



**fact.**  
FOOD · ART · CULTURE · TRAVEL

# MEDIA KIT

2025

# FACT MAGAZINES

[WWW.FACTLONDON.COM](http://WWW.FACTLONDON.COM)

# ABOUT

FACT is the leading luxury arts and lifestyle brand in the Middle East. The multimedia brand stands for food, arts, culture and travel, and captures the best things to do across cities. The editions include FACT Abu Dhabi, FACT Dubai, FACT Saudi and FACT London.

Founded in 2007, FACT has a proud history of creating compelling content and hosting prestigious events across the GCC. The FACT Dining Awards celebrates local culinary scenes. The annual awards are held in Abu Dhabi, Dubai, Riyadh and London. The FACT Spa & Wellness Awards UAE celebrates luxury fitness, spa and wellness centres, and the annual awards are held in the UAE.

## MEDIA STATISTICS

### WEBSITE

[FACTLONDON.COM](http://FACTLONDON.COM)

**900K+**

MONTHLY VISITS

UK	46.5%
UAE	22%
USA	6.1%
KSA	4.2%
INDIA	3.6%
GER	2.3%

TOP SOURCE MARKETS

**200K+**

UNIQUE VISITORS

WOMAN	62%
MEN	38%
25 - 34	39.7%
35 - 44	22.7%
18 - 24	19.6%

AGE & GENDER

[FACTMAGAZINES.COM](http://FACTMAGAZINES.COM)

**5M+**

MONTHLY VISITS

**1.3M+**

UNIQUE VISITORS

### INSTAGRAM

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

**7.7K+**

FOLLOWERS

**200K**

AVERAGE REEL VIEWS

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

**70K+**

FOLLOWERS

**500K**

AVERAGE REEL VIEWS

# DEMOGRAPHICS

## GENDER

FEMALE ♀

55%

MALE ♂

45%

## AGE

18-24

17%

25-34

48.5%

35-44

32%

45-54

16%

## GEO

UK

40%

UAE

22%

USA

6.1%

KSA

4.2%

INDIA

3.6%

GERMANY

2.3%

## INCOME

GBP PER MONTH

4,000

40%

6,000

33%

9,000

18%

10,000

9%



# SERVICES

## CONTENT CREATION

Crafting high-quality, engaging content that resonates with the target audience, including articles, blogs, social media posts, and branded content tailored to the client's needs

## AD PLACEMENT ON LIFESTYLE MULTIMEDIA DIGITAL PLATFORMS

Crafting high-quality, engaging content that resonates with the target audience, including articles, blogs, social media posts, and branded content tailored to the client's needs

## INDUSTRY EVENTS

Organising and hosting industry-leading events, such as award ceremonies, networking events, and product launches, providing opportunities for brands to connect with key industry players and audiences.

## PHOTO & VIDEO PRODUCTION

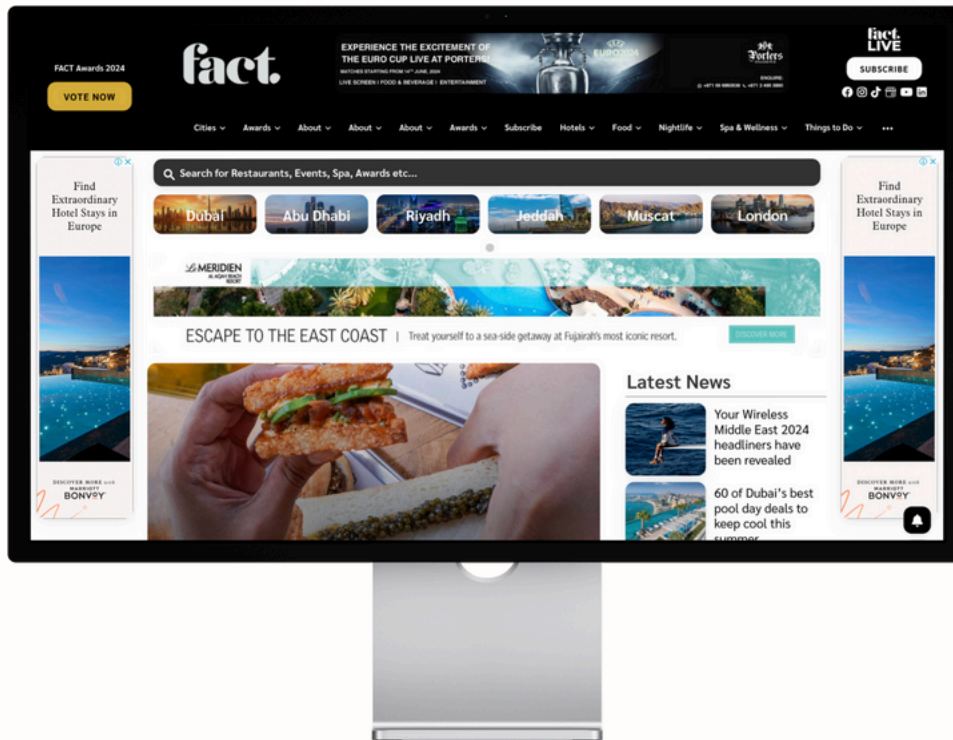
Producing professional videos and reels, including promotional videos, brand stories, interviews, and event coverage, to enhance brand visibility and engagement.

## EMAIL MARKETING

Organising and hosting industry-leading events, such as award ceremonies, networking events, and product launches providing opportunities for brands to connect with key industry players and audiences in various digital channels, such as websites and social media, to reach our targeted lifestyle-oriented audience.



**www.factlondon.com** is the ultimate guide to London for locals and tourists alike. The FACT website hosts an abundance of relevant and timely content that readers use for research, reference, and expert insights. Banner ads, sponsored content and online advertising opportunities put your message directly in view of the people of London.



