



**Esquire**  
MIDDLE EAST  
**MEDIA KIT 2026**

A close-up portrait of a man with dark hair and a beard, wearing black sunglasses and a maroon velvet suit jacket. He is looking down and to the left. He has a silver chain necklace and a tattoo on his neck. The background is a warm-toned wall with geometric patterns.

THE ESQUIRE MISSION

**“To inspire men  
in the region  
to make smarter  
life choices”**



Singer  
Miguel

# WHO ARE WE?

A tightly focused and proudly niche suite of products and events.  
A fully-integrated omni-media brand.

Our access and insight are unparalleled and provides  
our audience with a broader understanding of the  
world that affects them.

Our audience is:

**Accomplished.**  
**Ambitious.**  
**Intelligent.**  
**Relevant.**

## CONTENT PILLARS

### Style

Fashion, watches, grooming

### Culture

Film, books, art, design, travel

### Food & Drink

Restaurants, bars

### Self-Improvement

Health, fitness, spas, business

### Gear

Technology, cars, bikes, boats

### Profiles

Celebrities, regional talents and  
success stories

## CONTENT STRATEGY

Mature, modern and urbane  
aesthetic

Mix of concept and celebrity focused  
covers

Sharper focus on considered luxury

Targeting smaller but more influential  
groups and people

Celebrating regional success stories

Exclusive events offering 'cannot  
buy' access

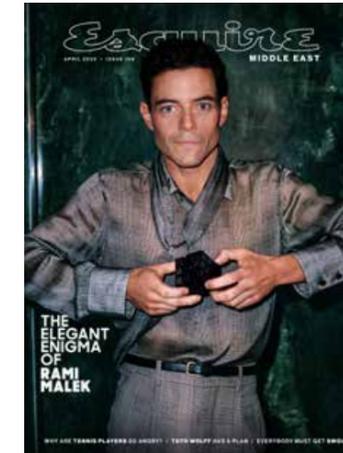


Ε

Actor

Boran Kuzum

**E**  
Actor  
Fady El Sayed



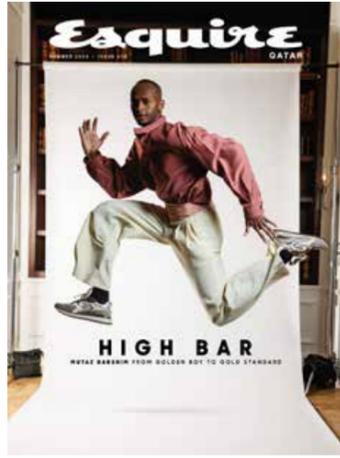
# MIDDLE EAST

11 ISSUES PER YEAR

15,000

CIRCULATION

- Dedicated website
- Full social media suite
- Multi countries/cities
- Mixed Arab/Expat audience



# QATAR

4 ISSUES PER YEAR

# 8,000

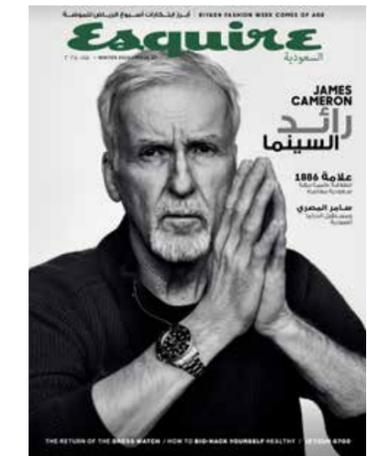
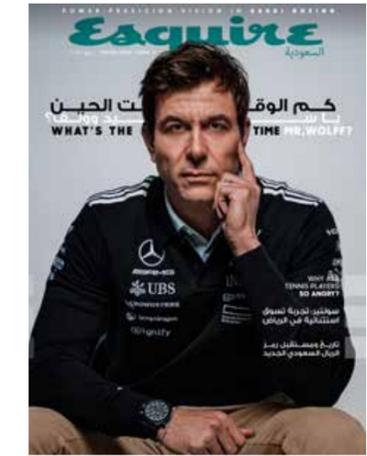
CIRCULATION

