrate Individualism

We listen to our community across the Middle East and create content that gives them a platform to tell their stories. Racism, hate, body shaming, sexism, and cancel culture of any kind has no business here at Cosmo.



## We Don't Follow Trends, We Create Them

Beauty, fashion, careers, life, health, fitness, gaming, relationships and more - with an inherent sense of humour, we spark conversation in an informative and innovative way that doesn't just drive change, but creates it.



## We Are Unforgivably Ourselves

Empowering young women in every facet of their life is our ultimate M.O. We encourage the next generation to unapologetically and unequivocally be themselves.



# BRAND POSITIONING

## Video

Yep, you'll find us living where Gen Z are, at the heart of video and socials. Whether it's TikTok trends, binge-worthy YouTube series, or something in between, we're all about creating content that sticks. With over two million unique users consuming our videos daily, our franchises resonates across the GCC, especially in the UAE and KSA. And because we know what keeps Gen Z scrolling.

## Experiential

Events? We don't just host them, we own them. Whether it's building a full-on pink motel in the middle of a shopping mall (yes, we did that) or curating unforgettable Insta-worthy moments with the region's top talent in attendance, or galvanising our readers to join us on Saturday mornings to take part in our Hot Girl Walks, Cosmo experiences are always talked, create noise and give readers and brands a chance to get closer to the icon that is Cosmopolitan.

## Social

We're on your feeds 24/7, whether it's sharing trend forward TikToks or posting unmissable IG posts. If there is a mood, we probably have a post on it. With a combined following of over 358,000 and growing, our strategy evolves with our audience. We don't just post; we connect, entertain, and educate. Social is in our DNA.