**240K**

UNIQUE MONTHLY VISITS

**900K**

MONTHLY PAGE VIEWS

**3.2**

PAGES PER VISIT

**2.8**

MINUTES ON SITE

## DEVICE TYPE



**59%**

**40%**

**1%**

## AUDIENCE

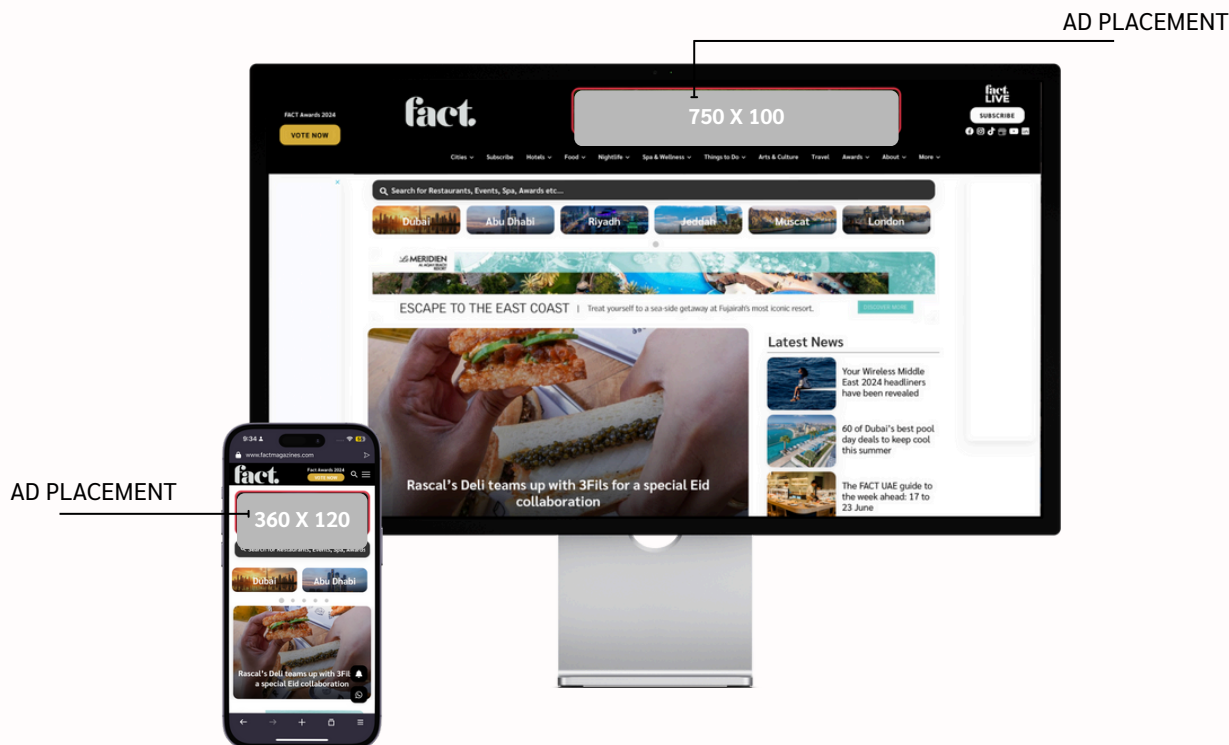
## AVERAGE USERS AGES

**25-44 YEARS OLD**



**55%**

**45%**



## STANDARD HOMEPAGE SUPER LEADERBOARD BANNER

Placed on [www.factlondon.com](http://www.factlondon.com) (average 240K monthly visits).

The Super Leaderboard banner appears as a normal leaderboard at the very top of the homepage webpage so viewers can choose to view it at any point of time.

It appears on all pages and can be static or animated.

This unit advert is a rotating banner.

