

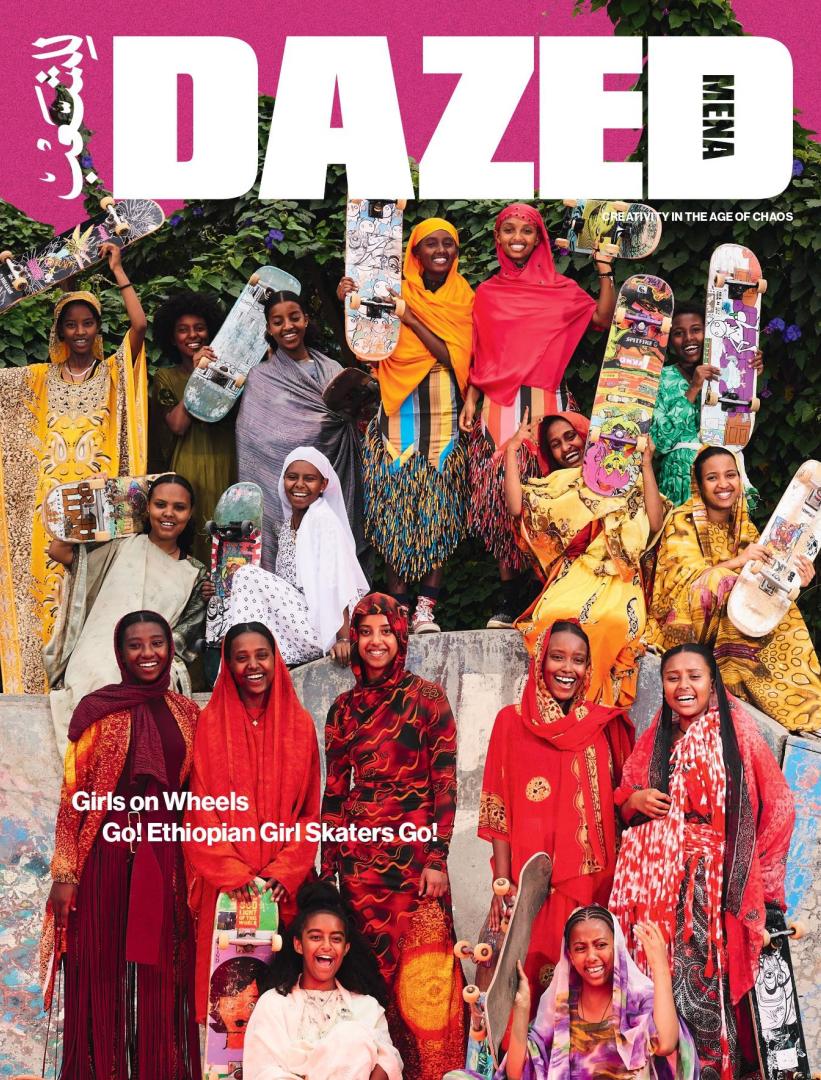


DAZED

MEHA

Media Kit

2026

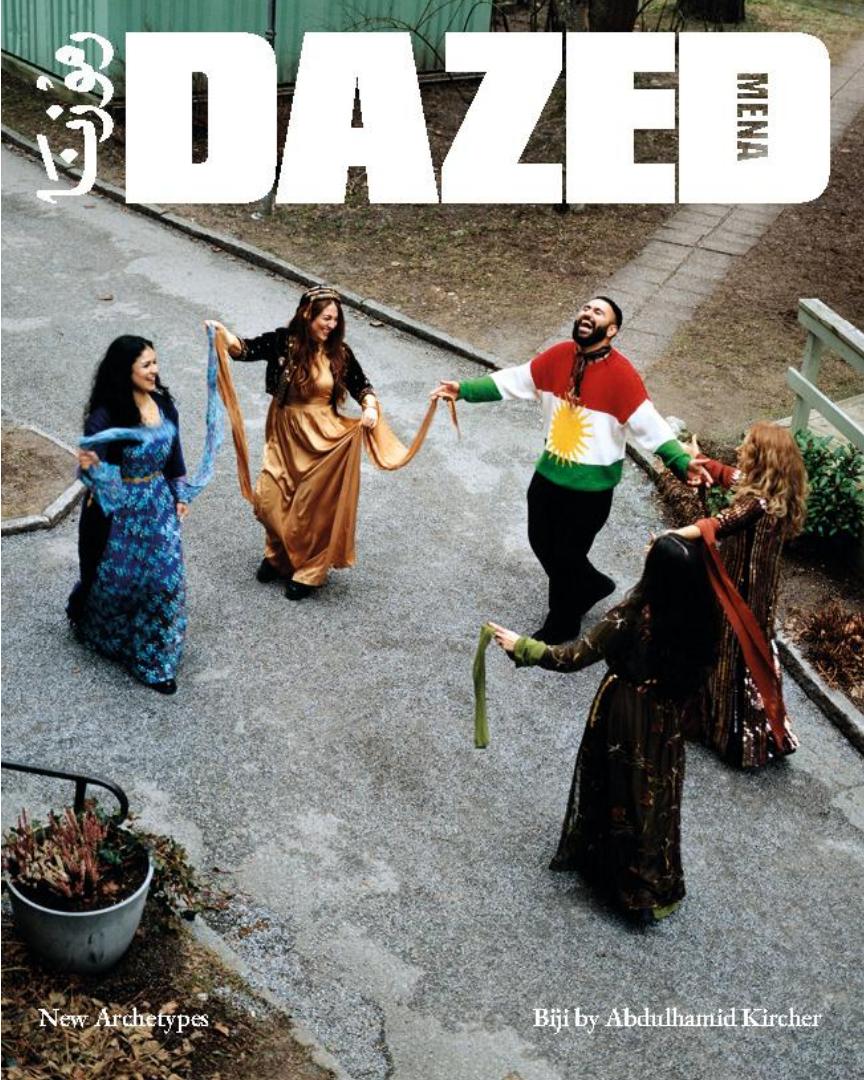


Dazed MENA is the first youth-community-focused fashion and culture magazine in the Middle East and North Africa

Launched in late 2024, with stories from across the global majority, Dazed MENA represents a shift in storytelling for a new generation

WE DON'T REFLECT CULTURE, WE CREATE IT.

Our mission is to move beyond cultural commentary and into cultural making — collaborating with the world's most vital voices to shape the future of fashion, art, and youth expression.



New Archetypes

Biji by Abdulhamid Kircher

“Our first year defined our ambition. This year, we claim our position and our authority: global in imagination, regional at heart and powered by a