**COSMOPOLITAN**  
MIDDLE EAST

Print Dates

**MARCH**  
**JUNE**  
**SEPT**  
**DEC**

Digital

**3.4M**  
Unique Visitors Per Year

Social

**355,000**  
Across Platforms



**AUDIENCE**

**COSMOPOLITAN**  
MIDDLE EAST

Print Dates

**MARCH**  
**JUNE**  
**SEPT**  
**DEC**

Gender Split

**75%**  
**FEMALE**  
**25%**  
**MALE**

Top Cities

**DUBAI**  
**RIYADH**  
**CAIRO**

Top Countries

**UAE**  
**KSA**  
**KUWAIT**

Monthly Unique Users

**275,000**

Monthly Pageviews

**800,000**

Social Media Total Reach

**400,000**

Audience Age

**18 - 34**



DIGITAL

COSMOPOLITAN  
MIDDLE EAST



YouTube

**13,000**

subscribers



Snapchat

**82,000**

followers



TikTok

**80,000**

followers



Twitter

**8,200**

followers



Facebook

**30,000**

followers

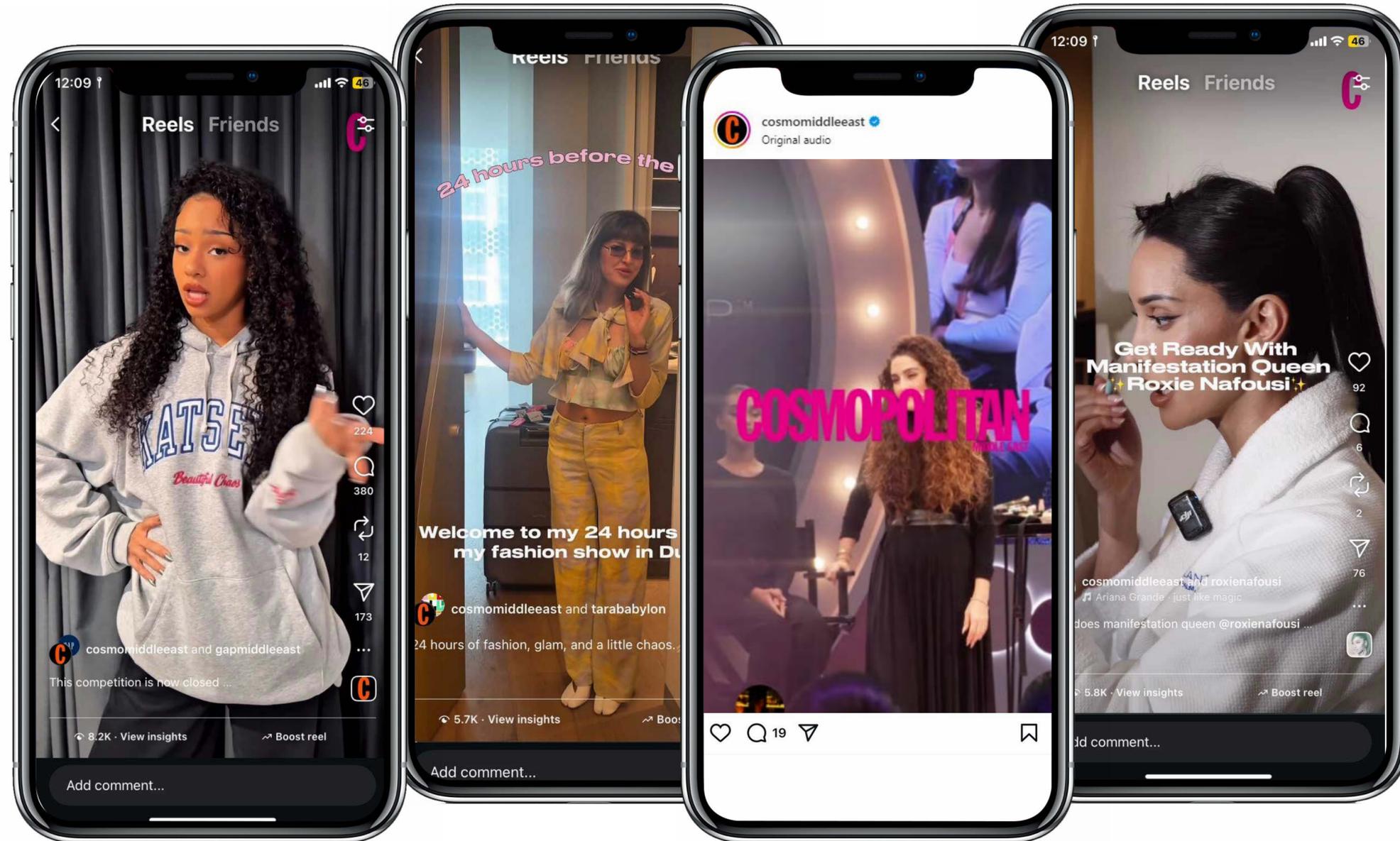


Instagram

**160,000**

followers

# INSTAGRAM



## Competitions

[Click to view](#)

## Fashion

[Click to view](#)

## Beauty

[Click to view](#)

## Interviews

[Click to view](#)

# INSTAGRAM

Go to our Reels if you want to binge everything from exclusive celebrity interviews to our very-own franchises. We never miss a step when it comes to trends and aesthetic short form video content that you'd not scroll past.