The average CTR for our display ads is 6-7%

### SUPER LEADERBOARD SPECS

**DESKTOP DISPLAY:** 750 x 100 pixels | Max file size 70kb

**MOBILE DISPLAY:** 360 x 120 pixels | Max file size 70kb

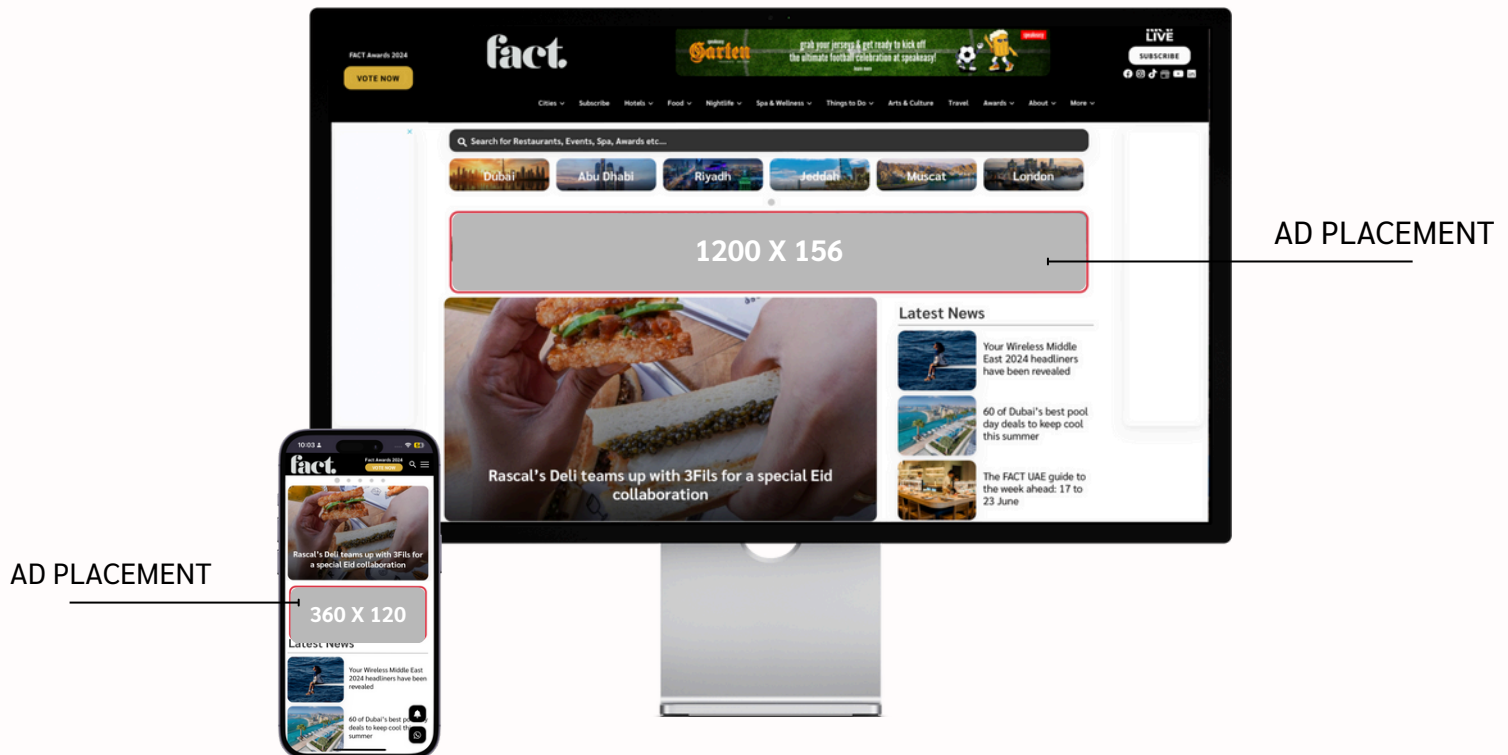
**DESKTOP**

**MOBILE**



# WEBSITE

# DISPLAY BANNER



## STANDARD HOMEPAGE TOP LEADERBOARD BANNER

Placed on [www.factlondon.com](http://www.factlondon.com) (average 240K monthly visits).

The Top Leaderboard is not displayed in a carousel and it is exclusive to one client only.

The average CTR for our display ads is an average of 6-7%

### TOP LEADERBOARD SPECS

**DESKTOP DISPLAY SIZE:** 1200 x 156 pixels | Max file size 70kb

**MOBILE DISPLAY SIZE:** 360 x 120 pixels | Max file size 70kb

DESKTOP

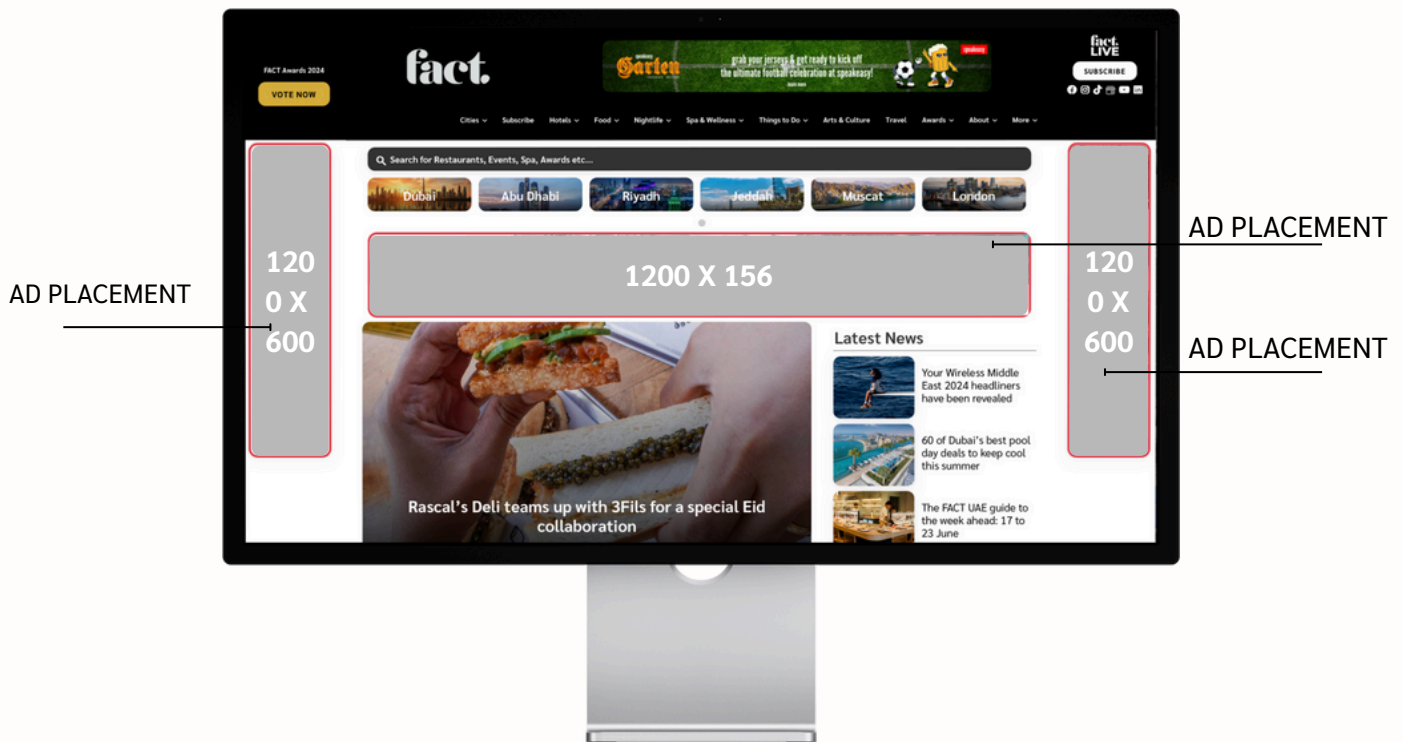
MOBILE

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (display banners, e-Newsletters, e-blasts, etc) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.



WEBSITE

DISPLAY BANNER



## SPECIAL HOMEPAGE DISPLAY HOMEPAGE TAKE OVER

(SUPER LEADERBOARDS & SKYSCRAPERS DISPLAY BANNERS SIMULTANEOUSLY)

Own every position and every impression on the FACT Magazine homepage. Takeover with Standard AD units (super Leaderboards & Skyscrapers).

The average CTR for our display ads is 6-7%

### HOMEPAGE TAKEOVER SPECS

**DESKTOP DISPLAY:** 1200 X 156 PIXELS | MAX FILE SIZE 70KB

**MOBILE DISPLAY:** 360 X 120 PIXELS | MAX FILE SIZE 70KB

**SKYSCRAPERS:** 160 X 600 PIXELS | MAX FILE SIZE 70KB

**SAMPLE**

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (display banners, e-Newsletters, e-blasts, etc) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.



## SPECIAL HOMEPAGE DISPLAY POP-UP DISPLAY BANNER (INTERSTITIAL ADS)

Placed on [www.factlondon.com](http://www.factlondon.com) (240K monthly visits).

This is a creative that floats on top of a page's content during natural transition points such as during webpage launch or loading. This unit advert is live everywhere (both desktop and mobile displays).