- Dedicated Instagram
- Doha-focused
- UHNW-targeted audience





CEO, MDL Beast  
**Ramadan Alharatani**



# SAUDI

4 ISSUES PER YEAR

# 25,000

CIRCULATION

- Bilingual: Arabic and English
- Arabic dedicated website
- Arabic dedicated social media



Film producer  
**Mohammed Al Turki**



  
Actor  
**Amr Youssef**

# COLLABORATIONS

SOME OF THE BRANDS ESQUIRE HAS WORKED WITH

- Audemars Piguet
- Audi
- BMW
- Breitling
- Cadillac
- Cartier
- Dior
- Dolce&Gabbana
- Dunhill
- Emporio Armani
- Ermenegildo Zegna
- Ferrari
- Gucci
- Harvey Nichols
- Hublot
- Hugo Boss
- Infiniti
- Loro Piana
- Louis Vuitton
- Maserati
- Mercedes
- Montblanc
- NEOM
- Orlebar Brown
- Panerai
- Porsche
- Prada
- Rivoli
- Rolex
- Rolls-Royce
- Tag Heuer
- Ted Baker
- Tod's

and more...



**Esquire x GUCCI**  
Mono-brand shoot on Idris Elba  
May 2023 – Esquire Middle East



**Esquire x ZEGNA**  
Still life product shoot  
April 2024 – Esquire Middle East



**Esquire x HUBLOT**  
Still life product shoot  
June 2024 – Esquire Middle East

# DIGITAL & SOCIAL MEDIA

## SOCIAL MEDIA

### Facebook

140,000

### Instagram

64,000

## VIDEO

### Instagram

48m views

### YouTube

27,900 subs

## WEBSITE

### esquireme.com

Monthly page views:

625,000

Unique users:

400,000

Average age:

25-45

Male/Female:

94:6

## GEO FOCUS

**UAE** 28%

**KSA** 24%

**Qatar** 10%

**Rest of GCC** 26%

**Other** 12%

## NEWSLETTER

### Frequency

Twice weekly

### Subscribers

25,500



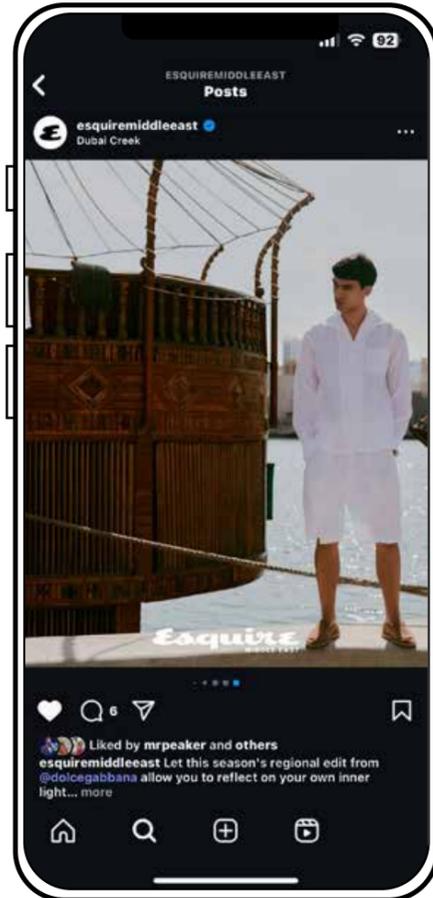
# DIGITAL & SOCIAL



**Instagram Reel**  
Rami Malek  
Saint Laurent



**Instagram Post**  
Orlebar Brown  
Still Life Shoot



**Instagram Post**  
Dolce & Gabbana  
Model Shoot

## WEBSITE RATES

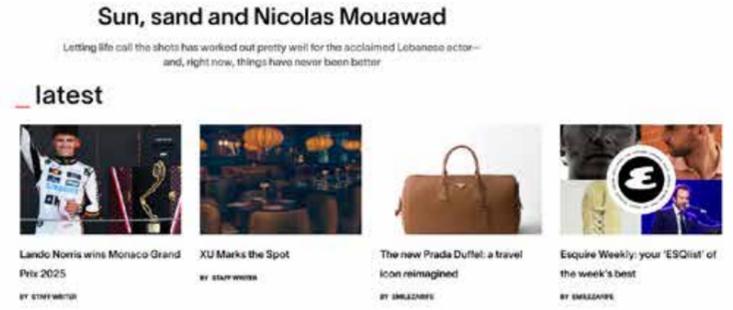
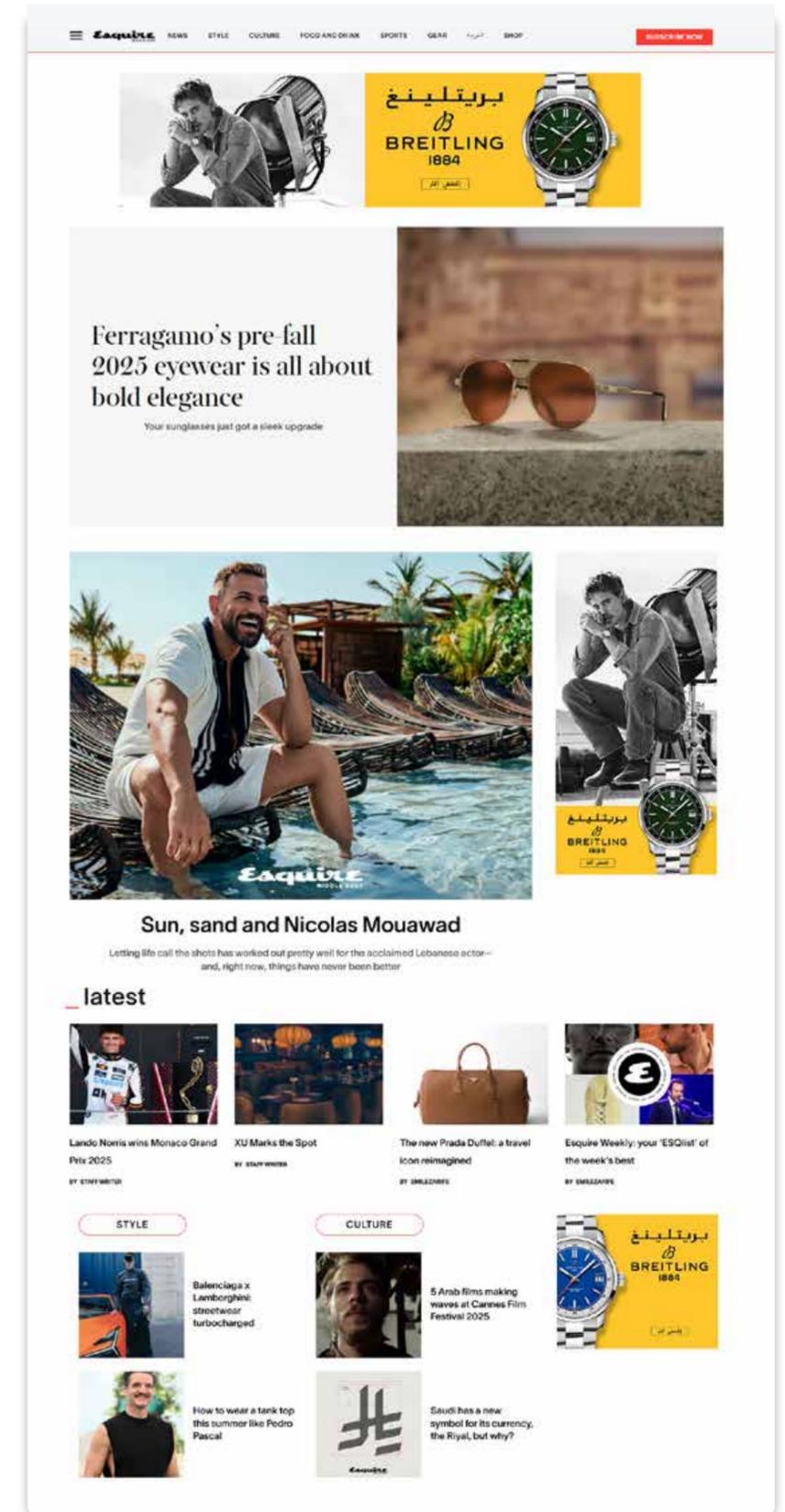
ONLINE BRANDED CONTENT ARTICLE	\$12,000
NEWSLETTER INCLUSION	\$3,000
MIXED BANNERS	\$330 CPM