Followers

**160K**

Monthly Impressions

**6.4M**

Impressions Per Day

**366K**

Gender Split

**FEMALE 80%**  
**MALE 20%**

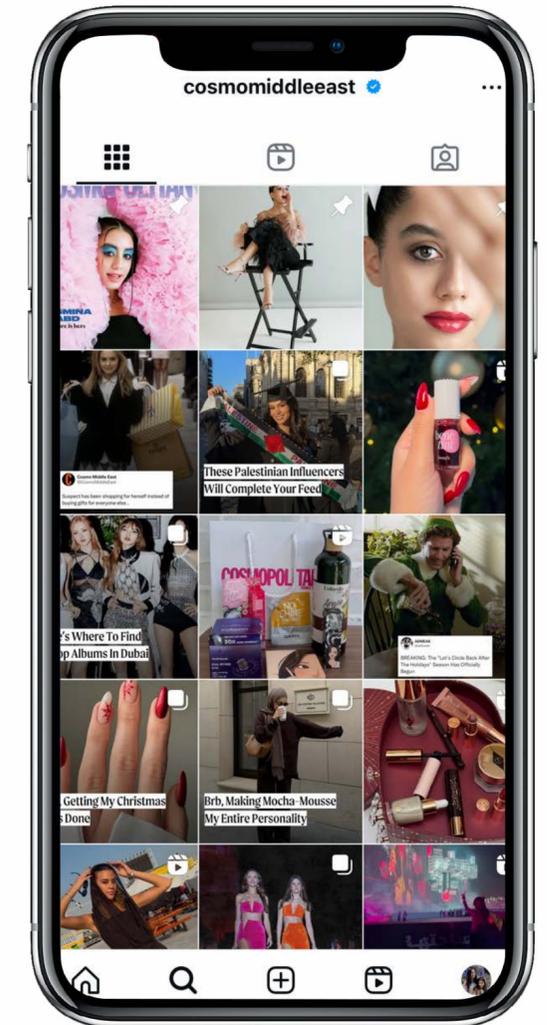
Audience Age

**25-34 14K**  
**35-44 37.32K**  
**18-24 24.84K**  
**45-54 13.07K**  
**13-17 3.48K**

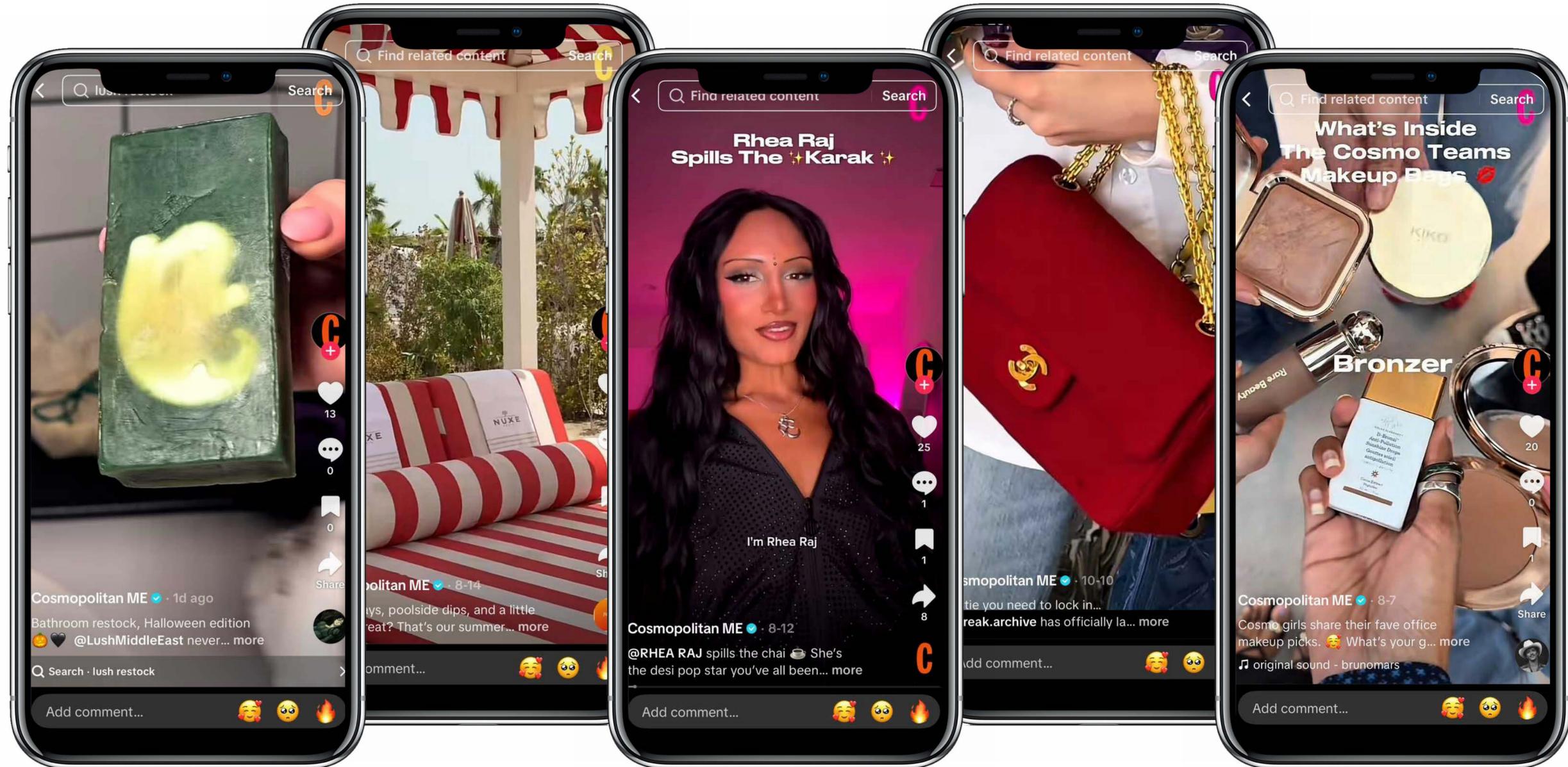
Core audience is 25-44 years old  
(approx. 77% combined)