network of bold visionaries. In 2026, we expand our narratives, deepen our communities, and disrupt expectations like never before.”

**Ahmad Swaid,
Editor-in-Chief**



The first editorial team of its kind in the region, Dazed MENA is built by voices spanning North Africa, the Levant, and the GCC.



Ahmad Swaid
Editor in Chief



Sarra Alayyan
Deputy Editor



Omaina Salem
Fashion Director



Chndy
Creative Director &
Special Projects



Daoud Tabibzada
Art Director



Fady Nageeb
Content Director



Fatima Mourad
Creative Producer



Zein Karam
Social Editor



Ali Ammar
Fashion Editor



Zoé Zanzola
Fashion Editor



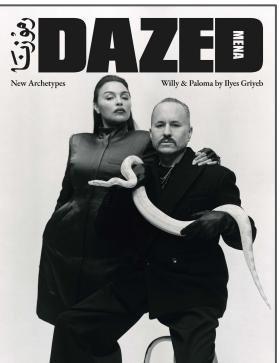
Neil Kalidas
Group Key Account Director



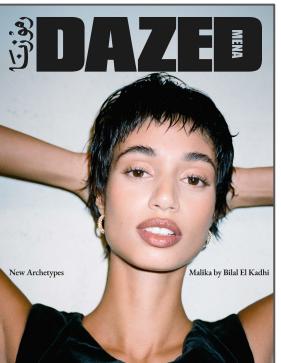
Saint Levant by Davit Giorgadze
Issue 00



