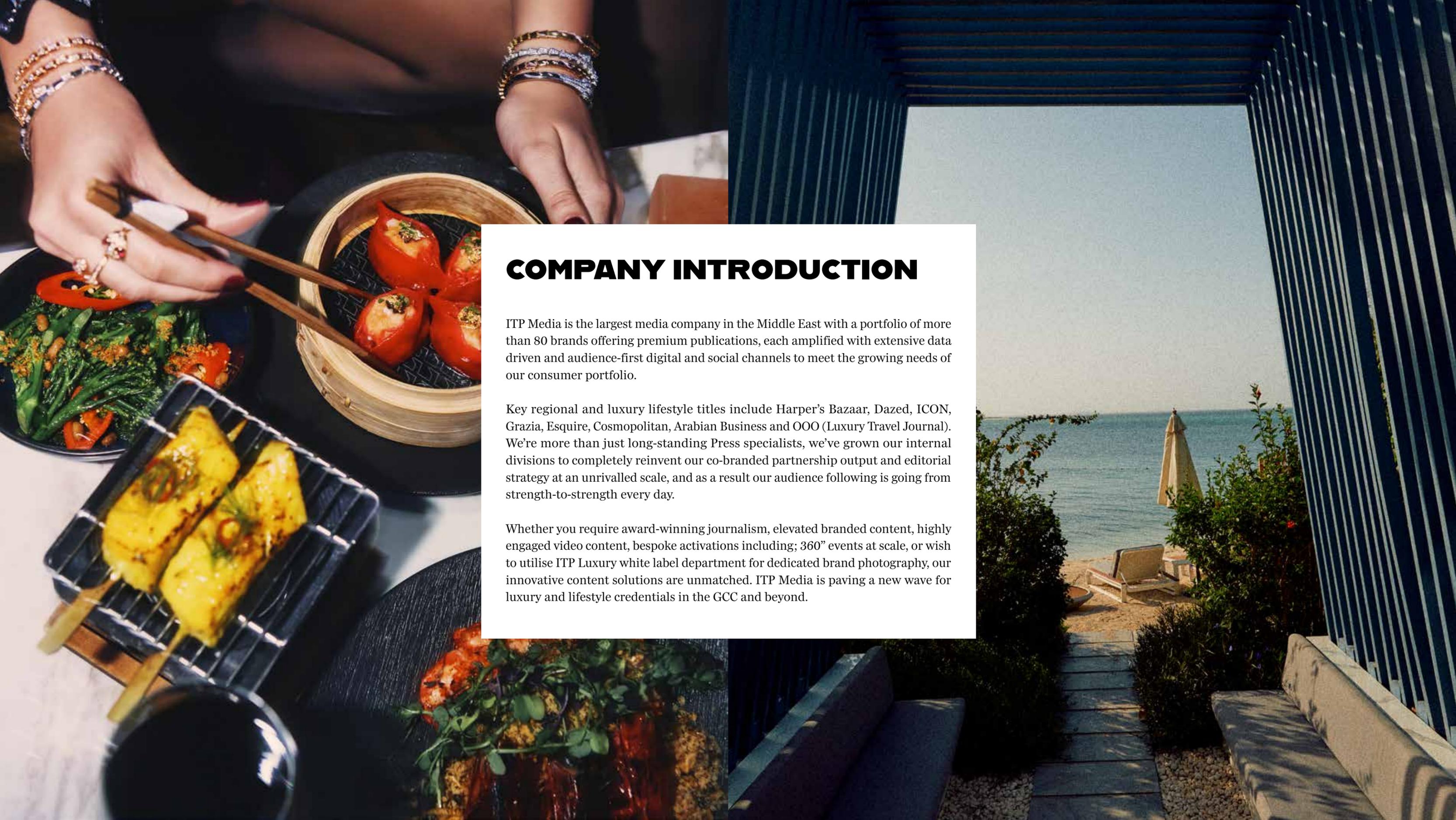




**OUT OF OFFICE**  
A Luxury Travel Journal

# MEDIA PACK

**ITP** | MEDIA  
GROUP



## COMPANY INTRODUCTION

ITP Media is the largest media company in the Middle East with a portfolio of more than 80 brands offering premium publications, each amplified with extensive data driven and audience-first digital and social channels to meet the growing needs of our consumer portfolio.