Top Cities

**DUBAI 20%**  
**RIYADH 15%**  
**CAIRO 5%**



# TIKTOK



**Unboxings**

[Click to view](#)

**Going Out**

[Click to view](#)

**Spill the Karak series**

[Click to view](#)

**Fashion**

[Click to view](#)

**Beauty**

[Click to view](#)

# TIKTOK

With a large viewership in the UAE and Saudi, our TikTok is a culmination of a lil' bit of everything. Think: Foodie reviews, places to head to in the GCC, makeup tutorials, or travel destinations that scream wanderlust - our TikTok is where all of Cosmo ME's best lifestyle content resides.

Followers

**80K**

Monthly Impressions

**1.5M-1.8M**

Impressions Per Day

**50K-60K**

Gender Split

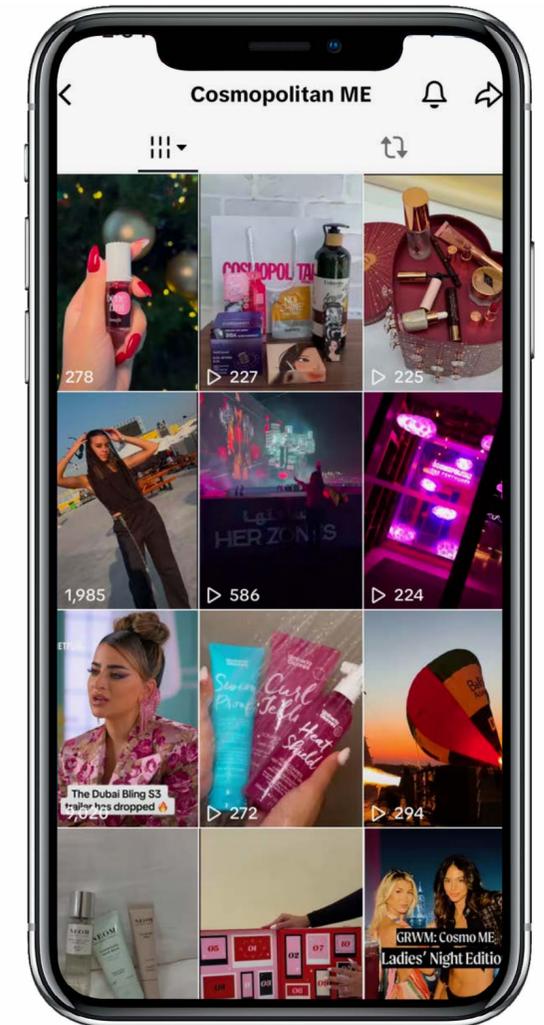
**FEMALE 71%**  
**MALE 29%**

Audience Age

**18-24 40%**  
**25-34 35%**  
**35-44 26%**

Top Cities

**DUBAI 40%**  
**RIYADH 20%**  
**JEDDAH 15%**



# SNAPCHAT SHOWS

Through harnessing the power of popular influencers, and jumping on the zeitgeist of niche pop-cultural moments, we have cultivated an audience of over two million Gen Alpha, Gen Z and Millennials.



**TOP 3 COUNTRIES:  
90% SAUDI, 5% UAE, 4% KUWAIT**

**60% FEMALE, 40% MALE**

# EVENTS

We're not just about throwing events, we're about creating moments that live rent-free in your mind and on your social feed. Our events are all about connecting with our Gen Z squad. At Cosmo, every event is a main character moment.

For brands, partnering with Cosmopolitan Middle East it means direct access to our exclusive VIP network, connecting you with the region's most influential talent and trendsetters. Our private WhatsApp community ensures your event gets the attention of the right people.



