

ARABIA

BAZZAAR

Harper's

BAZZAAR

2026 MEDIA KIT

What is BAZAAR?

Harper's Bazaar is the ultimate blend of fashion, fantasy and formidable women. The pinnacle of modern sophistication, our mission is to be both beautiful and meaningful; to inspire and to inform, and to do so with dynamism, verve, relevance, but more importantly – with values.

We are a community; celebrating the region and playing an essential role in supporting it, championing it, and setting agendas within it – be that through profiling the most stylish, influential and inspiring women in the GCC, or acting as a space to push game-changing creativity and conversations forward.

An unparalleled authority on style and luxury, we seamlessly combine local perspective with international vision; pedigree with a progressive outlook, to remain the most revered fashion title in the Middle East.





Harper's BAZAAR

What we do...

INTERNATIONAL

The world's longest established fashion magazine, Harper's Bazaar was launched in the United States in 1867. Today, it has 30 editions worldwide, including the United Kingdom, China, Italy and India, as well as the US and Arabia.

REGIONAL

Since launching in the GCC in March 2007, Harper's Bazaar Arabia has become the most prestigious and respected women's fashion magazine in the region, blending local flavour with international style to reflect its discerning readership. Harper's Bazaar Arabia is sold in the UAE, Kuwait, Bahrain, and Oman and is audited by BPA Worldwide.

READER PROFILE

Harper's Bazaar Arabia readers share a love of luxury fashion and style. High-spending Arab and expatriate women aged 25-years-old and upwards, they are affluent, educated and discerning. They embrace both local and international designer fashion, are regular travellers and have exceptionally high personal grooming and beauty standards.

DIGITAL

Harper's Bazaar Arabia content is published online under HarpersBazaarArabia.com, available in English and Arabic, joined by its Interiors and Junior brand pillars. A beautifully designed, simple yet functional online space that encompasses fashion, beauty, people and lifestyle sub-divisions, alongside daily news stories and original articles. It shares a newsletter with a network of high-achieving readers, ensuring the magazine reaches a new global customer.

SOCIAL MEDIA

A vibrant and engaging presence on Instagram, Facebook, X, YouTube and LinkedIn connects Harper's Bazaar Arabia with readers across the Middle East and beyond, providing behind-the-scenes insight and access to the region's leading fashion magazine, amassing over 2.3 million organic followers.

CELEBRITY EXCLUSIVES

As the Middle East's leading fashion title, Harper's Bazaar Arabia has gained exclusive access to some of the most iconic names in the world. From regional talents such as Yousra, Huda Kattan, Elyanna, Yasmine Sabri and Nancy Ajram, to international superstars like Rihanna, Kim Kardashian, Dame Joan Collins, Iris Apfel, Queen Rania, Yara Shahidi and Bella Hadid, who have all been photographed and interviewed for cover stories, that in turn attracted coverage in major international news outlets including The Daily Mail, Huffington Post, People magazine and E! News.

Harper's BAZAAR

In numbers

Harper's Bazaar Arabia is widely available to buy at supermarkets and bookshops across the UAE and GCC. Public place copies are also circulated onboard Emirates first and business class cabins, as well as lounges, beauty clinics, beauty salons, spas, ladies' clubs and hotels across the UAE.

75,600
READERSHIP | **18,000**
PRINT
RUN

UNIQUE USERS

ENGLISH	ARABIC
611,798	376,620

ENGLISH	ARABIC
826,140	552,421

PAGE VIEWS

1.6
million
 FACEBOOKARABIC

142,000'
 INSTAGRAM
 FACEBOOKENGLISH

Editorial PROFILES



NATASHA FARUQUE

*Acting
Editor in Chief*

Oxford University graduate Natasha Faruque started her career in content and communications via a baptism of fire at Condé Nast in the UK. A short project for University of Arts, London took her to the U.A.E., where she subsequently settled and has lived for over 15 years, working for top-tier magazines like Harper's Bazaar Arabia, Hello!, Esquire, and Condé Nast Traveller among others. After a four-year stint as Head of Content at Dubai's Department of Economy & Tourism, Natasha took on the mantle of Group Managing Editor at Harper's Bazaar Arabia in March 2023.