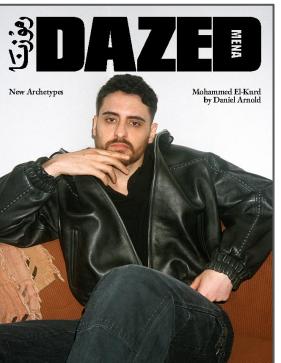
Afghan Girlhood
Issue 00



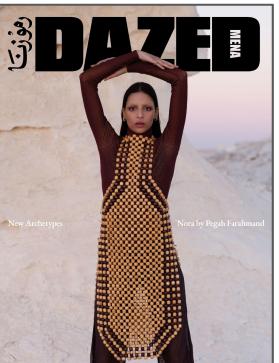
Willy Chavarria by Ilyes Griyeb
Issue 01



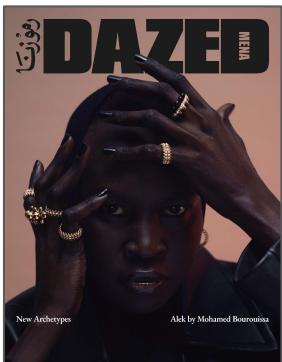
Malika El Maslouhi by Bilal El Kadhi
Issue 01



Mohamed El Kurd by Daniel Arnold
Issue 01



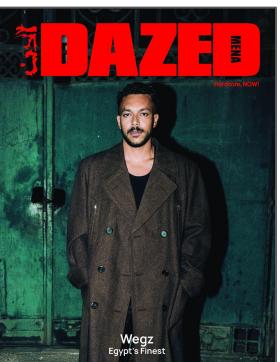
Nora Attal by Pegah Farahmand
Issue 01



Alek Wek by Mohamed Bourouissa
Issue 01



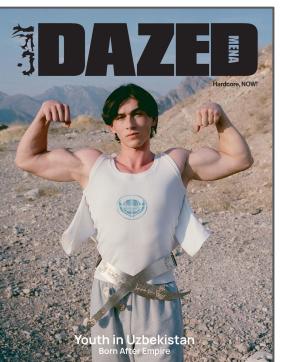
Beirut Sporting Club by
Yasmina Hilal
Issue 02



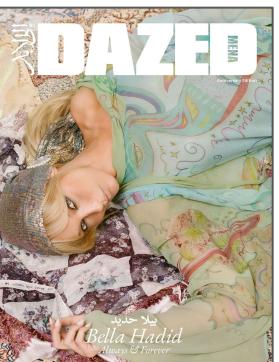
Wegz
Egypt's Finest
Issue 03



A Liz Johnson Artur Mixtape
Starring Aweng Chuol
Issue 03



Youth in Uzbekistan by Hassan
Kurbanbaev
Issue 03



Bella Hadid by Yasmina Diba
Issue 04



Mohamed Bourouissa
Recipient of the Deutsche Börse Photography Foundation Prize



Dexter Navy
Director known for his catalytic work with ASAP Rocky,



Myriam Boulos
Magnum represented photographer



Ellie Grace Cummings
Editor-in-Chief of *AnOther Man* and Fashion Director of *AnOther*



Liz Johnson Artur
Award winning artist whose work has gained various accolades and shown globally from Palais de Tokyo to the Tate



Bella Hadid
Activist and Supermodel Issue 04 cover star



Paloma Elsesser
Renowned model and recipient of Model of the Year 2023.



Nell Kalonji
Senior Fashion Editor-at-large for *AnOther Magazine*, Guest Fashion Director of *Luncheon*, Contributing Fashion Editor to *British Vogue*



Pascal Gambaro
Award-winning photographer, including the Prix de la Photographie Paris (PX3) Gold Award for Fine Art Photography



Saint Levant
Globally recognised musician



Wegz
One of the most influential rappers in the region



Alek Wek
Iconic 1990s supermodel and cultural figure



Monira Al Qadiri
Renowned Kuwaiti artist and recipient of the 2022 Fellbach Triennale Award



Willy Chavarria
CFDA Awarded Menswear Designer

We speak to the world's most influential and culturally connected audience.

Dazed MENA's audience is culturally fluent, globally minded, and highly engaged. They value originality, context, and creative integrity. For partners, this means access to an audience that responds to collaboration, not interruption, and engages with brands that participate meaningfully in culture rather than simply advertising within it.

