

fact.

FOOD · ART · CULTURE · TRAVEL

**MEDIA
KIT**

2026

**FACT
LONDON**

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

704K+

MONTHLY VISITS

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

TOP SOURCE MARKETS

186K+

UNIQUE VISITORS

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

AGE & GENDER

FACTMAGAZINES.COM

5M+

MONTHLY VISITS

1.3M+

UNIQUE VISITORS

INSTAGRAM

@FACTLDN

@FACTMAGAZINES

7.7K+

FOLLOWERS

68K+

FOLLOWERS

200K

AVERAGE REEL VIEWS

500K

AVERAGE REEL VIEWS

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AWARDS

The Fact Dining Awards, founded in 2009 in Bahrain, have expanded to Qatar (2013), Abu Dhabi (2014), Dubai (2017), Riyadh (2023), and most recently in London (2024). This remarkable growth has solidified the Fact Dining Awards as a leading authority in the dining industry across the GCC, now taking its first steps globally.

These awards celebrate excellence in fine dining and homegrown F&B concepts across the GCC and globally. They recognise outstanding achievements based on public and expert opinions, promoting continuous improvement and innovation in the dining industry.

WHY SPONSOR THE FACT AWARDS?

RAISING YOUR BRAND PROFILE

Associating and affiliating your brand with The FACT Awards will generate strong brand recognition within the sector. Your presence at the awards evening, where you will present an award in person will show the sector how important you are within it. Your logo will appear on all event collateral, from the media wall, to the roll-up banners and LED screen used during the winner announcement presentation.

PR AND MARKETING OPPORTUNITIES

Branding does not begin and end at the event itself. We will include your brand in all the pre and post-event PR material being sent to media, influencers and the industry leader alike.



74K+
UNIQUE VOTES
IN 2024



WHY SPONSOR THE FACT AWARDS?



KEY NUMBERS

Across the awards process your branding and marketing will reach over five million consumers and key decision-makers in the industry, via a combination of website content, social media content (competitions and posts) and email marketing campaigns.

NETWORKING

With up to 400 leading industry executives attending the awards, this premiere event is a unique opportunity for you and your team to network among key decision-makers. Using your role as sponsor, you can host and thank key customers, initiate new business and generate new leads and business opportunities.

SPONSORSHIP RATES

PACKAGE INCLUDES AT THE AWARDS

- Branding: Your logo will be displayed on all event collaterals, including the media wall (official photo backdrop), LED screen, etc. The name of the sponsor will be mentioned during the thank-you speech. Products will be displayed during the event (samples or giveaways can be included in goody bags).

PRE-/POST- AWARDS

- Your name will appear in relevant editorial copy about the awards, including press releases

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EDITORIAL CALENDAR 2026

JANUARY



- 26 things to look to forward to in 2026
- Dry January: Where to enjoy non-alcoholic drinks
- Burns Night: Best restaurants in London

FEBRUARY



- Where to celebrate Valentine's Day
- London Fashion Week
- Pancake Day
- Chinese New Year
- Best iftars in London

MARCH



- Best things to do in spring in London
- St Patrick's Day listings
- Best places for Mother's Day
- International Women's Day
- Eid Al Fitr

APRIL



- Best places to celebrate Easter
- London Marathon

MAY



- Chelsea Flower Show

JUNE



- Best things to do in summer in London
- Best places for Father's Day
- Sport season: Royal Ascot, Wimbledon
- FIFA World Cup 2026: Where to watch

JULY



- Alfresco dining round up
- Summer travel deals

AUGUST



- Notting Hill Carnival
- Summer staycation hotel deals

SEPTEMBER



- London Fashion Week
- Best things to do in the autumn in London

OCTOBER



- Where to celebrate Halloween

NOVEMBER



- Best Bonfire Night events

DECEMBER



- 26 things we loved about 2026
- Best things to do in winter in London
- Best Christmas markets in London
- Where to celebrate Christmas Eve in London
- Where to celebrate Christmas Day in London
- Where to celebrate Boxing Day in London
- Where to celebrate NYE in London
- Where to celebrate New Year's Day in London

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