This unit drives high user engagement, generates high click-through and conversion rates. The average CTR for this ad is an average of 6-7%

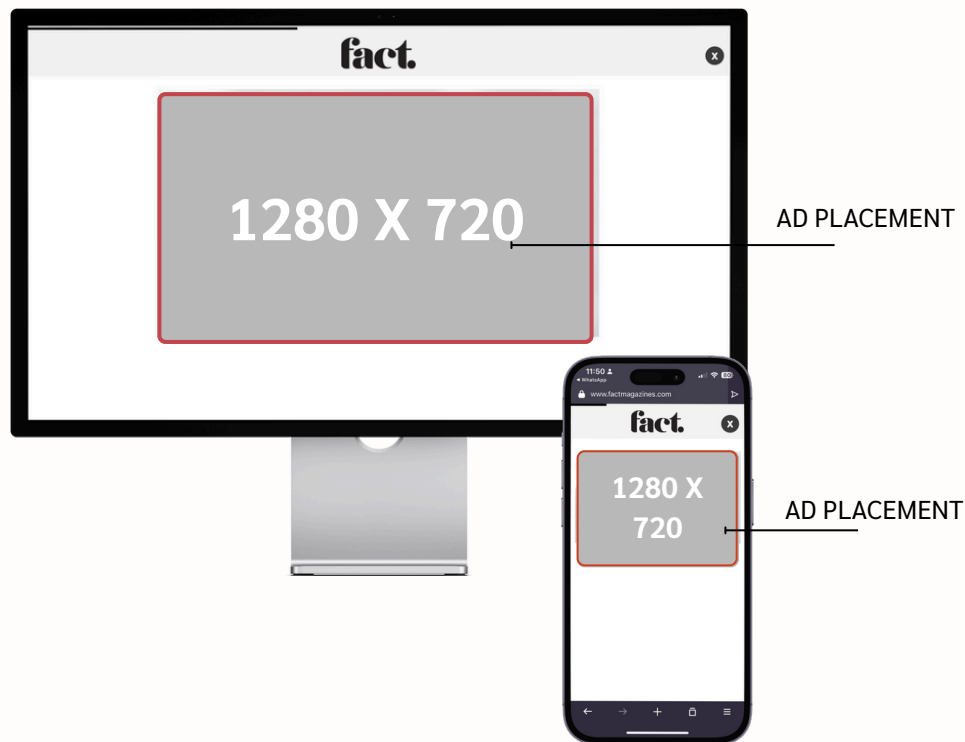
### POP-UP DISPLAY BANNER SPECS

**DESKTOP DISPLAY:** 1280 x 720 pixels | Max file size 70kb

**MOBILE DISPLAY:** 480 x 320 pixels | Max file size 70kb

**SAMPLE**





## INTERSTITIAL RICH MEDIA INTERSTITIAL ADS

### LOADS BEFORE WEBPAGE LOADS

This is a creative that appears as a fullscreen ad before the website loads.

This unit hides all page content, putting your message front and center.

This unit advert is live everywhere (both desktop and mobile displays).

This unit drives high user engagement, generates high click-through and conversion rates.

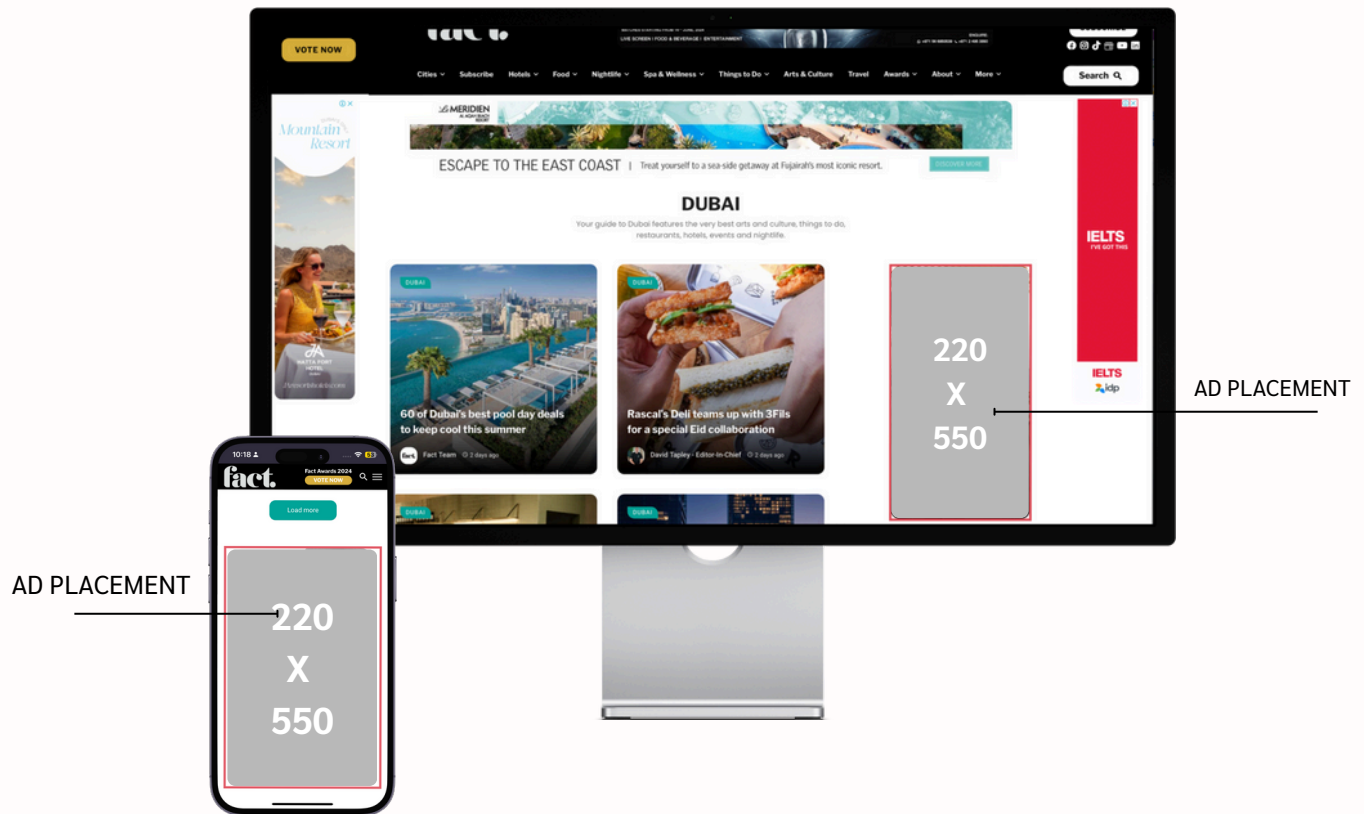
The average CTR for this ad is an average of 7-9%

### INTERSTITIAL RICH MEDIA SPECS

**PIXELS:** 1280 x 720 | less than 500kb

**LINK:** please provide a URL link relevant to your banner

**SAMPLE**



## INNER/ARTICLE PAGE VERTICAL BANNER

This display banner is placed on the inner/article page only and it is running on all displays (desktop/mobile).