Who is our audience?

Cultural Catalysts

A young, influential audience that both creates and circulates culture. With over 70% aged 18–44, they shape taste across fashion, music, art, and identity, discovering what's next, adopting early, and bringing it into wider cultural circulation.

Chronically Online

Digitally native and deeply embedded in internet culture. With an average engagement time of nearly 9 minutes, this audience values depth, storytelling, and context, engaging with content intentionally rather than passively scrolling.

Transnational by Nature

A transnational audience spanning North America, Europe, and MENA. They move fluidly between regions and scenes, connecting local narratives to global cultural discourse.



Total users:

537,347

Page views:

956,269

Sessions:

703,649

Engagement rate:

21.15%

Views per user:

1.78

Average session duration:

9m

Data range collated from Google Analytics (1st July 2025 – 31st December 2025)



85,000
Quarterly circulation

65%
Total GCC

297,500
Readership

TOP CITIES
Dubai, Doha, Riyadh, Cairo,
Beirut, Paris, New York, London



IFCS
\$30,000

DPS3
\$23,000

OBC
\$30,000

DPS4
\$22,000

IBC
\$15,000

DPS5
\$21,000

INSIDE FRONT COVER GATEFOLD
\$50,000

DPS6
\$20,000

REVERSE GATEFOLD
\$50,000

ED'S LETTER
\$18,000

DPS1
\$25,000

FULL PAGE ROP
\$18,000

DPS2
\$24,000

DPS
\$19,000

Issue	Booking Deadline	Artwork Deadline	Press Date	On Sale Date	Theme
Issue 01	27 February	9 March	13 March	23 March	Prophecies
Issue 02	15 May	22 May	27 May	10 June	Anthems
Issue 03	21 August	31 August	3 September	13 September	Desire
Issue 04	6 November	11 November	16 November	23 November	Utopia



Desktop

Digital Displays

Brands can run banners on mobile either as ROS or as part of a homepage / section takeover to provide 100% SOV

- **Targeting available:** Geo-targeting, section targeting
- **Formats:** BILLBOARD: 970 X 250; LEADERBOARD 728 X 90; MPU: 300 X 250; HALF PAGE BANNER: 300 X 600; INTERSTITIAL DESKTOP: 750X450; INTERSCROLLER DESKTOP ONLY: 450 X 450



Billboard



Half Page



Interstitial

Mobile

Digital Displays

Brands can run banners on mobile either as ROS or as part of a homepage / section takeover to provide 100% SOV

- **Targeting available:** Geo-targeting, section targeting
- **Formats:** MOBILE LEADERBOARD: 320 X 50; MOBILE BILLBOARD: 320 X 150; INTERSTITIAL MOBILE: 320 X 480; INTERSCROLLER MOBILE ONLY: 320 X 500



Mobile Half Page

BILLBOARD
\$250CPM

LEADERBOARD
\$200CPM

MPU
\$150CPM

HALF PAGE BANNER
\$200CPM

MOBILE LEADERBOARD
\$200CPM

MOBILE BILLBOARD
\$250CPM

INTERSTITIAL 750x450 DESKTOP
\$300CPM

INTERSTITIAL 320x480 MOBILE
\$300CPM

INTERSCROLLER 320x500 MOBILE ONLY
\$300CPM

INTERSCROLLER 450x450 DESKTOP ONLY
\$300CPM

INSTAGRAM REEL
\$25,000

INSTAGRAM STORY
\$4,000

INSTAGRAM DARK POST
\$8,000

TIKTOK VIDEO
\$25,000

Dazed Unpacks

A short-form video series exploring pop culture moments through a critical Dazed MENA lens. Each episode breaks down a timely phenomenon, tracing its cultural, political and creative impact. Previous instalments include the rapid rise of Labubus and the Sahel's influence on Death Grips. Ideal for brands aligned with cultural commentary and thought leadership.

**Zein Vs. The World**

On-the-ground coverage of key brand activations across the region and beyond, hosted by Dazed MENA's social editor, Zein. The format blends product storytelling with cultural context, highlighting brand heritage, collections and audience engagement in real time. Previous instalments include Jil Sander, Loewe, Thom Browne and Fred Perry.