**Hot girl walks**

[Click to view](#)



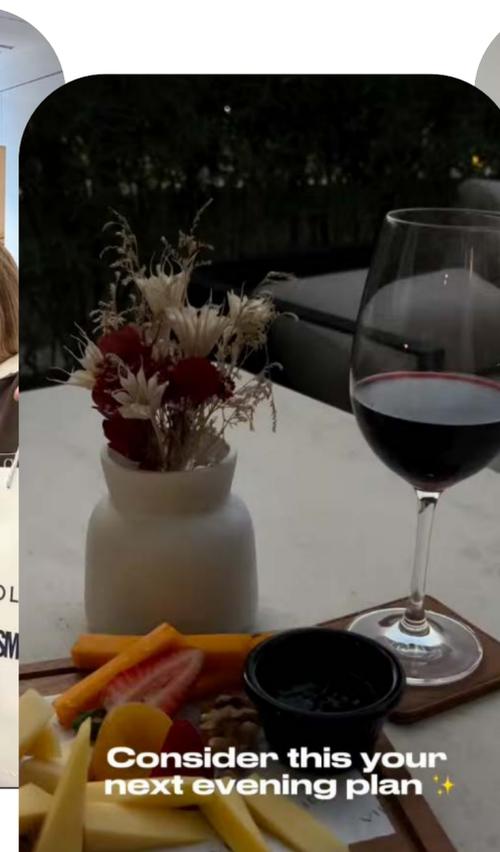
**Ladies' nights**

[Click to view](#)



**In-store activations**

[Click to view](#)



**Brunches**

[Click to view](#)



**Sleepovers**

[Click to view](#)



**Mall activations**

[Click to view](#)

**PRINT**

**COSMOPOLITAN**  
MIDDLE EAST

# 2025 COVERS

## Winter 2025



**Narins Beauty**

Narins Beauty is a Syrian-Swedish beauty mogul who has carved out a distinctive space in content creation with her authentic lifestyle and beauty videos. With accolades including Young Entrepreneur of the Year at the Women's Leader Summit in 2025 and Beauty Influencer of the Year at the Emi Gala Awards in 2024, she's collected titles as effortlessly as she's collected over 16 million followers on Instagram. She announced her beauty brand launch with Cosmo ME.

## Fall 2025



**Yara Mustafa**

Yara Mustafa is the multifaceted talent best known for her breakout role as Dina in Netflix's hit show AlRawabi School for Girls. Beyond acting, she's also a singer, designer, and creative force who continues to make her mark across the arts. At 23, and with her bold sense of style and authentic voice, Yara represents the new generation of Arab storytellers redefining what it means to be seen and heard on global platforms.

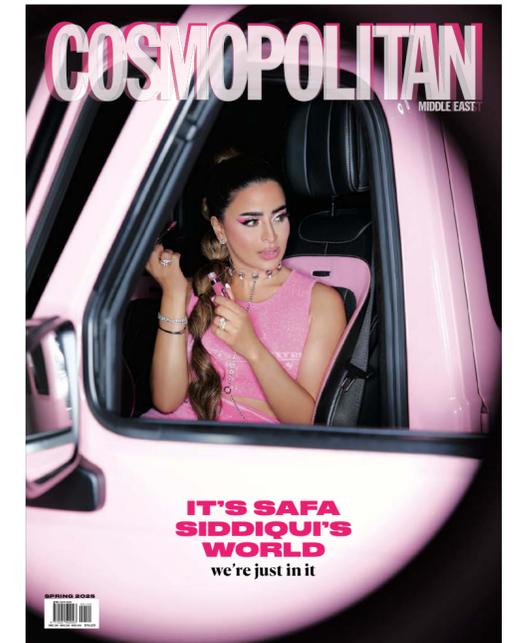
## Summer 2025



**Yasmina Moonlight**

Yasmina Moonlight is the Tajik singer who first captured hearts on The X Factor with her viral rendition of "Nasini El Donya." Since then, she's continued to enchant audiences with her soulful voice, magnetic stage presence, and cross-cultural sound that bridges East and West. A rising star with global appeal, Yasmina's music is as powerful as it is heartfelt.

## Spring 2025



**Safa Siddiqui**

Safa Siddiqui is the Dubai-based entrepreneur, fashion icon, and reality TV star who rose to fame on Netflix's Dubai Bling. Known for her impeccable style and sharp business acumen, Safa balances glamour with ambition and a refreshing sense of humor, embodying the modern Middle Eastern woman who is redefining success on her own terms.



