

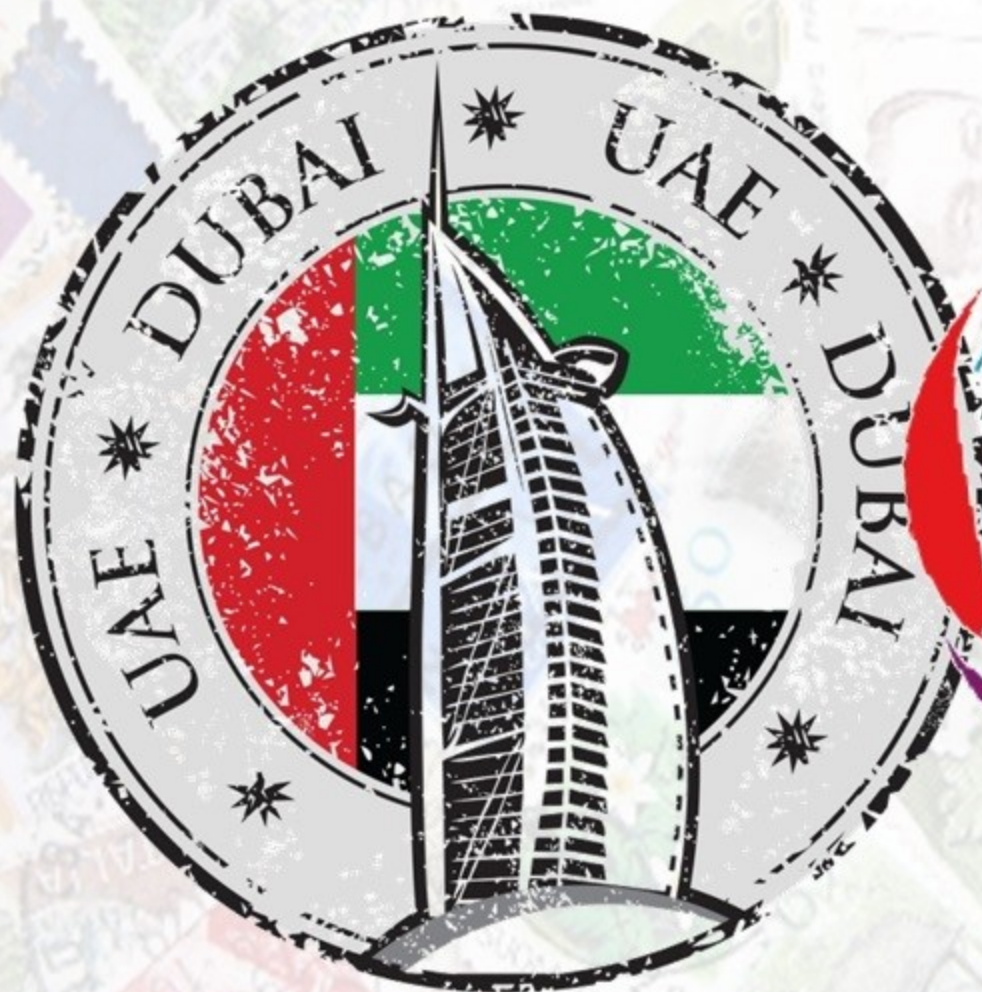


DubaiBonjour.com

*Business, Cultural & Lifestyle Magazine*

*Dubai Life, The French Style*

# DubaiBonjour.com Magazine



Dubai Life – The French Style  
Media Kit 2018





DubaiBonjour.com

**Business, Cultural & Lifestyle Magazine**

*Dubai Life, The French Style*



# Magazine Profile

- Founded and launched in 2016
- Leading online magazine for Francophones\* and Francophiles\*\* in UAE; Dubai in particular
- Targeting UAE residents and visitors
- Daily selected news, articles and special events
- Published in French and English
- Social media Facebook, Instagram, Twitter, YouTube

\* Francophone: French speaking communities (French, Lebanese, Canadian, Swiss, Algerian, Tunisian, Moroccan...)

\*\*Francophile: a person with strong affinity towards French culture, cuisine, traditions, language, history, people...