Key regional and luxury lifestyle titles include Harper's Bazaar, Dazed, ICON, Grazia, Esquire, Cosmopolitan, Arabian Business and OOO (Luxury Travel Journal). We're more than just long-standing Press specialists, we've grown our internal divisions to completely reinvent our co-branded partnership output and editorial strategy at an unrivalled scale, and as a result our audience following is going from strength-to-strength every day.

Whether you require award-winning journalism, elevated branded content, highly engaged video content, bespoke activations including; 360" events at scale, or wish to utilise ITP Luxury white label department for dedicated brand photography, our innovative content solutions are unmatched. ITP Media is paving a new wave for luxury and lifestyle credentials in the GCC and beyond.



## OOO INTRODUCTION

In an age when travel planning brings with it information overload, ITP Luxury Group has launched an innovative publication to tell the stories of luxury properties and untapped destinations through the travel and fashion storytelling lens: OOO.

OUT OF OFFICE was designed for the curious traveller, one who's on the lookout for the unseen, the unique, and the unexpected. Past editions have explored everything from coastal escapes and design innovations to philanthropic initiatives abroad, alternative types of dwelling, and the misunderstood genre of dark tourism. As informative as it is visual, OUT OF OFFICE is now a trusted and intelligent source of travel inspiration, spanning noteworthy places to visit locally, regionally, and internationally.

Additionally, placement within its pages allows content to have widespread distribution throughout ITP Luxury Group's network and numerous territories — participating partners have the opportunity to place one advert that will then be published in three globally recognised brands and seven publications, and distributed across six countries whilst speaking to multiple audiences.

Published quarterly, the travel-focused content will be uniform within each of the published books, along with a unique cover and fashion story per media brand. Welcome to an unprecedented approach to make content travel.

# OUR DISTRIBUTION

*Participating partners have the opportunity to place one advert that will then be published in three globally recognised brands and seven publications, and distributed across six countries whilst speaking to multiple audiences.*