This unit drives high user engagement, generates high click-through and conversion rates. The average CTR for this ad is an average of 6-7%

### POP-UP DISPLAY BANNER SPECS

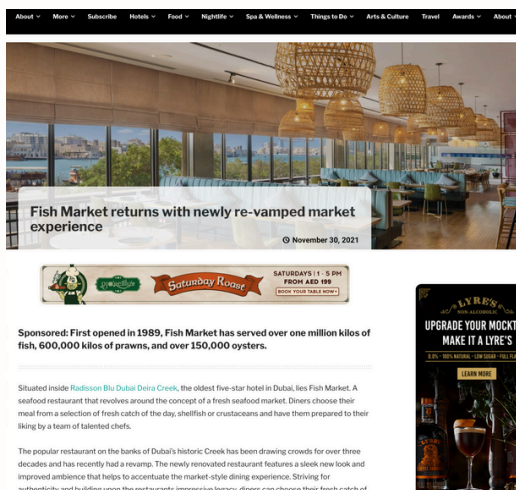
**DESKTOP DISPLAY SIZE:** 220 x 550 pixels | Max file size 70kb

**MOBILE DISPLAY SIZE:** 220 x 550 pixels | Max file size 70kb

**SAMPLE**

# SPONSORED CONTENT

## ONLINE ARTICLE

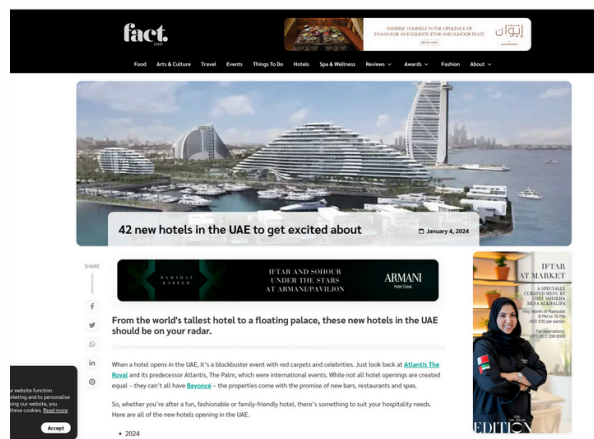


Whether it is developing content for a brunch, the launch of a new venue or an interview with your CEO, the FACT team is equipped to assist with all aspects of developing your custom content.

**SAMPLE**

A sponsored content advertorial is written and designed by our editorial team and marked as sponsored, with the intent of blending into organic editorial.

## ROUND-UP STORIES (LISTINGS)



Round-up stories are a chargeable service that can be used to showcase your brand on occasions such as Valentine's Day, Ramadan and the festive season. These inclusions showcase the very best brunches, ladies nights, business lunches, spa deals, and staycations.

**SAMPLE**

## ONLINE ARTICLE

### OPTION 1

#### PROVIDED CONTENT

Advertiser supplies the content (write-ups/press releases) and the FACT's editorial team will edit the content to match FACT's style and target audience.

### OPTION 2

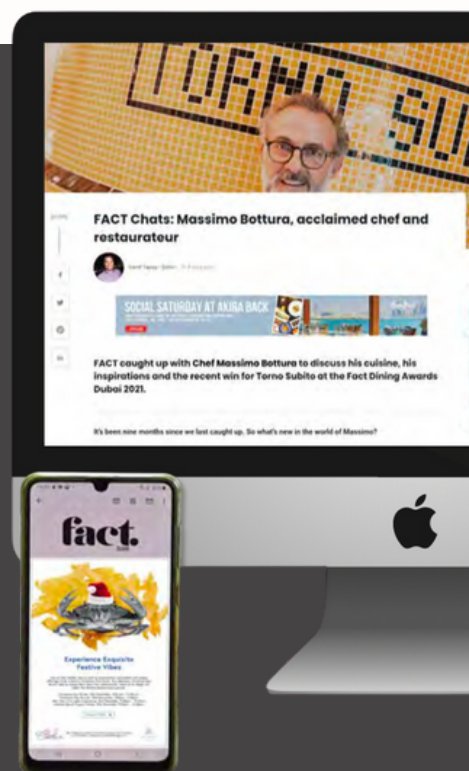
#### BESPOKE CONTENT

The advertiser chooses a selected topic and FACT's editorial team will produce a bespoke article based on the chosen topic.

### CAROUSEL WEBSITE/SLIDER (UPGRADE FOR SPONSORED ARTICLE)

Increase your sponsored article visibility and engagement by highlighting it at the top of our homepage before the main content.

**SAMPLE**



\*THE ARTICLE WILL BE PUBLISHED PERMANENTLY.