# Target Audience

- **25 000** French residents in Dubai
- **10 000** French residents in Abu Dhabi
- **298 000** French visitors (+12% vs. 2016)
- **173 000** Canadian visitors (-2% vs. 2016)
- **142 000** Lebanese visitors (+8% vs. 2016)

**35 000+ French Residents in UAE**

(in addition to residents of other French speaking nationalities)

**& 500 000+ French speaking Visitors to the UAE**

**2017**



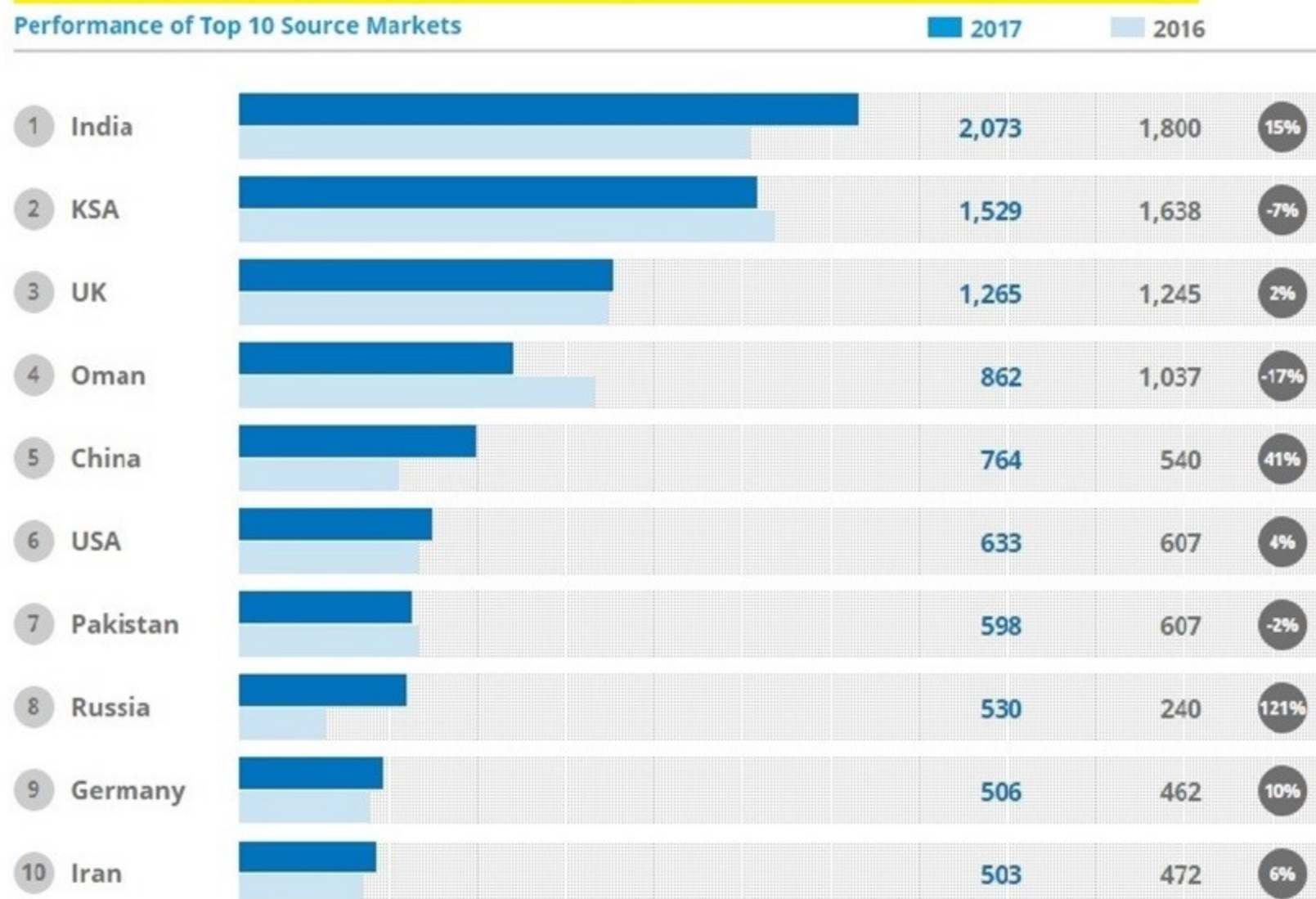
\* 2017 Full Year Figures as per French Consulate registered expatriates and Dubai Tourism 2017 Performance Report