SOPHIA SERIN

Deputy Editor

When it comes to luxury publishing in the Middle East, Sophia Serin has seen and done it all. Kicking off her career in the region in 2004, she has consistently risen through the ranks in newspapers, and magazines. With a creative streak a mile wide, Sophia is an author (Assouline) and isn't afraid to take centre stage. Sophia has emceed award shows with Dubai TV and Dubai Fashion week, moderated panels with Ralph Lauren, Burberry and Lanvin including interviewing Hollywood's hottest names including Cate Blanchett, Sarah Jessica Parker and John Travolta.

CHARLIE BOYD

Digital, Jewellery & Watches Editor

Charlie Boyd is the digital, jewellery and watches editor for Harper's Bazaar Arabia, and has worked as a content creator in the luxury sphere since 2010. Covering fashion, fine jewellery & watches, she has worked for ELLE, The Times, Harper's Bazaar, Tatler, and NET-A-PORTER. As a freelancer, she has written for British Vogue, Conde Nast Traveller, Vanity Fair, and The Telegraph. Beyond editorial features and styling, Charlie consults on content strategy and in-house copywriting for major maisons across print, digital and social.

OLIVIA PHILLIPS

Editor at Large

With over 20 years of fashion and lifestyle journalism experience, Olivia's international media expertise has seen her work for global industry leaders including Net-a-Porter, Grazia, Refinery29, Matches Fashion, Stylist (UK) and Jimmy Choo. Headhunted from London in 2014, she has spent 12 years championing, supporting and engaging with the fashion landscape in the Middle East, as well as interviewing style's biggest names for print, video and live audiences – from Marc Jacobs and Stella McCartney to Angela Missoni and Victoria Beckham.

NOUR BOUEZZ

*Senior Fashion
Editor*

Originally from Lebanon, Nour worked in the fashion industry as a celebrity stylist for 8 years before relocating to Dubai in 2020. Her love of visual storytelling has led her to create some truly memorable fashion imagery as Senior Fashion Editor at Harper's Bazaar Arabia, Esquire Middle East and ITP's Luxury Group. Throughout her career she has collaborated with luxury brands from Chanel, Louis Vuitton, Bvlgari and Cartier, and styled a roster of celebrities including Nancy Ajram, Yasmine Sabri, Tara Emad, Cynthia Samuel, Karen Wazen and Huda and Mona Kattan.



Harper's BAZAAR SAUDI

Harper's Bazaar has flourished for more than 150 years by continually reinventing itself. In 2021 we embraced Saudi Arabia into our Bazaar family – a dynamic new chapter for a dynamic new dawn. Rarely does a genuine culture-shifting opportunity present itself, and as KSA strides boldly towards its Vision 2030, Harper's Bazaar has again blazed a trail as the first international women's title to be launched within the country, published four times a year: February, May, September and November. With the content in Arabic and English (50:50), it was the most important luxury media launch in the country's history, and we are so proud to be pioneering a dedicated title that reflects, evolves and changes the cultural landscape for good – with the Saudi people at its heart.

PAGINATION
200+
Pages

PRINT CIRCULATION
25,000
Copies in urban areas

EDITORIAL CALENDAR

Issue	Material Deadline	On Sale Date
Spring	3 Feb	Feb
Summer	12 May	May
Autumn	22 Aug	Sep
Winter	3 Nov	Nov

LANGUAGE

50%
Arabic

50%
English

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QATAR

Harper's Bazaar Qatar hits the newstands four times per year in February, May, September and November. Dedicated to the style and cultural highlights of Doha,

Harper's Bazaar Qatar is the authority for all-things Qatar.