## MIXED BANNERS SPECS

- 970x250 Billboard** (Mobile & Desktop)
- 300x600 HP** (Mobile & Desktop)
- 300x250 MPU** (Mobile & desktop)
- 320x150 Billboard** (Mobile)
- 320x50 Leaderboard** (Mobile)

## SOCIAL RATES

<b>INSTAGRAM DARK POST</b> Minimum Reach	\$7,500 75,000
<b>FACEBOOK DARK POST</b> Minimum Reach	\$7,500 75,000
<b>REEL CREATION &amp; INSTAGRAM REEL POST</b> Minimum Reach	\$30,000 300,000
<b>INSTAGRAM STORY</b>	\$4,000
<b>FACEBOOK STORY</b>	\$4,000





# EDITORIAL CALENDAR

**JANUARY 2026**

The 'Making of Man' Issue

**FEBRUARY 2026**

The Food Issue

**MARCH 2026**

Ramadan/Eid 2026

**APRIL 2026**

The Film Issue

**MAY 2026**

The Mavericks Issue

**JUNE 2026**

The 'FIFA World Cup' Issue

**JULY/AUGUST 2026**

The Travel Issue

**SEPTEMBER 2026**

Autumn Style 2026

**OCTOBER 2026**

The Art & Design Issue

**NOVEMBER 2026**

Winter Style 2026

**DECEMBER 2026**

The Party Issue



# PRINT SPECIFICATIONS

## PRINT RATES

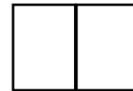
Reverse gatefold cover
IFCS
DPS1
DPS2
DPS3
Prime DPS
Opposite contents/flannel/editor's letter
IBC
OBC
ROP
DPS

SINGLE PAGE	DPS
n/a	\$31,250
n/a	\$26,250
n/a	\$23,000
n/a	\$22,500
n/a	\$22,000
n/a	\$19,500
\$14,000	n/a
\$15,000	n/a
\$22,000	n/a
\$10,000	n/a
n/a	\$17,500



## FULL PAGE

<b>Trim Size:</b>	w 220 mm	h 297 mm
<b>Bleed Size:</b>	w 230 mm	h 307 mm
<b>Type Area:</b>	w 190 mm	h 267 mm



## DOUBLE PAGE SPREAD (DPS)

<b>Trim Size:</b>	w 440 mm	h 297 mm
<b>Bleed Size:</b>	w 450 mm	h 307 mm
<b>Type Area:</b>	w 410 mm	h 267 mm

## REGULAR DPS

Please allow gutter space of 5mm on both sides from the center (total 10mm) to avoid any text and image getting into the spine.

## IFCS SPREAD

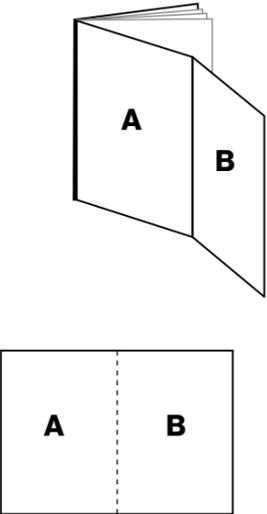
Please allow gutter space of 7mm on both sides from the center (total 14mm) to avoid any text and image getting into the spine.