## TOP 20 SOURCE MARKETS FOR VISITORS TO DUBAI ('000 visitors YOY Jan - Dec 2017|2016)

Performance of Top 10 Source Markets



Top 11-20 Source Markets

Rank	Country	2017	2016	
11	Philippines	405	390	4%
12	Kuwait	402	419	-4%
13	France	298	266	12%
14	Egypt	288	291	-1%
15	Australia	279	283	-2%
16	Italy	214	204	5%
17	Jordan	178	162	10%
18	Canada	173	176	-2%
19	Netherlands	142	133	7%
20	Lebanon	142	132	8%

DUBAI TOURISM 2017 : PERFORMANCE REPORT  
Accommodation Supply and Demand Jan - Dec 2017





# Readership & Profile



- 500 000+ average monthly page requests
- 25 000+ average unique monthly visitors
- Men (52%)      Women (48%)
- Age Range
  - 18 – 24 yrs      17%
  - 25 – 34 yrs      44%
  - 35 – 44 yrs      24%
  - 45+ yrs      13%
- UAE, France, Lebanon, Algeria, Switzerland, Canada
- Typically comprises upmarket professionals who enjoy the cosmopolitan Dubai lifestyle, with varied interests, and boast high income levels
- They are big spenders on personal items and on items for their home. They like to visit new places, experience new adventures and make regular purchases online. They are great art, music and cultural events lovers. They are tech-savvy and well-connected

\* 2017 Full Year Figures as per French Consulate registered expatriates and Dubai Tourism 2017 Performance Report





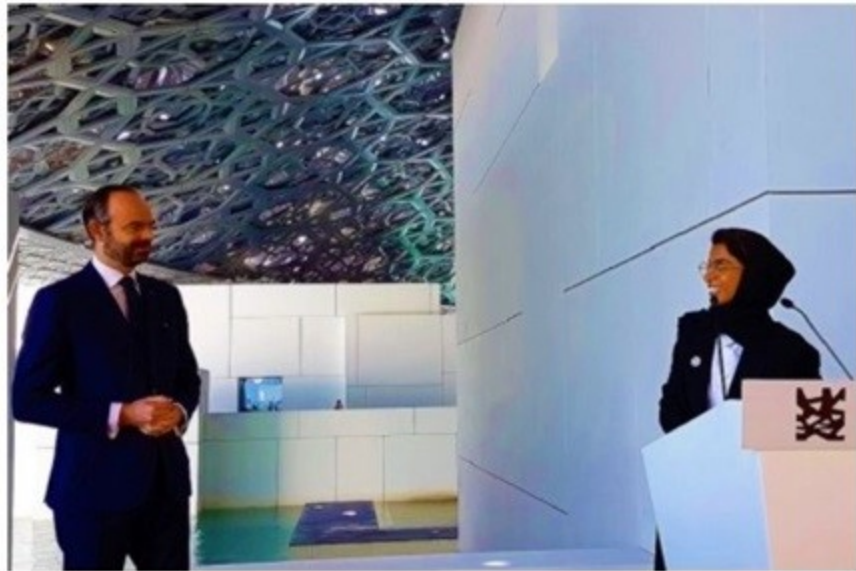
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# Content Structure & Sections

## Art & Culture



ART & CULTURE BUSINESS & ECONOMY

### UAE-France Cultural Dialogue 2018 launched at the Louvre Abu Dhabi

A new cultural initiative, UAE-France Cultural Dialogue 2018, has been announced on February 10th and will

## Automotive & Energy



AUTOMOTIVE & ENERGY

### The all-new 2018 Peugeot 5008 is roaring

The 2018 Peugeot 5008 SUV is Very Special The all-new 2018 model Peugeot 5008 SUV has roared into the GCC...

## Business & Economy



BUSINESS & ECONOMY

### Emirati-French Business Summit at its peak!

63 entities attend the Emirati-French Business Summit  
HE Mattar Al Tayer, Director-General and Chairman of





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# Content Structure & Sections

## Entertainment & Sports



ENTERTAINMENT & SPORTS RESTAURANTS & BARS  
TRAVEL & TOURISM

### Dubai World Cup 2018 at The Meydan Hotel

Dubai World Cup 2018, the USD 30 million-race, marks one of the most prestigious events in the region's

## Fashion & Retail



FASHION & RETAIL JEWELLERY & LUXURY GOODS

### Liberated & Sensual Mademoiselle Longchamp

The Mademoiselle Longchamp handbag is proud to be French The world-renowned French leather goods and