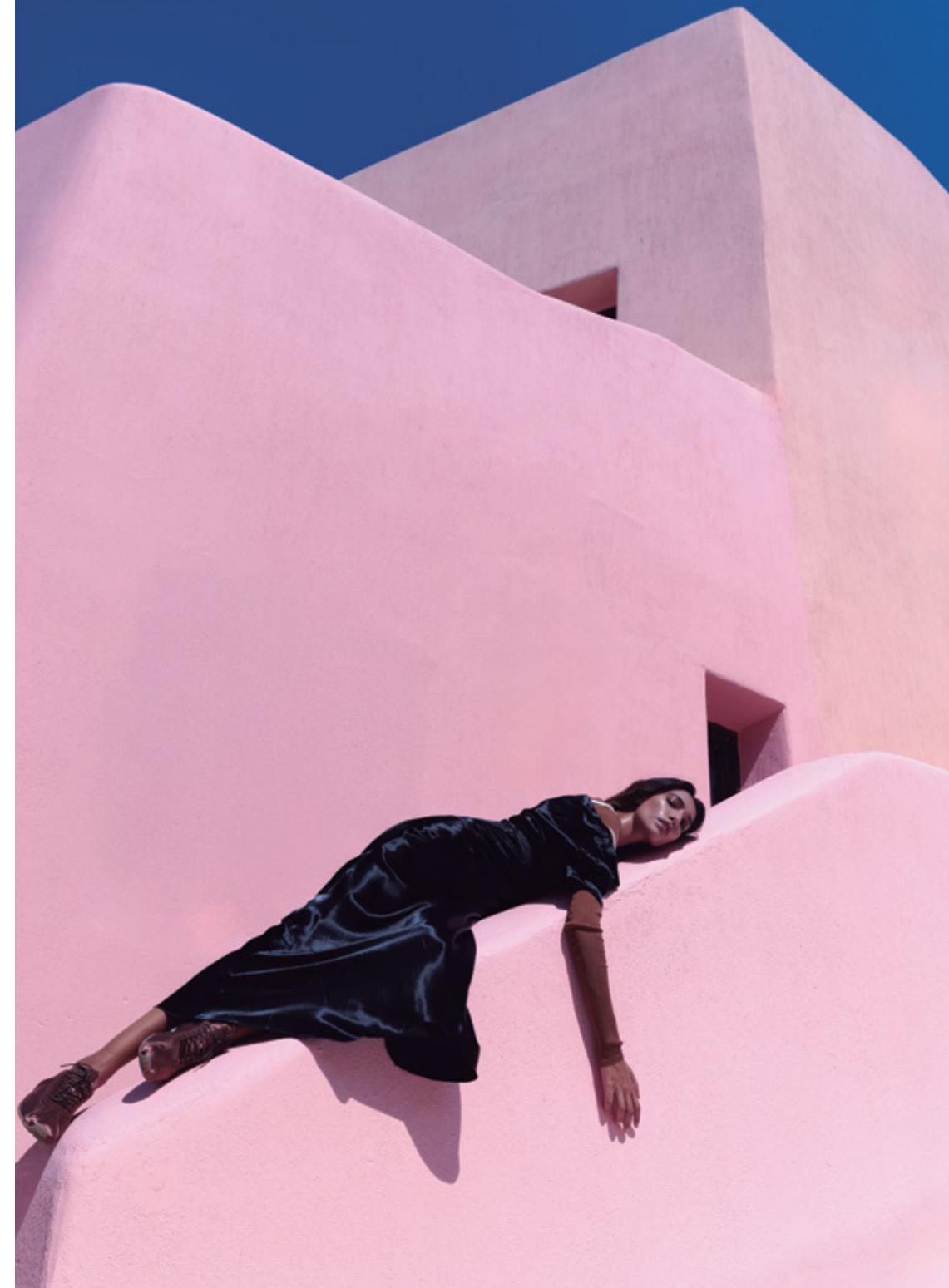
From luxury must-buys to insights into the country's art scene, the magazine continues to shine a spotlight on this growing market, securing high-profile local talent, from Sheikha Asma Al Thani to Amal Ameen Almehain, and international models such as Nour Rizk and Amira Al Zuhair. The title's events pillar continues to grow apace, hosting everything from mall activations to bespoke private dinners – each boasting an unparalleled guest list of prominent Doha-based denizens.

EDITORIAL CALENDAR

Issue	Material Deadline	On Sale Date
Spring	19 Jan	Feb
Summer	1 May	May
Autumn	1 Sep	Sep
Winter	1 Nov	Nov

PRINT CIRCULATION

10,000



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INTERIORS

Harper's Bazaar Interiors is a window into the enviable homes of inspirational individuals from Muscat to Manhattan, and also offers insight into the Middle East's ever-evolving interior design scene. Now in its 15th year, with a print run of 15,000, the magazine is published in March, June, September and November.

Targeted at discerning, wealthy consumers, it is a barometer of luxurious, original style, championing the evolution of the region's design scene, with the title's discussions, gatherings and talks, highlights in the industry's calendar.