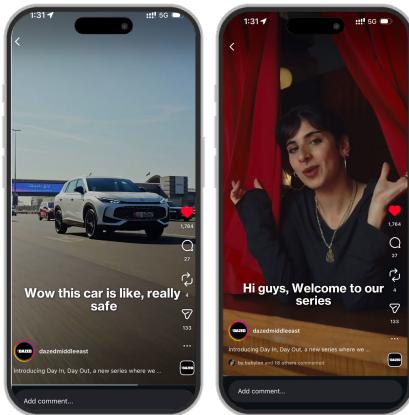
Thom Browne

Loewe

Fred Perry

A Day In The Life

A conversational car-ride interview series with regional changemakers and tastemakers. Each episode follows a creative through their day, offering candid insight into their process, lifestyle and path to success. Previous instalments include Butheina Kazim, founder of Cinema Akil



In Collaboration with MG

Who Made That ?

An artist-focused video format filmed inside studios and exhibitions. Creators guide us through their work, influences and unseen details behind their practice. Designed to deepen audience understanding of both the artist and the art, positioning brands within authentic creative spaces. Previous instalments include Monira Al Qadiri in her Berlin studio.



With Monira Al Qadiri

Billboard
\$250CPM

Leaderboard
\$200CPM

MPU
\$150CPM

Half Page Banner
\$200CPM

Mobile Leaderboard
\$200CPM

Mobile Billboard
\$250CPM

Interstitial 750x450 Desktop
\$300CPM

Interstitial 320x480 Mobile
\$300CPM

Interscroller 320x500 Mobile Only
\$300CPM

Interscroller 450x450 Desktop Only
\$300CPM

The specifications for an Email shot are:

HTML page, not more than 640 pixels wide; images (GIF/JPEG) should be sent along with the template. (No Flash Animations). Total file size: 100KB Max OR EPS or PDF print advert, which we will convert in-house to the required HTML format. Total Weight of images: 100KB Max (once converted to HTML)
Creative Deadline: 2 working days prior to dispatch date

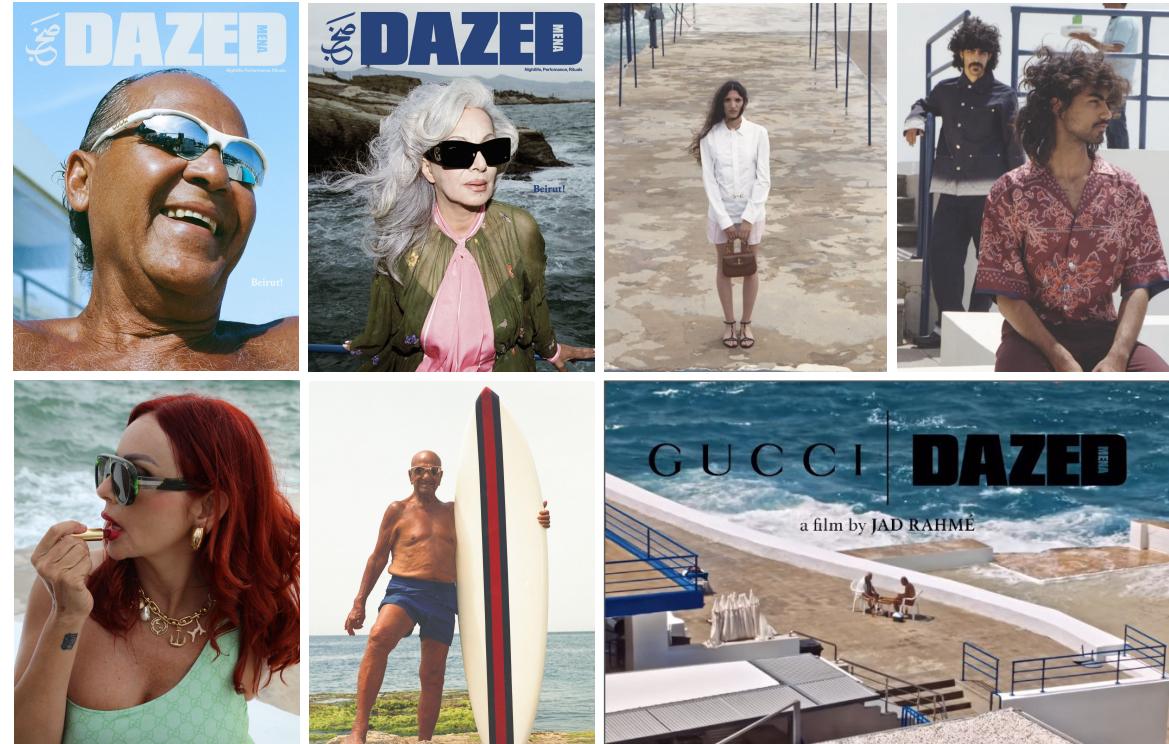
A 360° Levant-led regional activation positioning Gucci's Capsule Collection within Beirut's cultural landscape