## Jewellery & Luxury Goods



JEWELLERY & LUXURY GOODS

### Promenades Impériales in homage to Russia

Les Mondes de Chaumet From yesterday to today, Chaumet has been inspired by creations from far-off





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# Content Structure & Sections

## Restaurant & Bars



RESTAURANTS & BARS

**PAUL The Dubai Mall, Parisian flavors with love**

PAUL The Dubai Mall reopens its doors PAUL The Dubai Mall, the world's biggest branch of PAUL Bakery &

## Shopping & Trends



FASHION & RETAIL JEWELLERY & LUXURY GOODS  
SHOPPING & TRENDS

**The renowned Le BHV Marais' first flagship store opens in Dubai**

The internationally renowned Parisians' favorite department store "Le BHV Marais" has opened its first

## Technology & Innovation



TECHNOLOGY & INNOVATION

**HH Sheikh Hasher Bin Maktoum Al Maktoum opens CABSAT 2018**

His Highness Sheikh Hasher Bin Maktoum Al Maktoum, Director General of Dubai's Department of Information,





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# Content Structure & Sections

## Travel & Tourism



RESTAURANTS & BARS TRAVEL & TOURISM

### La Ville Dubai turns one!

La Ville Hotel & Suites City Walk, Dubai marked its first anniversary with an afternoon of celebrations and

## Wellness & Personal Care



RESTAURANTS & BARS WELLNESS & PERSONAL CARE

### Bab Al Shams Yoga Retreat on March 24th

Exclusive Bab Al Shams Yoga Retreat for one day only Bab Al Shams Desert Resort & Spa presents on Saturday...





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# Social Media Channels

Instagram

Facebook (English & French)

**DubaiBonjour.com** is at **Ambassade de France aux Émirats arabes unis**.  
March 13 at 6:00pm · Abu Dhabi · 🌐 · 📍

Let's Eat French, with Good France (Goût de France) on March 21st. 13 restaurants in Dubai, 7 in Abu Dhabi.

Good France 2018: same menu, same day, 5 continents, 150 countries, 3000 restaurants. ... See More

**Celebrate Good France 2018 on March 21! - DubaiBonjour.com | English**

Good France 2018: Same menu, Same day, 150 countries, 3000 restaurants! On 21 March, French Ambassador to the United Arab Emirates, H.E. Mr. Ludovic Pouille, ... EN.DUBAIBONJOUR.COM

2,130 people reached

Like Comment Share

Christophe Beauclair, Rany Sfeir and Albert Sfeir

15 Shares

**dubaibonjour** Edit Profile

831 posts 1,182 followers 6,562 following

DubaiBonjour.com Magazine Business, Cultural & Lifestyle Online News Magazine from Dubai to Francophonies AE FR LB CA BE IE CH Le portail des francophones à Dubai! #dubaibonjour dubaibonjour.com

POSTS SAVED

Grid of 9 fashion-related posts showing women in various dresses.





DubaiBonjour.com

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# Social Media Channels

YouTube

Twitter

**DubaiBonjour.com Magazine**  
@DubaiBonjour

Business, Cultural & Lifestyle Online News Magazine from Dubai to Francophones  
Le portail des francophones à Dubai!

United Arab Emirates  
dubaibonjour.com

18 Photos and videos

**Tweets** **Tweets & replies** **Media**

**Pinned Tweet**  
**DubaiBonjour.com Magazine** @DubaiBonjour · Mar 23  
L'histoire est un miroir, en ce sens qu'elle nous montre qui nous sommes.  
#LeMondeEnSpheres au #LouvreAbuDhabi jusqu'au 2 juin 2018.  
FR [goo.gl/HqFAPn](http://goo.gl/HqFAPn) | EN [goo.gl/6thwm4](http://goo.gl/6thwm4) | Conf [goo.gl/h4CTEb](http://goo.gl/h4CTEb)  
#dubaibonjour #FranceUAE #BnF