EDITORIAL CALENDAR

Issue	Theme	Material Deadline	On Sale Date
Spring	DESIGN ISSUE 2026 trends forecast for home interiors and colours. Kitchen & bathroom special.	Mar 9	Mar
Summer	ESCAPE ISSUE Newest luxury hotels around the world. Table-setting special. Salone del Mobile report.	Jun 8	Jun
Autumn	FASHION AT HOME Fashion at home. Fashion to furniture, A/W Trends. Kitchen & bathroom special.	Sep 8	Sep
Winter	ENTERTAINMENT ISSUE Gift ideas, hosting at home. Review of Design Week. Festive issue.	Nov 12	Nov

Advertising Rates	USD\$*
Reverse Gatefold	23,000
IFCS	18,750
DPS1	15,000
DPS2	14,500
DPS 3-6	14,000
Contents 1-5	10,000
Opposite Ed's Letter	10,000
Masthead	10,000
IBC	10,000
OBC	18,000
1st 40% after Primes	8,000
ROP	6,000
ROP Advertorial	9,000
DPS	10,000
DPS Advertorial	15,000

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JUNIOR

2026 welcomes two more issues of *Harper's Bazaar Arabia Junior*, seeing our hugely successful take on small-but-perfectly-formed style come to life for spring/summer and autumn/winter.

Compact, bijou pages highlight the best luxury collections, cutest new brands, family friendly travel, parenting advice and must-haves for style-savvy girls and boys. The ultimate guide to children's fashion and lifestyle, bound into and distributed with the April and October issues of *Harper's Bazaar Arabia*, the Middle East's leading fashion magazine.

Advertising Rates	USD\$*
IFCS	27,000
DPS1	20,000
DPS2	18,750
DPS3	17,750
Opposite contents	17,500
Opposite Editor's letter	12,000
Masthead	12,000
List Pages	12,000
IBC	15,000
OBC	20,000
Single page ROP	10,000
DPS ROP	17,500

Issue	Material Deadline	On Sale Date
SS2026	7 March	April
AW2026	7 Sept	October





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BRIDE

Bazaar Bride is the region's premier luxury wedding magazine, produced in association with *Harper's Bazaar Arabia*. With a print run of 10,000 is the ultimate resource for those planning their dream wedding; think beautiful jewels, lavish real weddings, couture gowns, high fashion accessories, exquisite receptions, stunning honeymoon destinations ... and all the magic touches to make a truly *Bazaar bride*.

Advertising Rates	USD\$*
IFCS	26,250
DPS1	20,000
DPS2	18,750
DPS3	17,750
Opposite Contents	12,000
Opposite Eds Letter	12,000
IBC	15,000
OBC	20,000
Single Page ROP	10,000
Single Page Advertorial	15,000
DPS ROP	17,000
DPS Advertorial	25,500



BAZAAR

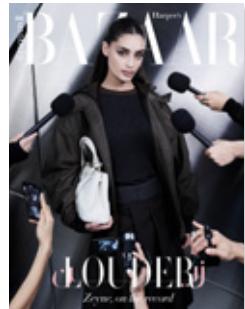
Events

Growing at a considerable pace, Harper's Bazaar Arabia's events division has become an instrumental and powerful pillar of the brand. From bespoke tailored breakfasts and intimate trunk shows to private dinners with leading designers and brand founders, Bazaar hosts across the UAE, Qatar, Saudi Arabia, Kuwait, and has even successfully expanded into London, connecting with Arab women who travel the world. All events are created based on specific brand briefs and have tailored audiences, objectives and moodboards aligned with both the overall vision and Harper's Bazaar Arabia.

Team Bazaar has travelled to Saudi Arabia to launch seven fashion-fused pop-ups across three major cities, in partnership with Cenomi, taken a trip to Doha Festival City for the three-day *Front Row Live* showcase and launched ITP Luxury Group's Studio 152 at Marsa Boulevard with a Georges Hobeika *Master of Light* exhibition and celebratory gala. Other highlights include a Bazaar Junior festive fête and a dinner in association with SailGB in Abu Dhabi.