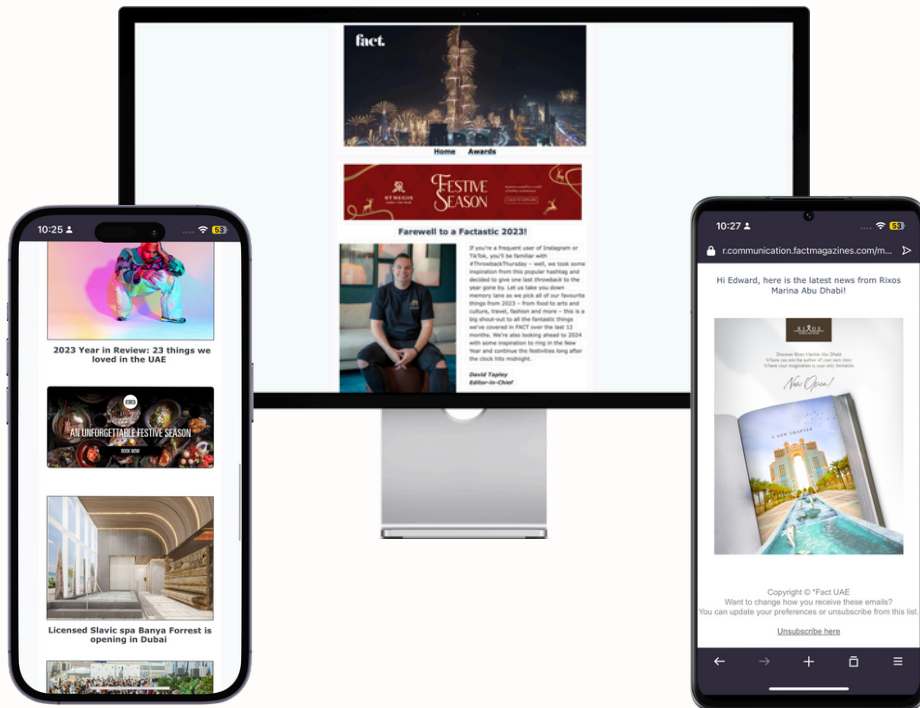
\*\*2-1 DO-FOLLOW-LINKS TO BE FEATURED IN THE ARTICLE.

\*\*\*WE WILL EMAIL YOU BEFOREHAND AND DISCUSS THE CLIENT LINK AND TOPIC OF THE ARTICLE



# E-NEWSLETTER

Reach our audience of 25K who have opted-in to receive the latest news and offers with a clickable panel or a newsletter banner on our monthly e-newsletter that takes users to either a bespoke editorial or a specified landing page.



## DATABASE STATISTICS

**145K+**

OVERALL SUBSCRIBERS

**40K+**

AUH SUBSCRIBERS

**85K+**

UAE SUBSCRIBERS

**40K+**

KSA SUBSCRIBERS

**45K+**

DXB SUBSCRIBERS

**25K+**

LONDON SUBSCRIBERS

E-NEWSLETTER  
OPENING RATE

**40%**

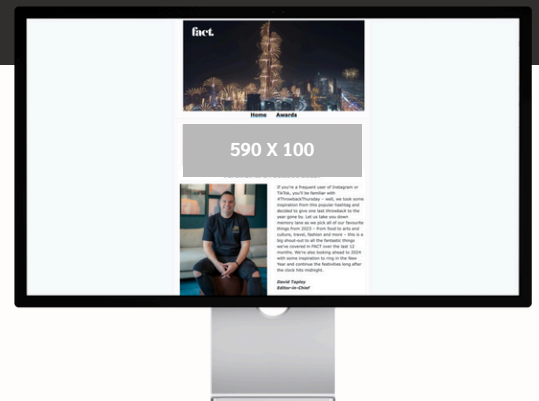
EDM  
OPENING RATE

**30%**



A maximum of three paid banner advertisements are available in each e-newsletter.

**NEWSLETTER SPONSORED BANNER SPECS:**  
590 X 290 PIXELS | MAX FILE SIZE 70KB



The top leaderboard banner on FACT's fortnightly e-newsletter is the first visible banner advertisement. The banner is positioned vertically above the editorial content to optimise

# SAMPLE

Reach our audience of 25K with a clickable panel on our fortnightly e-newsletter that takes readers to your bespoke article hosted on our website. Distributed every other week.

fact.





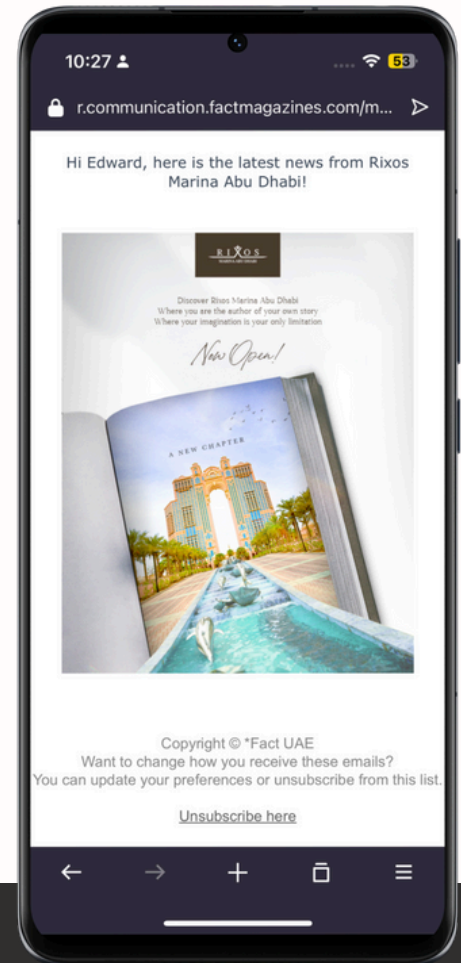
## DEDICATED E-BLAST (EDM)

Deliver special offers and targeted messages to highly engaged FACT magazine readers who are actively seeking products, services and offers.

### SAMPLE

## ABOUT

Custom E-blast – Own all elements of this dedicated email—all creative and click through URL(s), plus the subject line—that will go out to 25,000+ engaged subscribers (London).  
Email IDs (subscribers + previous voters).



## AVERAGE OPEN RATE

# 30%

## E-BLAST SPECS

Height is customizable per your specs

- Width: 600 pixels file size 1MB Max
- Copy and images are required minimum of 7 working days before date to be sent
- Provide email subject line heading
- Images to be supplied in highest resolution possible
- Multiple links are possible and should result in a higher CTR
- Ensure one link in first paragraph to engage readers