## **COSMOPOLITAN** **ZINE FORMAT**

**Publisher:** ITP Media Group

**Content:** Fashion, Beauty, Culture

**Core demographic:** Women 16 - 26

**Audience mindset:** Curious, creative, strong. The Cosmo girl knows what she wants, embraces new products, experience and info

**Cover:** 250 GSM gloss

**Print run:** 15,000 copies

**Paper stock:** 100 GSM

**Pagination:** 96 pages + Cover

**Book size:** 27.5 x 37cm

**Frequency:** Quarterly

A woman with dark, curly hair and shimmering eye makeup is lying on her back on a bed of vibrant, multi-colored feathers (pink, white, and gold). She is holding a bright green rotary telephone receiver to her ear with her right hand, while her left hand is raised and open. The background is a dark, patterned rug. The overall aesthetic is glamorous and retro.

# INVESTMENT

**COSMOPOLITAN**  
MIDDLE EAST



# NARIN'S BEAUTY

is building an empire one beauty product at a time

The Syrian-Swedish content creator turned beauty mogul on bridging cultures, finding love in Dubai, and why fear should never stop you from launching your dreams.



**Cover Story**

**“T**he idea of a woman who can be both a mother and a professional is not new. But for many women, it's still a struggle. Narin is one of those women who has found a way to balance it all. She is a Syrian-Swedish content creator turned beauty mogul who has built a successful business while raising two children. In this cover story, we explore her journey and how she has managed to find a way to do it all.

**People trust me and I need to take care of this relationship between me and my community.**

**49**



# COVER STORY

- 1 x Cover credit with relevant issue of Cosmopolitan ME
- 2 x Dedicated inside looks within the wider cover story
- 1 x Cover story replicated on cosmopolitanme.com
- 1 x Instagram in-feed post tagging brand
- 1 x TikTok video showcasing the collection with brand credits, video to be replicated on Instagram reels
- 1 x Instastory swipe-up linking back to article
- 1 x Facebook click-back post linking to branded content article
- 1 x Twitter click-back post linking to branded content article
- 1 x Dark post on Facebook and Instagram linking to article
- 1 x Inclusion in the newsletter
- 1 x OBC ad in the issue (added value)
- 1 x Editorial inclusion on cosmopolitanme.com (added value)

**MINIMUM REACH ACROSS ALL COSMO ME PLATFORMS 400,000**  
**GROSS COST USD 88,500**  
**DISCOUNTED PACKAGE COST USD 40,000**

\*Brand is subject to editorial approval, talent alignment and availability.