*Total circulation: 171,000*



HARPER'S BAZAAR ARABIA



HARPER'S BAZAAR SAUDI



HARPER'S BAZAAR QATAR



ARABIAN BUSINESS



ESQUIRE MIDDLE EAST



ESQUIRE SAUDI



ESQUIRE QATAR

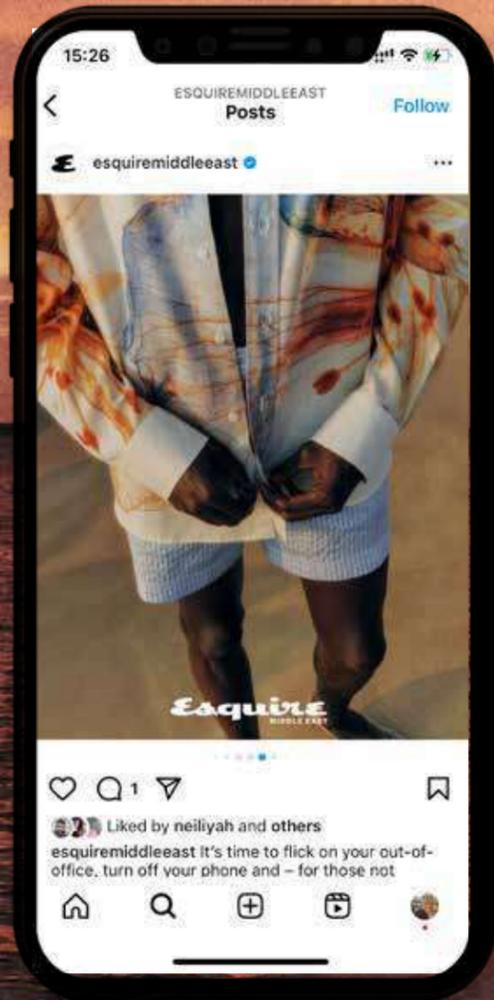
# ON SALE DATES

**ISSUE 12** DECEMBER 2025

**ISSUE 13** MARCH 2026

**ISSUE 14** MAY 2026

**ISSUE 15** SEPTEMBER 2026



## COMBINED REACH

 784.7K  
Instagram

 6,440,000  
Page views

 4,725,000  
Unique users



## **WHAT CAN WE DO FOR YOU?**

- Traditional media advertising: each advert to appear across all titles and territories
- Digital + social amplification: option to amplify content across one or all media brand platforms
- Editorial shoot: shooting on property or destination to offer an elevated editorialised insight into the location
- White label shoot: shooting additional images for the property / destination that can be used in commercial / press collateral

Your VISION executed by our team during one shooting period flawlessly and seamlessly for multichannel platforms across our titles: Harper's Bazaar Arabia, Esquire and Arabian Business.

Our Luxury Division comprises a creative and production unit that can produce aspirational destination-driven content best fitting for print, digital, and social media platforms. From conceptualization to execution of omnichannel storytelling, we aim to deliver assets that best spotlight your unique selling pillars through the lens of our luxury brands, thus, elevating your brand positioning in the region and internationally.



## PLACEMENT ACROSS ALL BRANDS AND TERRITORIES

INSERT TYPE	GROSS COST
Inside Front Cover Spread	USD 20,000
Double Page Spread advert	USD 12,500
Full page advert	USD 8,500
DPS advertorial	USD 18,750
Full page advertorial	USD 12,750
Branded content shoot	USD 30,000
Outside Back Cover	USD 20,000

## PLACEMENT PER BRAND

INSERT TYPE	GROSS COST
Cover sponsorship	USD 45,000*
Additional: Digital + social media amplification	USD 10,000
Bespoke Instagram video (on feed)	USD 8,000
Instagram dark post	USD 5,000