Translate from French



Ludovic Pouille, Louvre Abu Dhabi, Bibliothèque BnF and France aux Emirats

**YouTube** Search

**DubaiBonjour Magazine** CUSTOMIZE CHANNEL CREATOR STUDIO

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads PLAY ALL SORT BY

**Francois Nawrocki | Globes: Visions of the World, Louvre**  
15 views · 1 week ago

**A Trip To The Moon | Globes: Visions of the World, Louvre**  
10 views · 1 week ago

**Catherine Hofmann | Globes: Visions of the World, Louvre**  
8 views · 1 week ago

**Manuel Rabaté | Globes: Visions of the World, Louvre**  
5 views · 1 week ago

**Sylviane Tarsot-Gillery | Globes: Visions of the World, Louvre**  
2 views · 1 week ago

**Ludovic Pouille | Globes: Visions of the World, Louvre**  
4 views · 1 week ago

**Introduction | Globes: Visions of the World, Louvre Abu**  
37 views · 1 week ago

**Good France Launch | Residence of France, Abu**  
21 views · 2 weeks ago

**Bulgari presents Le Gemme Reali - Dubai**  
24 views · 2 weeks ago

**~wunderwind~ Fragrance No. 9 by Lengling Munich**  
19 views · 2 weeks ago

**Palais de Danse Dubai | Grand Opening February 18,**  
32 views · 4 weeks ago

**Palais de Danse Dubai | Grand Opening February 18,**  
19 views · 4 weeks ago

**Palais de Danse Dubai | Grand Opening February 18,**  
16 views · 1 month ago

**Palais de Danse Dubai | Grand Opening February 18,**  
12 views · 1 month ago

**Palais de Danse Dubai | Grand Opening February 18,**  
32 views · 1 month ago

**Palais de Danse Dubai | Grand Opening February 18,**  
14 views · 1 month ago



PORTRAIT  
300 x 1050

 LARGE  
RECTANGLE  
336 x 280

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
◀ Mar						

 HALF PAGE  
VERTICAL  
300 x 600

ADVERTISEMENTS

ARTICLES

MAIN STORIES

SECTIONS

RECENT NEWS

## LATEST

 Art & Culture  
Automotive & Energy  
Business & Economy  
Entertainment & Sports  
Fashion & Retail  
Jewellery & Luxury Goods  
Restaurants & Bars  
Shopping & Trends  
Technology & Innovation  
Travel & Tourism  
Wellness & Personal Care

 MOBILE LARGE  
BANNER 320 x 100

## RECENTLY PUBLISHED

 Egg-citing Easter at Lemon Pepper  
March 27, 2018  
Celebrate Easter at Ajman Hotel  
March 24, 2018  
Globes Visions of the World until June 2nd  
March 21, 2018  
Iranian Food Festival at Novotel Al Barsha  
March 20, 2018  
Bab Al Shams Yoga Retreat on March 24th  
March 20, 2018  
Ajman Hotel hosts Etihad Modern Art Gallery  
March 18, 2018  
Once in a Blue Moon by Cathy Deniset at Rixos  
Premium Dubai  
March 17, 2018

 MEDIUM  
RECTANGLE  
300 x 250

## RESTAURANTS &amp; BARS



## Egg-citing Easter at Lemon Pepper

March 27, 2018 Dubai Bonjour

Celebrate an egg-citing Easter at M Hotel Downtown by Millennium This Sunday, April 1, 2018, celebrate an Egg-citing Easter with friends and family at Lemon Pepper Restaurant located in M [...]

## RESTAURANTS &amp; BARS



## Celebrate Easter at Ajman Hotel

March 24, 2018 Dubai Bonjour

Celebrate Easter at Ajman Hotel; a fantastic party crafted for all family members on Sunday 1st April, with a unique full-day program in our lush gardens! Easter Kids Activities Starting [...]

## ART &amp; CULTURE



## Globes Visions of the World until June 2nd

March 21, 2018 Dubai Bonjour

Globes Visions of the World - 2500 years of history Louvre Abu Dhabi announced on March 21st its second exhibition Globes Visions of the World opening to the public on 23 March [...]

## RESTAURANTS &amp; BARS



## Iranian Food Festival at Novotel Al Barsha

March 20, 2018 Dubai Bonjour

Novotel Al Barsha hosts Iranian Food Festival With the arrival of Spring, Novotel Dubai Al Barsha hosts a unique Iranian Food Festival at their 365 restaurant from 19th-25th March 2018 [...]

IN-FEED BANNER 750 x 90

## RESTAURANTS &amp; BARS



## Bab Al Shams Yoga Retreat on March 24th

March 20, 2018 Dubai Bonjour

Exclusive Bab Al Shams Yoga Retreat for one day only Bab Al Shams Desert Resort &amp; Spa presents on Saturday 24 March 2018 and for one day only the exclusive [...]