ARABIA BAZAAR

Harper's
Special Editions



February

HARPER'S BAZAAR QATAR
HARPER'S BAZAAR SAUDI

March

HARPER'S BAZAAR INTERIORS

April

HARPER'S BAZAAR JUNIOR

May

HARPER'S BAZAAR SAUDI
HARPER'S BAZAAR QATAR

June

HARPER'S BAZAAR INTERIORS

September

HARPER'S BAZAAR QATAR
HARPER'S BAZAAR SAUDI
HARPER'S BAZAAR INTERIORS

October

HARPER'S BAZAAR JUNIOR

November

HARPER'S BAZAAR INTERIORS
HARPER'S BAZAAR QATAR
HARPER'S BAZAAR SAUDI





Editorial CALENDAR

February

THE RAMADAN ISSUE

RAMADAN/HIGH JEWELLERY PRESENTATIONS/SS26/ ART BASEL DOHA

March

THE CONFIDENCE ISSUE

RAMADAN/NEW-SEASON FASHION/INTERNATIONAL WOMEN'S DAY

April

THE OBSESSION ISSUE

PURE SPRING FASHION/ART DUBAI/SALONE/WEDDINGS

May

THE BEAUTY ISSUE

HEALTH & WELLNESS/AFTER WATCHES AND WONDERS/FASHION SEASON CLOSES

June

THE CAREER ISSUE

WOMEN AT WORK

July-August

THE TRAVEL ISSUE

TOP DESTINATIONS/TRAVEL TRENDS/SUMMER STYLE GUIDES

September

THE FASHION ISSUE

NEW-SEASON RUNWAY, REPORTS AND REVIEWS

October

THE FOREVER ISSUE

SYMBOLS OF STYLE FROM PAST TO PRESENT

November

THE WATCH AND JEWELLERY ISSUE

ALL THAT GLITTERS

December

THE COMMUNITY ISSUE

UAE NATIONAL DAY/ BAHRAIN NATIONAL DAY/ QATAR NATIONAL DAY



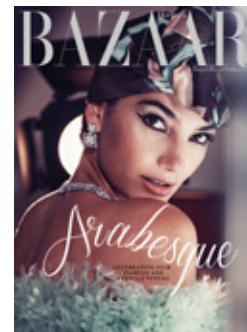
HUDA EL MUFTI



YOUSSRA



BELLA HADID



LILY ALDRIDGE



KYLIE & KRIS JENNER



AZZA SLIMENE



QUEEN RANIA OF JORDAN



HER HIGHNESS SHEIKHA MAHRA BINT MOHAMMED BIN RASHID AL MAKTOUM



SARA SAMPAIO



TALEEDAH TAMER



SONAM KAPOOR



IRIS APFEL



HALIMA ADEN

A LOOK BACK...

From Queen Rania to Huda Kattan, our cover stars represent the very best of A-list regional and international talent, shot through Bazaar's world-class creative lens



DAME JOAN COLLINS



KANYE WEST & KIM KARDASHIAN



RIHANNA



NATALIA VODIANOVA



SHANINA SHAIK



HUDA KATTAN



PRIYANKA CHOPRA



KIM KARDASHIAN



RAWAN ABDULLAH ABU ZAID



SHANINA SHAIK, HIND SAHLI, HANAN BEN ABDESSLEM



NANCY AJRAM



JASMINE TOOKES

Ten reasons to advertise in

ARABIA BAZAAR

BAZAAR is the
NUMBER-ONE-selling
premium FASHION
magazine in ARABIA

BAZAAR offers
ORIGINAL local content

BAZAAR
readers are big
spenders. They spend
five times more than
the average consumer
on fashion, leather
goods and accessories

BAZAAR offers true
ACCESS to INTERNATIONAL
and LOCAL designers

BAZAAR offers
INTEGRATED and
unique CREATIVE
SOLUTIONS that are
FIRSTS in the market

BAZAAR
gives readers the
AUTHORITY on
FASHION and
BEAUTY

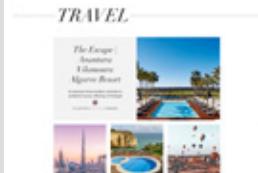
BAZAAR
uses the BEST
JOURNALISTS and
PHOTOGRAPHERS
in the world

BAZAAR's heritage
DATES BACK to 1867

BAZAAR readers have a
MEAN household income
of over Dhs2 million

BAZAAR brand
extensions include:
HarpersBazaarArabia.com
BAZAAR Qatar
BAZAAR Saudi
BAZAAR Junior
BAZAAR Interiors