# VIDEO PACKAGE

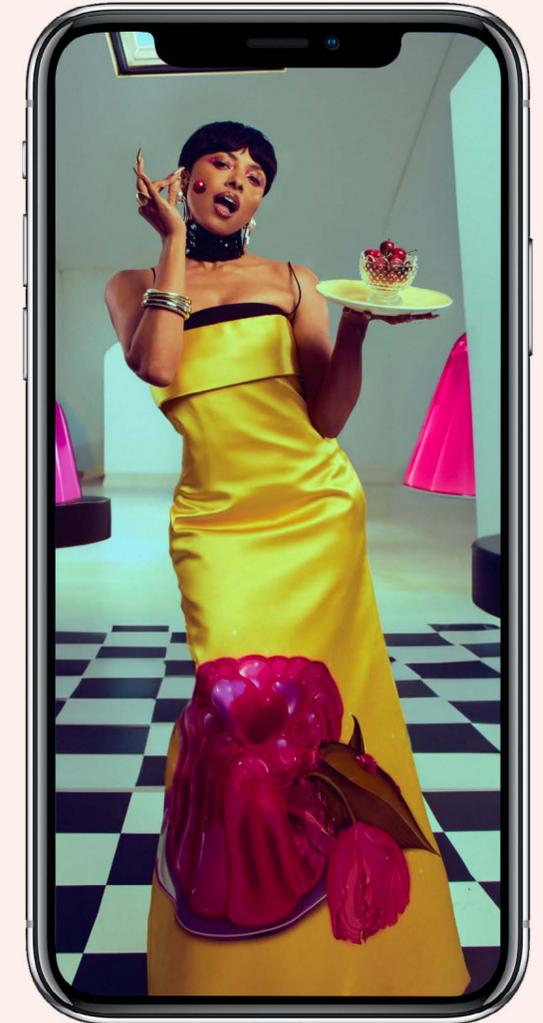
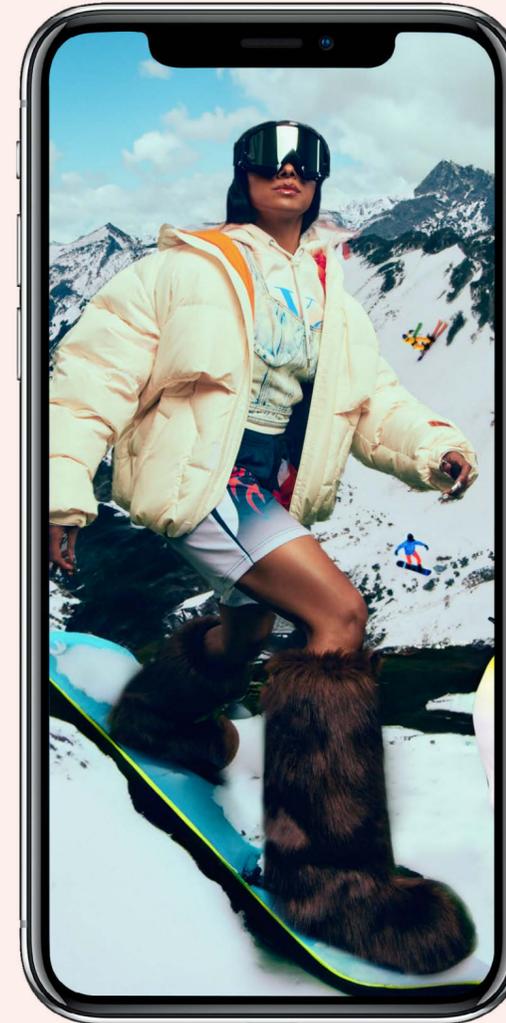
- 1 X TikTok video on Cosmo
- 1 X Video replicated on IG Reels

## ADDED VALUE

- 1 X Branded content article on cosmopolitanme.com with video embedded within
- Social amplification for online article (IG swipe-up, Facebook click-back, Twitter click-back, Newsletter inclusion)
- 1 X Full page ad in the next issue of Cosmo

**GROSS COST USD 53,000**

**DISCOUNTED PACKAGE COST USD 15,000**



# EDITORIAL INCLUSION OPPORTUNITIES

Our essentials, fashion and beauty openers, all shot in-house by our creative team, look at the latest trends across fashion, beauty and lifestyle. These images live in print, are replicated on digital and amplified through our social channels.



Essentials Page



Beauty Opener



Fashion Opener



## RATES: PRINT

RATES	AED	USD
Reverse gatefold PDF	73,450	20,000
IFCS - DPS	58,760	16,000
1st DPS	47,742	13,000
2nd DPS	45,906	12,500
3rd DPS	44,070	12,000
DPS before contents	42,233	11,500
DPS	40,397	11,000
Opposite contents 1	31,216	8,500
Opposite contents 2	31,216	8,500
Opposite editor's letter	49,397	11,000
Opposite masthead	49,397	11,000
ROP	25,707	7,000
Inside back cover	40,397	11,000
Outside back cover	55,087	15,000



# COSMOPOLITAN

MIDDLE EAST

DEPUTY MANAGING DIRECTOR

**FARRAH TAYLOR**

farrah.taylor@itp.com

EDITORIAL DIRECTOR

**MILLI MIDWOOD**

milli.midwood@itp.com

BRAND DIRECTOR, ITP LUXURY GROUP

**NADIA MUSA**

nadia.musa@itp.com

SENIOR KEY ACCOUNT MANAGER

**RABAB HASAN**

rabab.hasan@itp.com

GROUP KEY ACCOUNT MANAGER

**LYDIA SPALL**

lydia.spall@itp.com

COMMERCIAL ACCOUNTS EXECUTIVE

**ALEKSANDRA FROLOVA**

aleksandra.frolova@os.itp.com

**ITP** | MEDIA  
GROUP