## ART &amp; CULTURE



## Ajman Hotel hosts Etihad Modern Art Gallery

March 18, 2018 Dubai Bonjour

Ajman Hotel is currently hosting the Etihad Modern Art Gallery exhibition, which is scheduled to occur in the hotel premises until 31 July 2018. The exhibition combines a set of local [...]

# Advertisements



## LATEST

Art & Culture

Automotive & Energy

Business & Economy

Entertainment & Sports

Fashion & Retail

Jewellery & Luxury Goods

Restaurants & Bars

Shopping & Trends

Technology & Innovation

Travel & Tourism

Wellness & Personal Care



RESTAURANTS &amp; BARS

## La Ville Dubai turns one!

🕒 March 3, 2018 📍 Dubai Bonjour

La Ville Hotel & Suites City Walk, Dubai marked its first anniversary with an afternoon of celebrations and delectable al fresco lunch in the hotel's lush courtyard on 3rd March [...]



BUSINESS &amp; ECONOMY

## Millennium Binghatti Residences launched in Business Bay

🕒 March 3, 2018 📍 Dubai Bonjour

"Binghatti Developers" officially launched "Millennium Binghatti Residences" on March 3rd. This 400 million dirhams' project is the company's first iconic building in "Business Bay". The project, which consists of 230 [...]



RESTAURANTS &amp; BARS

## Raising Cane's chicken fingers opens in Dubai

🕒 February 28, 2018 📍 Dubai Bonjour

Chicken lovers in Dubai have a chance now to experience a new way to indulge their senses with the opening of the first Raising Cane's Chicken Fingers - the popular Louisiana-based [...]

JEWELLERY &amp; LUXURY GOODS

Revamped new Mouawad boutique reopens at

## LOGIN | REGISTER

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ad size: 336 x 280  
container width: 336

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\$147  
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## MONTH

MARCH 2018

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

window width: 1903 px

# Advertisements Placements Example





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# Advertisement Rates\*

Ad Placement Designation	Size (pix)	Desktop	Mobile	Rate / Month	Rate / CPM Imp.
Leaderboard Banner	728 x 90	X		AED 2 500	AED 200
Large Rectangle	336 x 280	X	X	AED 3 125	AED 250
Half Page Vertical	300 x 600	X	X	AED 3 750	AED 300
Medium Rectangle	300 x 250	X	X	AED 3 125	AED 250
Mobile Large Banner	320 x 100	X	X	AED 2 500	AED 200
In-Feed Banner	750 x 90	X	X	AED 2 500	AED 200
Mobile Leaderboard	320 x 50		X	AED 3 750	AED 300
Billboard	970 x 250	X		AED 6 250	AED 500
Portrait	300 x 1 050	X		AED 6 250	AED 500
Square	250 x 250	X	X	AED 2 500	AED 200
Wide Skyscraper	160 x 600	X		AED 3 750	AED 300
Pop-up	600 x 800	X		AED 6 250	AED 500

\* Strictly Confidential. Min 10K impressions. Payments in advance. Terms & conditions apply. Artworks provided by Client.



# Annex – France-UAE Bilateral Trade

- €4.50 billion in trade\* (AED 20.58 billion)
- €3.40 billion exports from France to the UAE (AED 15.55 billion)
- €1.09 billion imports from the UAE to France (AED 4.99 billion)
- 4th world trade surplus for France
- 2nd largest trade partner in the Gulf Cooperation Council countries - after KSA (€8.6 billion)
- 15th largest customer of France outside the European Union

## Main sectors

- ✓ Capital goods € 785 m
- ✓ Chemicals, Perfumes & Cosmetics € 630 m
- ✓ Transport Equipment € 441 m

\* Source: French Treasury Department – French Ministry for the Economy & Finance – based on French Embassy to the UAE, Economic Department Report released on **March 6, 2018**





# Annex – Magazine Platform

- All types of content: rich text, static & animated images, video
- Optimized content structure and navigation for easy browsing
- Responsive design: adapts the content, including any advertisements, automatically to desktops, laptops, tablets and mobile platforms
- Full SSL encryption for greatest security
- Accelerated Mobile Pages (AMP): mobile-friendly content loaded instantly everywhere
- Content Distribution Network (CDN) and caching worldwide for fastest delivery and best performance
- Excellent Google SEO ranking with optimized keywords