Dazed MENA delivered a 360° regional campaign anchored in Beirut as a site of collective nostalgia, using Sporting as a cultural institution to reactivate the city's past and present for regional audiences.

The activation spanned print, digital, film, and social, led by a cover story and short film, and culminated in a physical on-ground activation in Beirut bringing together local creatives, cultural figures, and audiences.

The campaign received a high organic engagement, with over 6 views across all verticals and strong regional press coverage, including *L'Orient Today*.

Gucci's Capsule Collection was seamlessly integrated across fashion, eyewear, accessories, and beauty, ensuring cohesive product visibility across all editorial, film, and experiential touchpoints.



[Click to watch](#)

A three-cover artistic vision redefining Clash de Cartier for

Dazed MENA partnered with Cartier on a three-cover commercial takeover celebrating Clash de Cartier through a North Africa-led, art-driven vision.

The campaign brought together global icon Alek Wek – in her first regional cover, photographed by Mohamed Bourouissa – alongside Malika Maslouhi, photographed by Bilal El Kadhi, and Nora Attal, shot on location in Egypt's White Desert.

Led by leading regional talent and artists, the project deepened Cartier's cultural presence across print, digital, and video.

[Click to watch Nora's video](#)



A multi-platform activation introducing Stone Island to the region through GCC youth subcultures

Dazed MENA's Stone Island feature in Issue 01 brought the Khaleeji dune-bashing subculture to life through an immersive visual narrative spanning video, an inside print shoot, and a long-form article.

Shot by CHNDY, the project captured young Emirati thrill-seekers navigating the desert in technical Stone Island gear, framing dune bashing as both a lived subculture and a visceral expression of connection to land amidst rapid urban change.



A video-first Tik Tok talent series grounding the Valentino x Vans collaboration in GCC youth culture

For the Valentino x Vans collaboration, Dazed MENA delivered a three-part, digital-first video series designed to activate the collection through GCC youth talent and culture. The campaign spotlighted emerging creatives whose practices sit at the intersection of sound, movement, and street culture, embedding the collaboration within authentic regional communities.

The series featured Rakan, a skater from Riyadh; Rihab, a dancer from Dubai; and Al Nocturn, a grunge band from Abu Dhabi. Each film introduced the talent through their lived practice, grounding the Valentino x Vans collection in real cultural expression and reinforcing relevance across the GCC.



[Click to watch](#)



[Click to watch](#)



[Click to watch](#)

Reintroducing Nike to the MENA market through hospitality as culture

My Home is Your Home was a white-label cultural experience produced by Dazed MENA for Nike in Dubai, MENA led end-to-end conception and execution — from cultural strategy, guest curation, and a Middle East Archive exhibition, to immersive spatial design, programming, and storytelling — delivering a home-style dinner, live performance, portraiture, and subtle product seeding embedded within guest rituals.

Click to watch



The Dazed MENA 100 is our annual flagship platform spotlighting the next generation of creatives shaping culture across the region — voices poised for global impact.

Previous honourees include Saudi DJ Nooriyah, who went on to perform at Coachella and Glastonbury; Cynthia Merhej, a 2025 LVMH Prize semi-finalist; Magnum photographer and AFK Award winner Sakir Khader; Ayham Hassan, an FTA finalist; and the artistic collective Air Afrique, who have since staged a show at MoMA and collaborated with Nike.