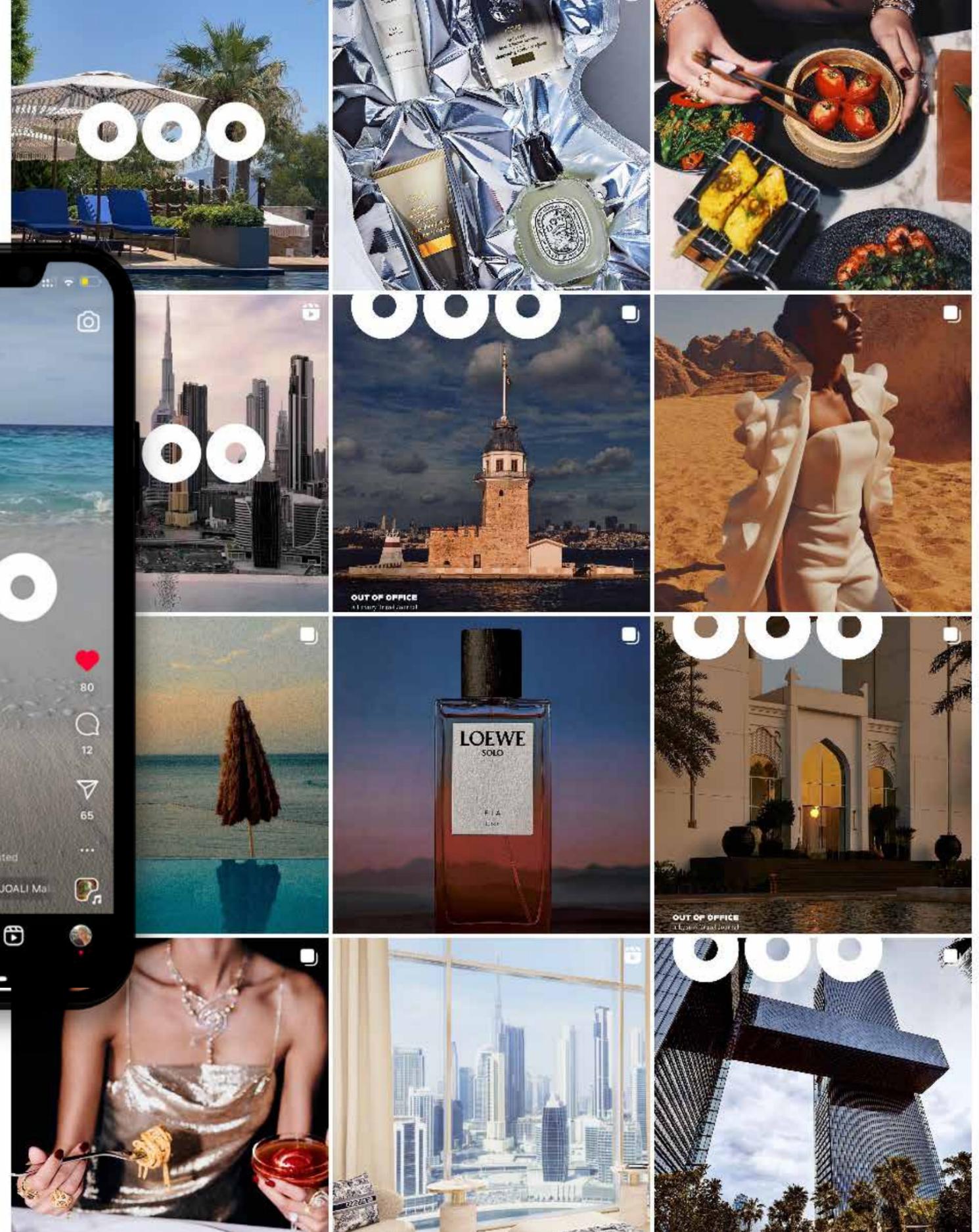
*\*subject to travel and production costs*



# OUT OF OFFICE ON INSTAGRAM

Out Of Office – A Luxury Travel Journal’s newly launched instagram account features video and stills content showcasing luxury travel, unique destinations, luxury fashion, gastronomy, wellness and lifestyle.

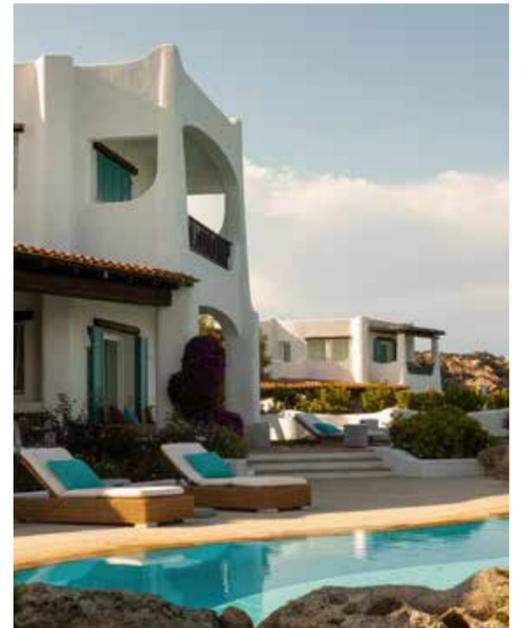
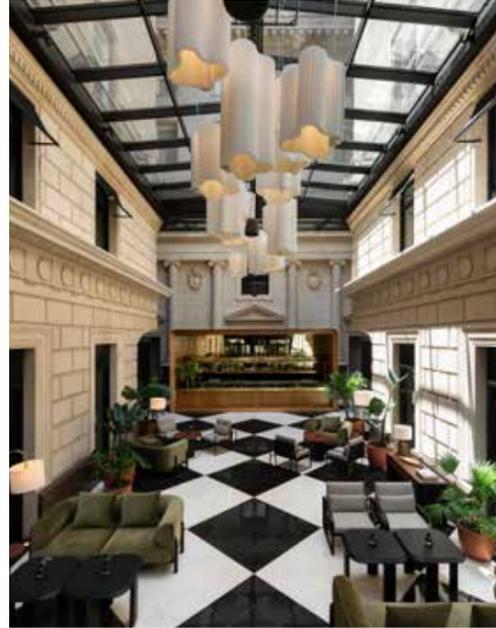
[@outofficeme](https://www.instagram.com/outofficeme)