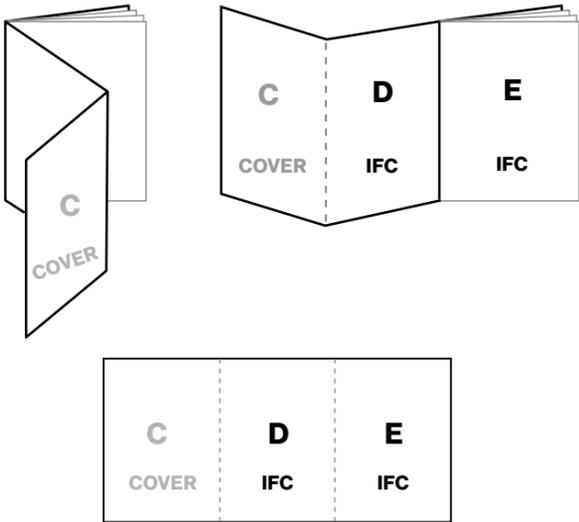
Actor  
Nicolas Mouawad

# SPECIAL PRINT

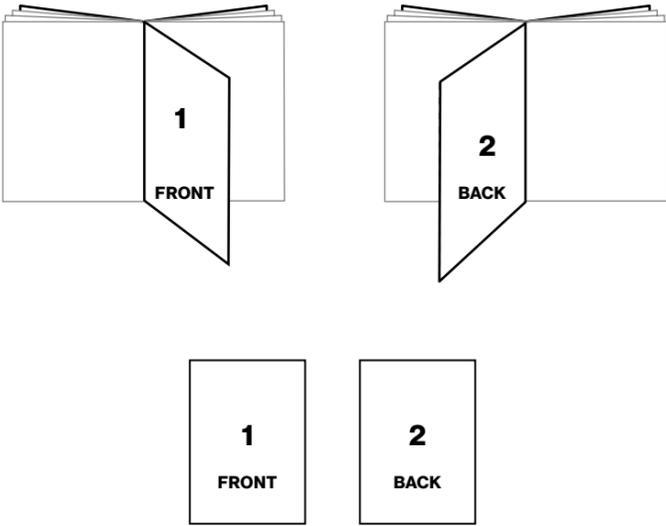
**REVERSE GATEFOLD**



**IFCS**



**INSERT SINGLE PAGE (THICKER PAPER)**

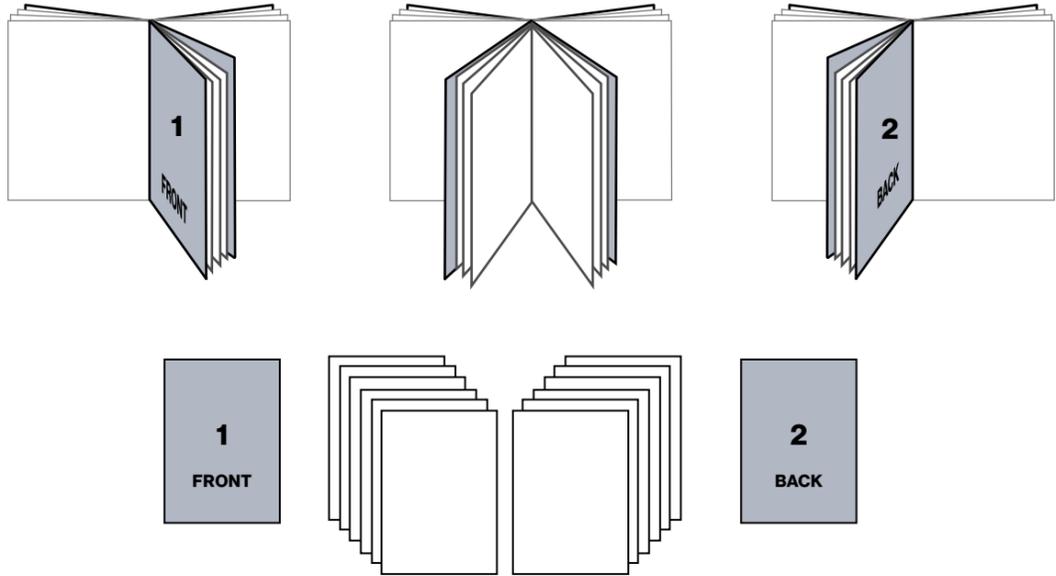


REQUEST TECHNICAL SPECIFICATIONS TO OUR PRODUCTION TEAM

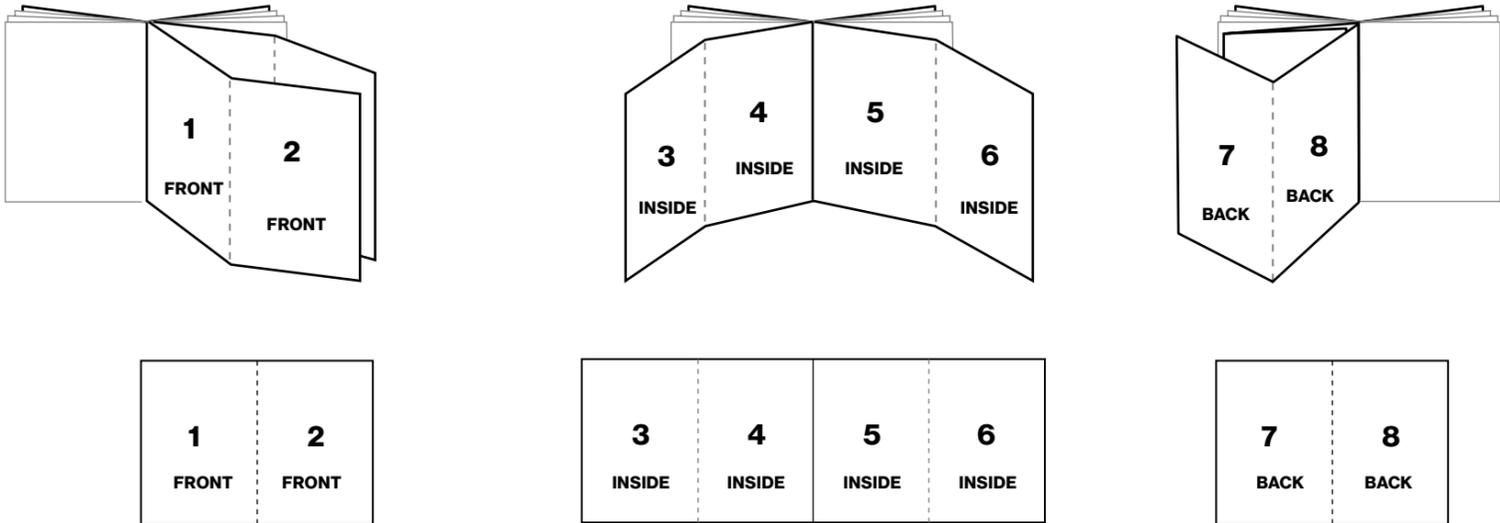


# SPECIAL PRINT

**BOOKLET INSERT**



**BUTTERFLY GATEFOLD INSIDE • 8 PAGES**



REQUEST TECHNICAL SPECIFICATIONS TO OUR PRODUCTION TEAM





**E**  
Actor  
**Kerem Bürsin**

# PRINT SCHEDULE 2026

## ESQUIRE MIDDLE EAST

February  
March  
April  
May  
June  
July/August  
September  
October  
November  
December  
January 2027

## COPY DEADLINE

January 15  
February 15  
March 15  
April 15  
May 15  
June 15  
August 15  
September 15  
October 15  
November 15  
December 5

## ON-SALE DATE

February 1  
March 1  
April 1  
May 1  
June 1  
July 1  
September 1  
October 1  
November 1  
December 1  
January 1