Our inaugural edition launched as a 10-day cultural activation at ICD Brookfield Place, encompassing a public exhibition, a community-driven celebration, and a dedicated printed publication — offering brands a high-impact, culturally embedded presence.

The special-edition book features full-length profiles of each selected creative, accompanied by the 10-day exhibition, limited edition merch and closing party at ICD Brookfield Place.

[Click to watch](#)



An experiential in-store activation transforming H&M retail into a youth-driven cultural space

Notes on Being was an experiential in-store activation for H&M at Dubai Mall, transforming retail into a participatory cultural space. Through immersive visual worlds, live styling, and a limited-edition T-shirt press, the activation demonstrated Dazed MENA's ability to create distinctive, editorially led experiences that drive engagement and self-expression.

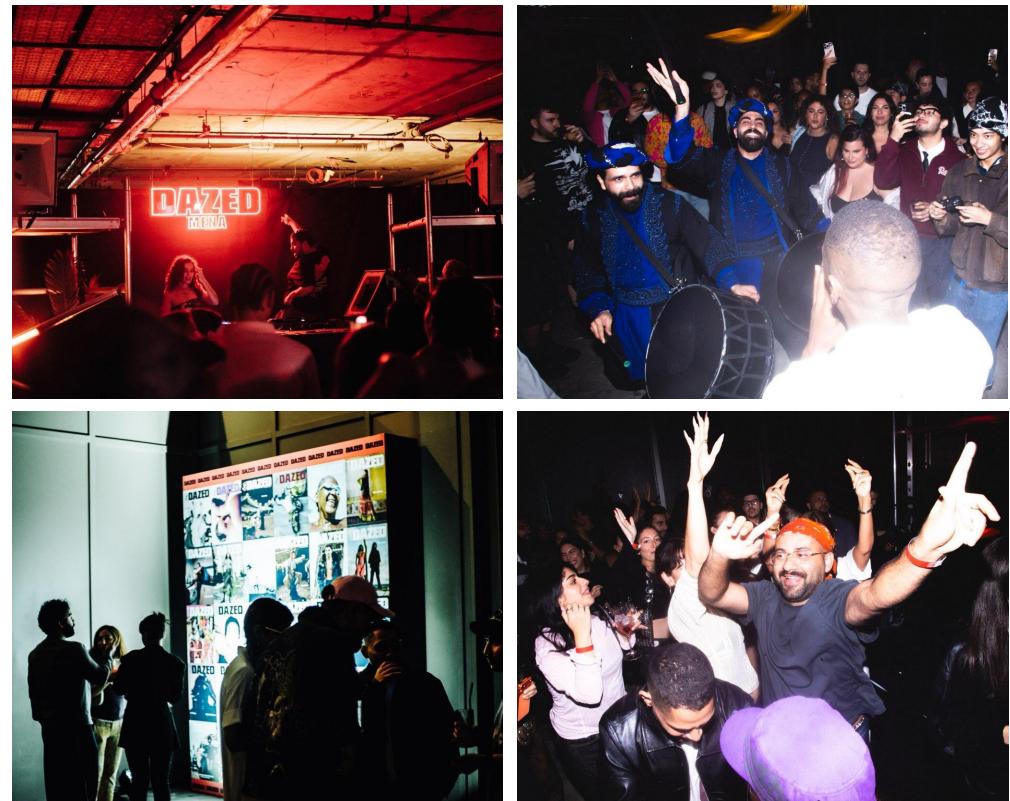


[Click to watch](#)

A large-scale, community-led cultural event positioning Suntory within the regional youth landscape

To mark the close of the year, Dazed MENA produced a large-scale community-led party, bringing together the Dazed MENA 100 network in a single live moment.

Hosted at 25hours Hotel, the event transformed the space through bespoke sound, lighting, and programming, blending music, nightlife, and editorial sensibility into a high-impact cultural activation.





DAZED

WME

GROUP KEY ACCOUNT DIRECTOR
NEIL KALIDAS
+971 58 563 2246
NEIL.KALIDAS@ITP.COM

Thank You