ONGOING FEATURES  
**ESCAPES**

*Looking for the best-in-class when choosing your next getaway? These are some of the hotels and resorts that are leaders when it comes to details and experiences.*

KEY TOPICS: **LUXURY RESORTS, BEACH ESCAPE, STAYCATIONS, CITY BREAKS**



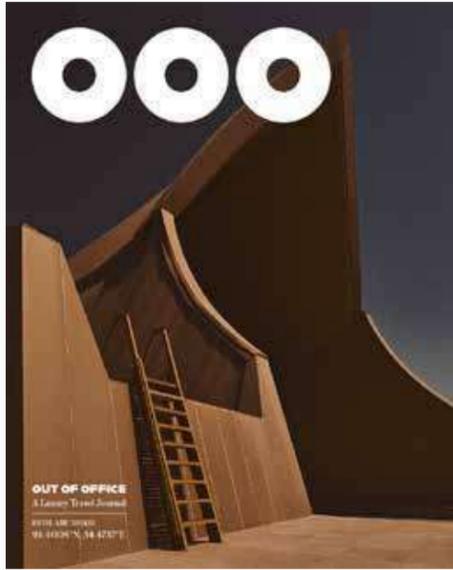
ONGOING FEATURES  
**TRAVEL ESSENTIALS**

*Each issue of OOO features a luxurious still life photo shoot, featuring a curated selection travel essentials and creative storytelling.*

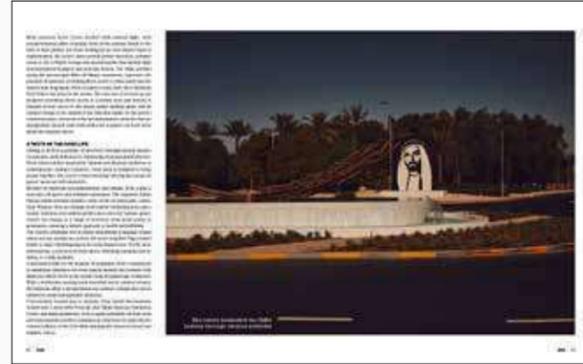
KEY TOPICS: **ACCESSORIES, APPAREL, TECH, LUGGAGE, FRAGRANCE, BEAUTY**



# **CASE STUDIES**



OOO COVER CREDITS



OOO FEATURE



GRAZIA FEATURE



IN NETWORK DIGITAL AND SOCIAL COVERAGE

# ERTH – ABU DHABI

*A legacy of its own. Experience unparalleled luxury and Emirati hospitality at Erth, Abu Dhabi's premier seafront destination. We created bespoke imagery for multiple titles and platforms to showcase this unique luxury destination (for the first time in the region) for brand awareness and consideration.*



OOO COVER CREDIT



GRAZIA COVER CREDIT



GRAZIA RETREAT, INCORPORATING 4X INFLUENCER VIDEOS



ADVERT IN GRAZIA



DPS IN HBA AND ESQUIRE, INCL KSA ISSUES



2 X GRAZIA FASHION SHOOTS



SOCIAL MEDIA POSTS X4



2 X DIGITAL ARTICLES

# JOALI AND JOALI BEING – MALDIVES

*A trip spanning 4 days utilising the talent of a carefully selected global creative team to deliver an unforgettable concept and moodboard. The journey resulted in the creation of bespoke imagery and video for multiple titles and platforms, all distributed in a methodical way to reach a considered and targeted audience.*