## ESQUIRE QATAR

Spring 2026  
Summer 2026  
Autumn 2026  
Winter 2026

## COPY DEADLINE

January 9  
May 1  
September 1  
November 1

## ON-SALE DATE

January 25  
May 15  
September 15  
November 15

## ESQUIRE SAUDI

Spring 2026  
Summer 2026  
Autumn 2026  
Winter 2026

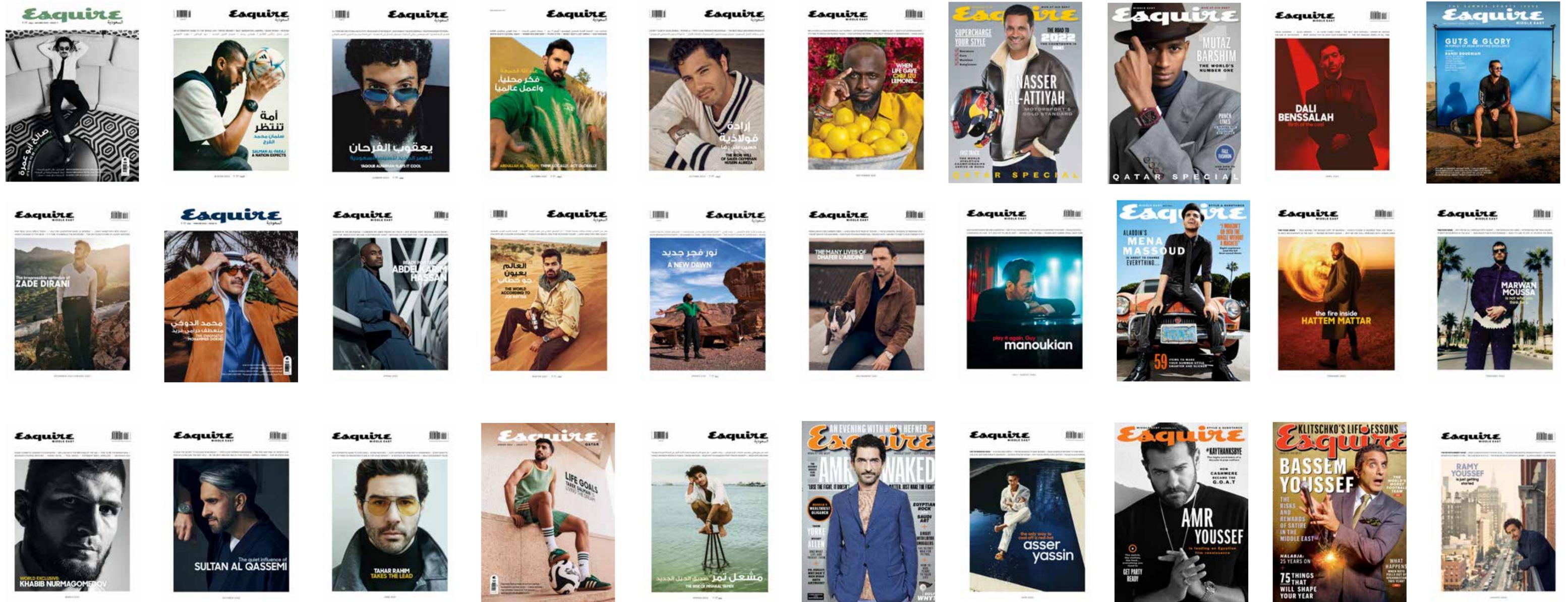
## COPY DEADLINE

January 20  
April 20  
August 20  
October 20

## ON-SALE DATE

February 25  
May 25  
September 25  
November 25





## FIRST TIME COVER STARS

Sure, we've had our fair share of global A-listers grace our Covers over the past 163 issues, from Idris Elba, Usain Bolt and Dev Patel, to Neymar Jr., Karim Benzema and Gordon Ramsay, but a major part of our purpose here at *Esquire Middle East* is captured in our motto: 'Celebrating Arab Excellence'. Particularly in the last ten years we have endeavoured to put the region's brightest talent at the heart of what we do. We gave the following names their deserved flowers with their regional magazine cover debuts:

(ALPHABETICALLY FROM TOP LEFT)

**Saleh Abuamrh**, **Salman Al-Faraj**, **Yaquob Al-Farhan**, **Abdullah Al-Jumah**, **Husein Alireza**, **Izu Ani**, **Nasser Al-Attiyah**, **Mutaz Barshim**, **Dali Benssalah**, **Ramzi Boukhiam**, **Zade Dirani**, **Mohammed Dokhei**, **Abdelkarim Hassan**, **Joe Hattab**, **Hamza Hawsawi**, **Dhafer L'Abidine**, **Guy Manoukian**, **Mena Massoud**, **Hattem Mattar**, **Marwan Moussa**, **Khabib Nurmagomedov**, **Sultan Al Qassemi**, **Tahar Rahim**, **Tarek Salman**, **Mishaal Tamer**, **Amr Waked**, **Asser Yassin**, **Amr Youssef**, **Bassem Youssef** and **Ramy Youssef**







# EVENTS

**Esquire**  
MIDDLE EAST

## THE = SUPPER CLUB =

An *Esquire*-curated meet-up of notable talent from across the UAE with an intimate sit-down dinner at the region's coolest and in-demand restaurants.

Now in its fourth year, the immensely popular event sees a hand-picked guestlist of 'friends of the brand'. Targeting smaller, influential people and groups by offering 'cannot buy' access and activations.



**E V E N T S**

THE ESQUIRE  
**JAZZ CLUB**

Everybody loves a sharp dressed man, but what if we throw some live jazz in there? The Esquire Jazz Club delivers on all fronts. Just don't let us catch you with a clip on tie.





# EVENTS

**Esquire**  
MIDDLE EAST

# YACHT CLUB

The Esquire Yacht Club is a luxurious twist on our exclusive gathering for those who appreciate the finer things in life. Set sail on a grand boat for an unforgettable evening of fine dining, breathtaking views, and elevated entertainment.



EVENTS

**Esquire**  
MIDDLE EAST

# SOCIAL CLUB

A fun, social gathering that brings together an elite *Esquire*-approved audience to let their hair down and revel in the region's nightlife and in collaboration with high-end brands and venues worthy of the *Esquire* guestlist.

A private invite-only event to which everyone wishes they've been invited. Let's hope that includes you.

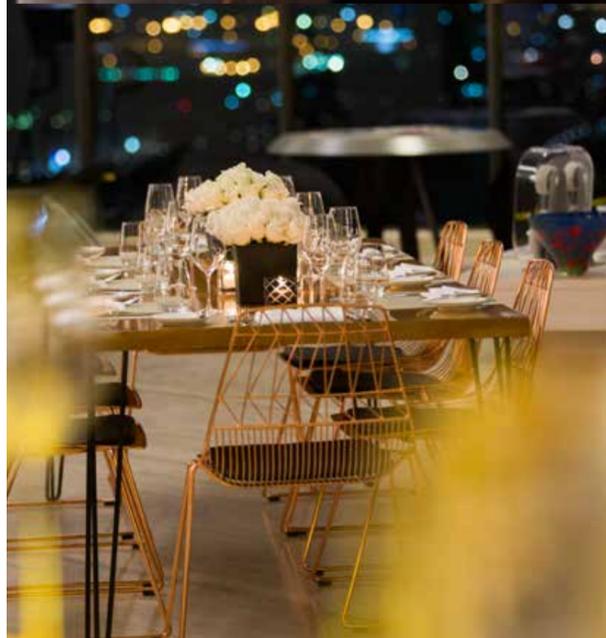




## EVENTS



The region's most stylish magazine brand comes to life over three days in Dubai's most exclusive pop-up members' club. Walk into a real-life experience of the Esquire brand, via a series of activations across Food, Fashion, Culture and on-stage interviews with international and local celebrities.



THANK YOU

**CONTACTS**

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