HarpersBazaarArabia.com

AVERAGE AGE

30 - 45

READERSHIP

68% Female

PROFILE

Aspirational tastes in luxury with above average spending power

Ads	Type	Device	Specs	Max size
Billboard	Standard	Desktop	970x250	200KB
Mobile Billboard	Standard	Mobile	320x150	100KB
Mobile Leaderboard	Standard	Mobile	320x50	50KB
Half Page Banner	Standard	Desktop/Mobile	300x600	200KB
MPU	Standard	Desktop/Mobile	300x250	200KB
Interstitial	Standard	Desktop	750x450	500KB
Mobile Interstitial	Standard	Mobile	320x480	200KB
Mobile Interscroller	Standard	Mobile	320x500	200KB
Inread	Non-Standard	Mobile/Desktop	custom	
Native Ads	Non-Standard	Mobile/Desktop	custom	

*BESPOKE BUILDS ON REQUEST

RATE CARD CPM - HOMEPAGE AND ROS

Billboard Banner:	USD \$140
MPU:	USD \$100
Half page:	USD \$120
Billboard page end/footer:	USD \$120
Branded content article:	USD \$12,000
Article link inclusion in newsletter:	USD \$7,500
IG Story driving to the article:	USD \$4,500
IG Dark post:	USD \$7,500
Mixed banners:	USD \$330 CPM



RATE CARD 2026

POSITIONS	USD	AED
Reverse Gatefold	\$31,250	114,766
IFCS	\$26,250	96,403
DPS 1	\$23,000	84,468
DPS 2	\$22,500	82,631
DPS 3	\$22,000	80,795
DPS 4	\$21,500	78,959
DPS 5	\$21,000	77,123
DPS 6-10	\$19,500	71,613
Content 1-5	\$14,000	51,415
Eds Letter	\$14,000	51,415
Flannel Pannel	\$14,000	51,415
List 1-5	\$14,000	51,415
IBC	\$15,000	55,088
OBC	\$22,000	80,795
1st 40 %	\$12,000	44,070
ROP	\$10,000	36,725
DPS	\$17,500	64,269



DEADLINES 2026



PAGE SIZE

	Trim Size WxH (mm)	Type Area WxH (mm)	Bleed Size WxH (mm)
Full page	220 x 297	206 x 283	230 x 307
DPS	440 x 297	426 x 283	450 x 307

ADVERTISING DEADLINES

Issue	Booking Deadline	Material Deadline	On Sale Date
Jan	Dec 1	Dec 13	Jan 1
Feb	Jan 1	Jan 20	Feb 6
March	Feb 1	Feb 20	Mar 6
April	Mar 1	Mar 20	April 7
May	April 1	April 21	May 7
June	May 1	May 20	June 7
July/Aug	June 1	June 22	July 7
Sep	Aug 1	Aug 20	Sept 7
Oct	Sept 1	Sept 21	Oct 7
Nov	Oct 1	Oct 20	Nov 6
Dec	Nov 1	Nov 20	Dec 7

*APPLIES TO NON-PRIME POSITIONS ONLY

ARABIA BAZAAR

Harper's
contacts

EDITORIAL

Acting Editor in Chief

Natasha Faruque

Tel: +971 4 444 3173

Email: natasha.faruque@itp.com

Group Deputy Editor

Sophia Serin

Tel: +971 4 444 3324

Email: sophia.serin@itp.com

Digital Editor

Charlie Boyd

Tel: +971 4 444 3683

Email: charlie.boyd@itp.com

ADVERTISING

Deputy Managing Director,

ITP Luxury Group

Farrah Taylor

Tel: +971 4 444 3523

Email: farrah.taylor@itp.com

PRODUCTION

Production Coordinator

Gijo Thomas

Tel: +971 4 444 3490

Email: gijo.Thomas@itp.com

Group Brand Director,
ITP Luxury Group

Nadia Musa

Tel: +971 4 444 3171

Email: nadia.musa@itp.com

Senior Key Account Manager

Rabab Hasan

Tel: +971 4 444 3586

Email: rabab.hasan@itp.com

Group Key Account Manager

Lydia Spall

Tel: +971 4 444 3426

Email: lydia.spall@itp.com

Commercial Accounts Executive

Aleksandra Frolova

Tel: +971 4 444 3190

Email: aleksandra.frolova@os.itp.com