OOO COVER CREDIT



OOO FEATURE



ESQUIRE FEATURE



IN NETWORK DIGITAL AND SOCIAL COVERAGE



HARPER'S BAZAAR FEATURE

## KATARIA TOWERS, FAIRMONT & RAFFLES – QATAR

*Our hand-picked creative team conceptualised aspirational destination driven content working to elevate the brands messaging from every touch point across multiple platforms and titles. From the rough terrains of Doha to the luxury hotels of the region a 360 campaign was executed targeting various audiences from the Gen Z reader to affluent and accomplished traveller.*



HARPER'S BAZAAR INTERIORS COVER CREDIT



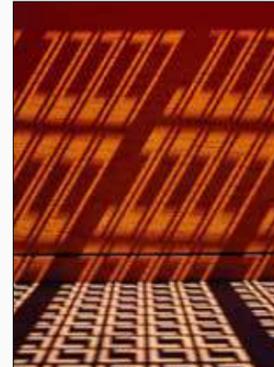
HARPER'S BAZAAR ARABIA FEATURE



IN NETWORK DIGITAL AND SOCIAL COVERAGE



TRAVEL FEATURE



DESIGN FEATURE

## BANYAN TREE AL ULA – SAUDI ARABIA

*An artistic journey showcasing the landscape of the region through three different concepts across three unique titles leveraging targeted personas. Bringing the brands story to life through immersive imagery delivered across verticals including digital, print and a bespoke event to enhance the 2D campaign bringing the Banyan Tree to life.*



OOO FEATURE



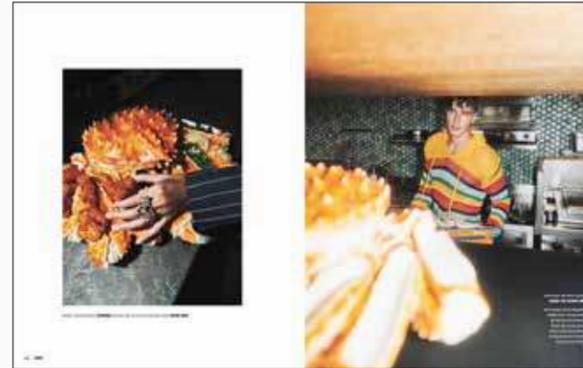
HARPER'S BAZAAR FEATURE



DIGITAL ARTICLE ON HARPER'S BAZAAR

## MILOS, ATLANTIS ROYAL – UAE

*Shot at Estiatorio Milos, our protagonist is a gourmet journalist enjoying an exquisite meal. We're capturing elegant moments such as adjusting cutlery on table, placing a jacket over the chair, glancing on the menu, all against the minimal interior of the restaurant.*



OOO FEATURE



ESQUIRE SAUDI



IN NETWORK DIGITAL AND SOCIAL COVERAGE

## LA MAR, ATLANTIS ROYAL – UAE

*Fashion story featuring a male model and a female model, shot at preuvian restaurant La Mar, our protagonists are enjoying dishes by the culinary godfather of Peru, Gastón Acurio.*