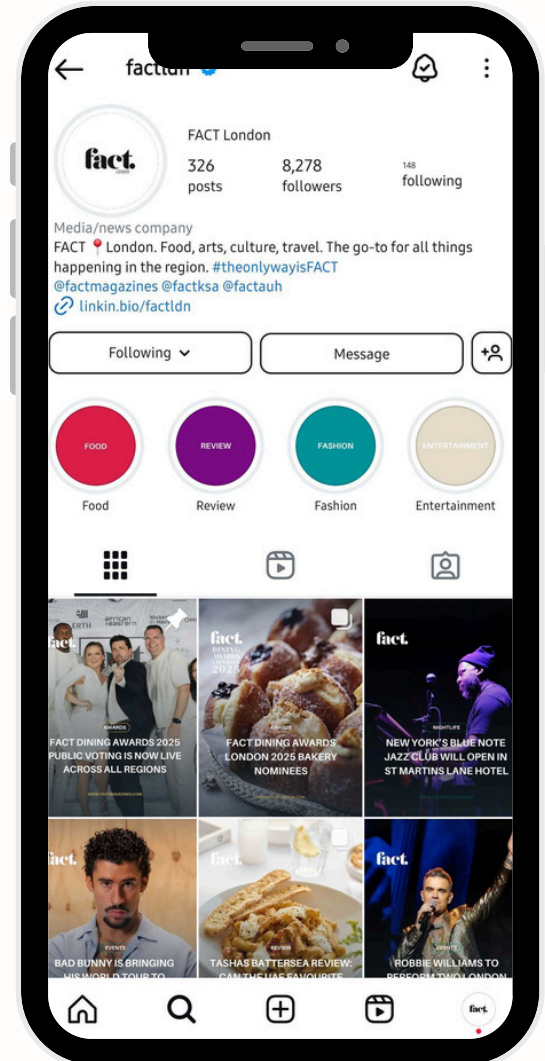
# SOCIAL

## INSTAGRAM ADVERTISING

We post pictures of unusual finds, foodie hotspots, tagging clients and using appropriate hashtags.

## AUDIENCE

**FACT** readers are intuitive and curious about cultural happenings, local events, the latest brunch, the newest art exhibition and other interesting places to check out in their free time.



## INSTAGRAM FOLLOWERS

**8.2K+**   **68K+**

@FACTLDN

@FACTMAGAZINES

## KEY IG STATS

@FACTLDN

**3.9% ENGAGEMENT RATE**

**6.5% AVG. MONTHLY REACH**

@FACTMAGAZINES

**3% ENGAGEMENT RATE**

**8% AVG. MONTHLY REACH**

UAE • KSA • QATAR • BAHRAIN • UK

fact.



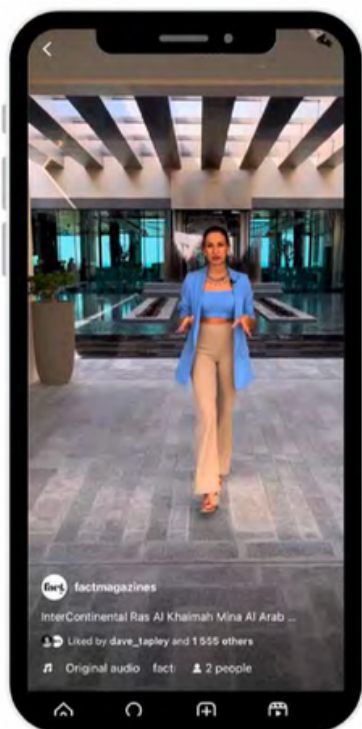
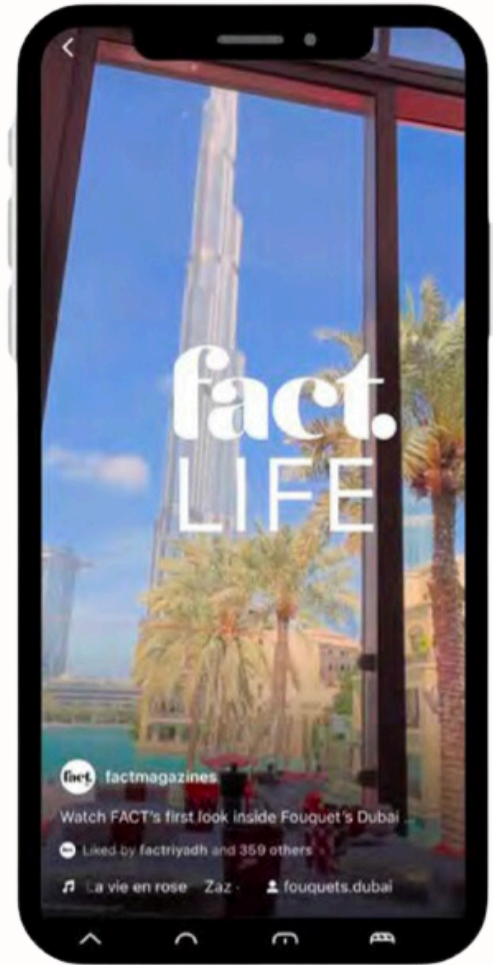
# SOCIAL

## VIDEO CONTENT CREATION FOR SOCIAL MEDIA REEL

**FACT's** Reels are ideal for showcasing your venue through engaging, dynamic video content. Let us guide the FACT readership through your offering, whether that be a new restaurant, brunch or promotion. We will capture, edit and post the Instagram and TikTok Reel and share across our social media feeds, to connect your brand to a new audience.

**SAMPLE**

**SAMPLE**



# 68K+

## INSTAGRAM FOLLOWERS

# 17.2K+

## TIKTOK FOLLOWERS

Our Instagram and TikTok Reels can be filmed with or without a presenter. The latter option offers the benefit of having someone narrate the video, talking potential customers through the USPs of the brand.

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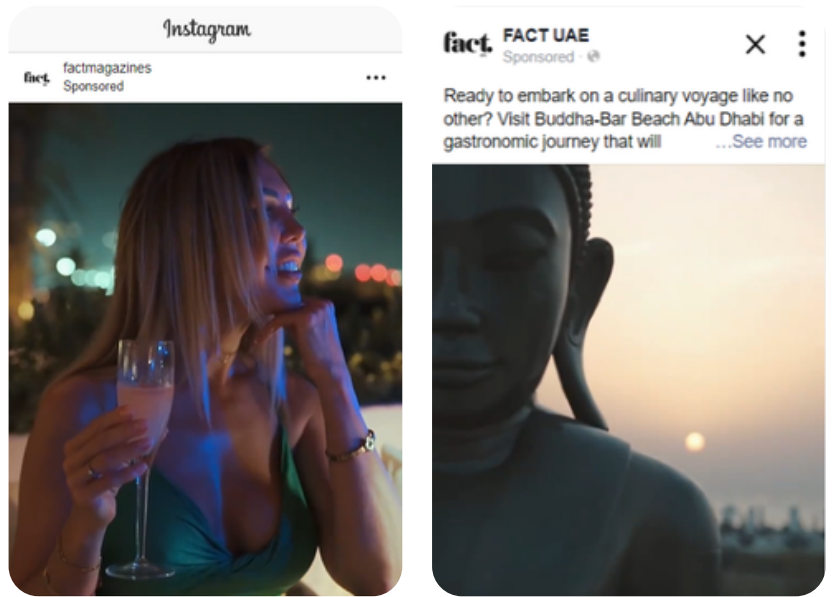
# SOCIAL

## META DARK POST

Dark posts appear as sponsored content in the social media feeds of specifically targeted users. The carousel format is available for Facebook, Instagram and Audience Network, allowing you to showcase up to five images within a single advert, each with its own headline and link.