**PHOTOSHOOTS**









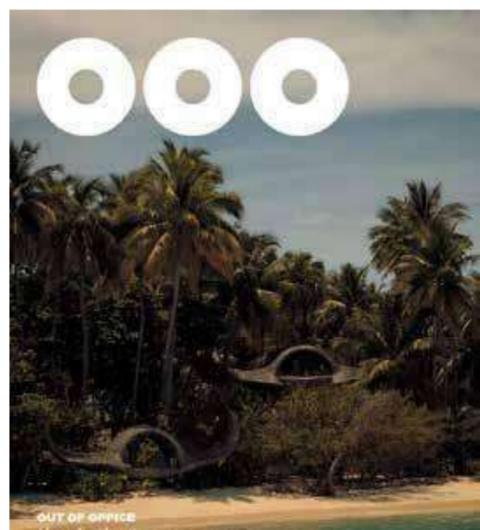
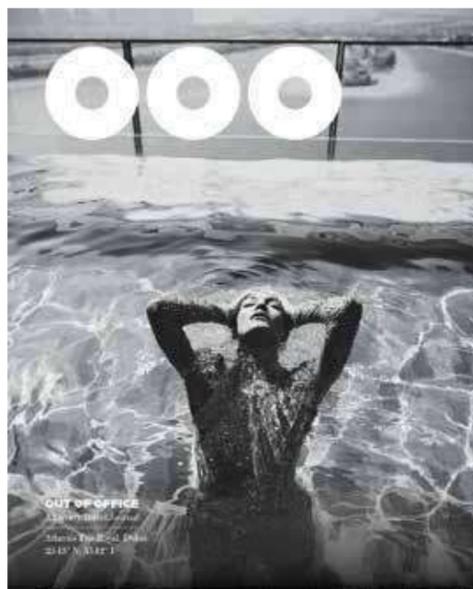
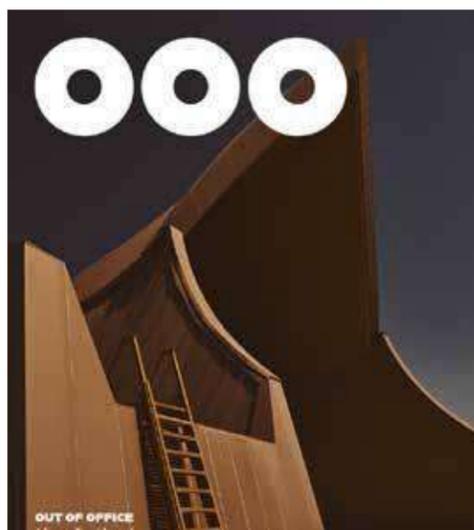
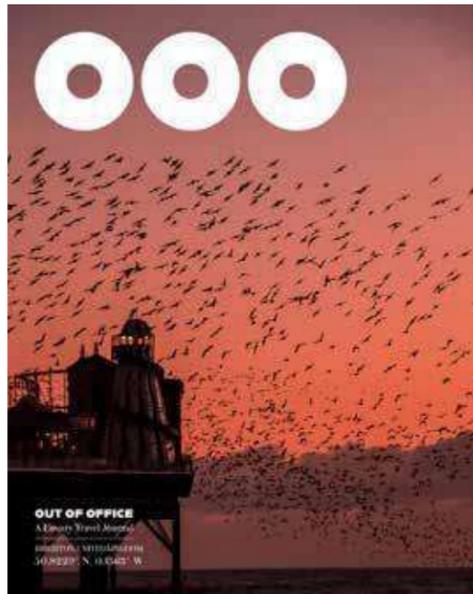
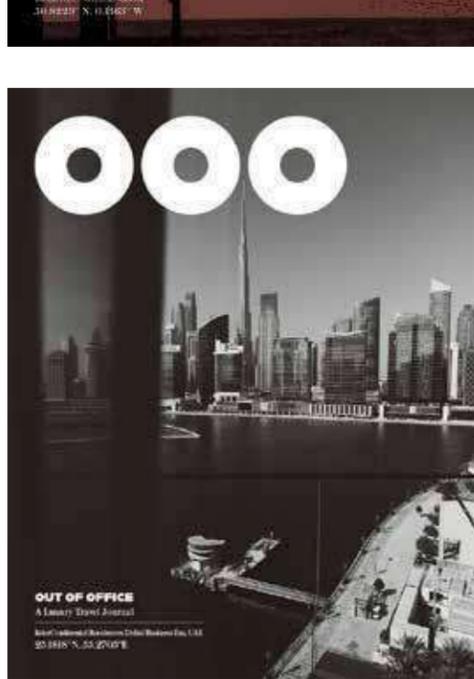












# THANK YOU

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