**Minimum Resolution:** 600 x 1067

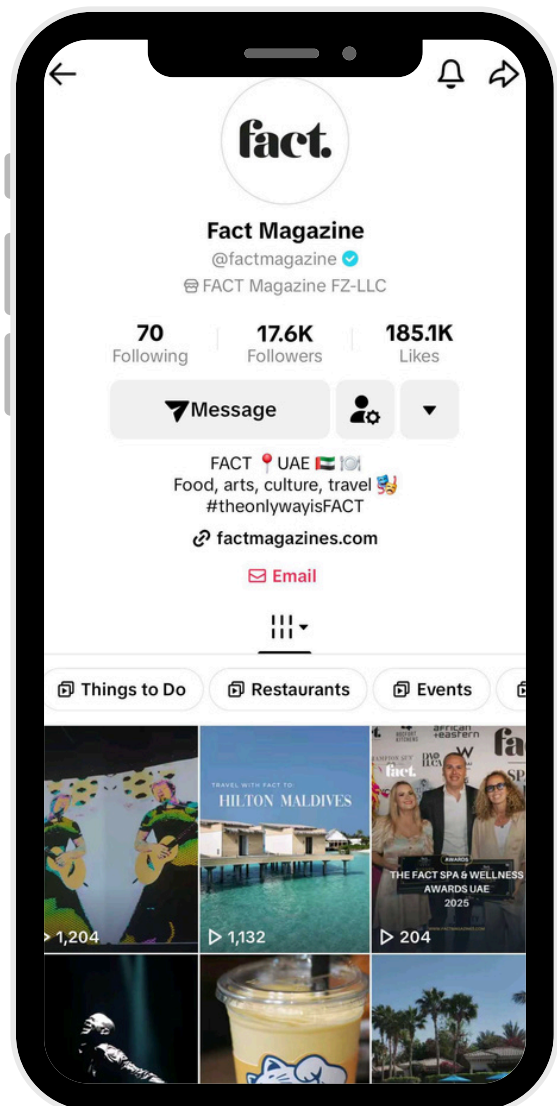
**File types:** jpg or png



## ADVERTISING WITH TIKTOK

FACT will post your video to our TikTok channel and promote the video to reach a targeted audience based on location, gender, age and interests.

**17.6K+**  
**TIKTOK FOLLOWERS**  
**@FACTMAGAZINE**



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## FACT LIVE

Elevating Brand Stories with Full-Service Video Production

(<https://www.factlive.me/>)

FACT Live, the in-house video production arm of Fact magazine, stands as a full-service video production company dedicated to creating compelling video content for brands across a variety of industries, including hospitality, entertainment, motoring, and travel.

FACT Live specializes in crafting video content tailored to your brand's guidelines, ensuring a seamless integration with your overall marketing strategy.



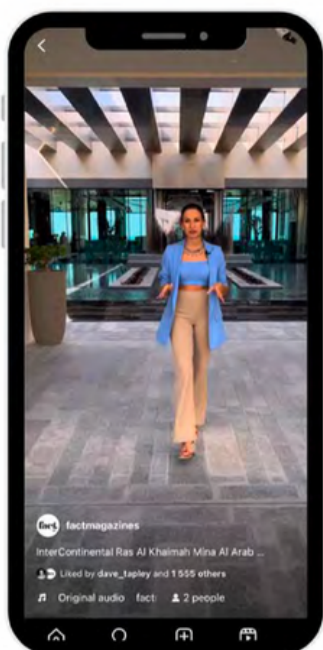
Emirates Dubai Awaits campaign (Toursime)

fact FACT Magazine ☐ Subscribed  0



Yas Drifting Championship

fact FACT Magazine ☐ Subscribed  0



FACT Live offers a comprehensive range of services, including **short and long-form social media reels, live event coverage, and high-quality event photography and corporate headshots.**

By leveraging FACT Live's expertise, brands can enhance their online presence with visually stunning content.

With a commitment to excellence and innovation, FACT Live continues to elevate brand stories, providing tailored video production services that resonate in the digital age.



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## EDITORIAL CALENDAR 2025

### JANUARY



- 25 things to look forward to in 2025
- Dry January: Where to enjoy non-alcoholic drinks
- New Year, New Start: Spa offers listings
- Best places to celebrate Burns Night listings
- Best places to celebrate Chinese New Year listings

### FEBRUARY



- Ramadan: Best iftars and suhoors in London listings
- London Fashion Week
- Pancake Day round-up of restaurants
- Best places to celebrate Valentine's Day listings

### MARCH



- Where to celebrate Eid Al-Fitr round-up
- Best places for Mother's Day listings
- St. Patrick's Day listings
- International Women's Day
- Best things to do in spring 2025 listings

### APRIL



- Easter offers round-up
- London Marathon

### MAY



- Chelsea Flower Show

### JUNE



- Eid Al-Adha offers round-up
- Alfresco music festivals listings
- Sports season (Wimbledon, Royal Ascot) listings
- Best places for Father's Day listings
- Best things to do in summer 2025 listings

### JULY



- Best places for alfresco dining round-up
- Buckingham Palace opening
- BBC Proms
- Summer travel deals

### AUGUST



- Notting Hill Carnival
- Summer staycation deals listings

### SEPTEMBER



- Totally Thames Festival: Restaurants by the river round-up
- London Fashion Week
- Best things to do in autumn 2025 listings

### OCTOBER



- Best places to celebrate Diwali round-up
- Where to celebrate Halloween listings

### NOVEMBER



- Best Bonfire Night events round-up
- Best things to do in winter 2025 listings

### DECEMBER



- Festive activities listings
- Where to celebrate New Year's Eve listings





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# FACT LONDON

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## CONTACT DETAILS

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