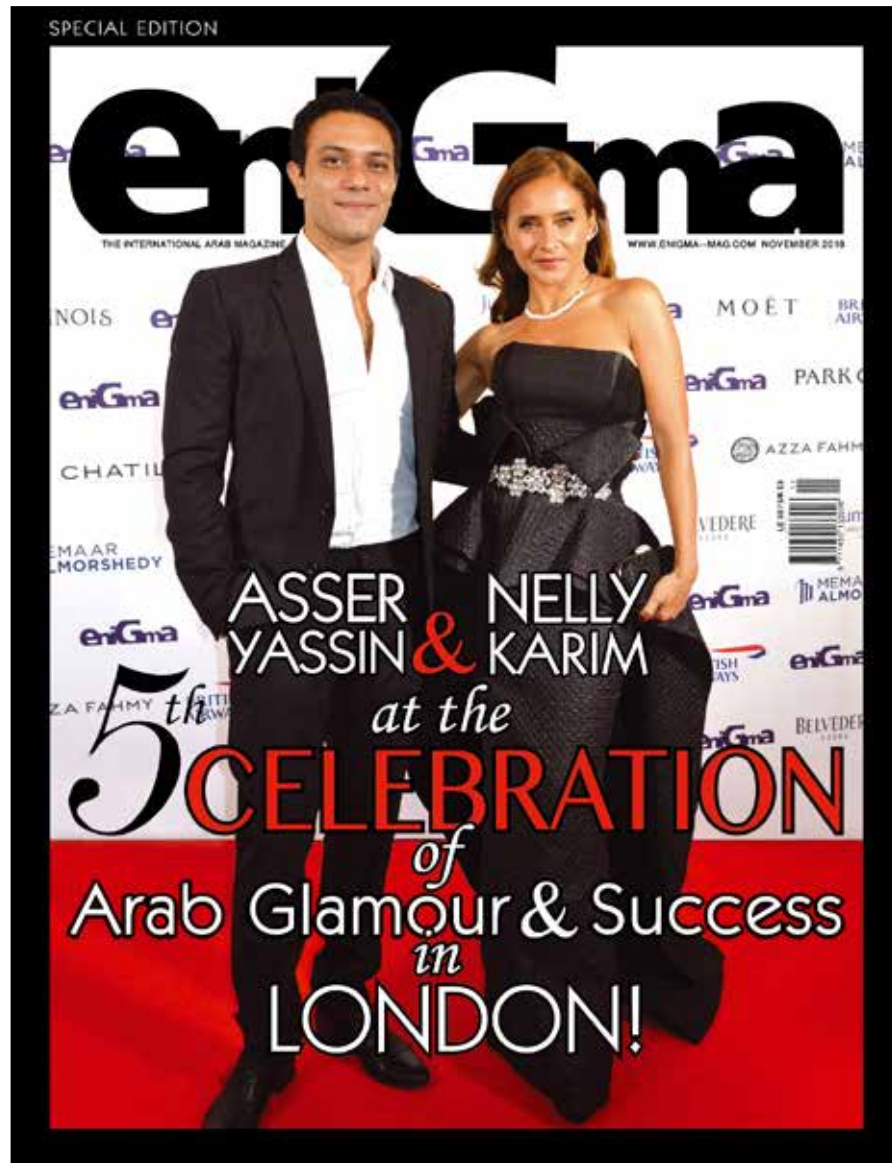


eniGma

THE DECEMBER 2019 ISSUE



eniGma's Glamour Issue delves deep into the style news on offer. The December issue also gives readers a glimpse of the hottest accessories, trends and beauty styles for the winter season, and how to look fabulous on any budget. With a focus on Christmas and all the hottest end-of-year festivities, we include only the best brands, most luxurious destinations and top influential personalities. We are offering select corporations and individuals befitting this issue the opportunity to be featured in any of our exclusive segments. In addition to that, the issue features exclusive coverage from eniGma's 7th Celebration of Arab Glamour & Success, taking place in London and honouring the biggest Arab stars making their marks in different fields across the globe, with special guest of honour, Amina Khalil.

CHRISTMAS SPECIALS

During December, eniGma offers exclusive features and advertorials highlighting the festivities carried out all over Egypt during the Holiday Season. Our exclusive Christmas Specials include our annual "Gift Guide," featuring luxurious items for our readers to buy for their loved ones, a "Guide to Egypt's Best Christmas Bazaars," a "Winter Breakfast Guide," a "Chocolate Guide," and a feature on "Hosting an Unforgettable Dinner," where we advertise the best caterers, tableware and decorators. All of that is in addition to our "New Year's Eve Party Guide," where we give select hotels and clubs the chance to promote their upcoming end-of-year celebrations.

Price per page, including layout design, images and text: \$2,500



HEAVELY HOMES

eniGma offers you the chance to showcase your divine estate with the most beautiful scenery for our devoted readers and luxury lovers. Whether you own the house or are behind its interior design, this section is perfect for featuring your heavenly home.

Price per page, including layout design, images and text: \$2,500



YOUR LOCATION HERE

HEALTH GUIDE

Our Health Guide features the top spots and recommendations for our readers to get into their best shape, whether physically, emotionally or mentally. This special guide includes the top gyms, spas and healthy cuisines and nutrition stores all over town - a chance for you to showcase what you have to offer.

#EnigmaHealthGuide
PHYSICAL WELLBEING

HEALTHY FOOD

NUTRITION

SUPPLEMENTS

ORICE BACK IPS

WORCOT AHS

GAUSTY OMMING

DUMBIOUS SPAS

DESIGNER INTERVIEWS

eniGma can give readers a one-of-a-kind look at your brand through an interview with the head designer. Our editorial team will put together a behind-the-scenes story and interview, helping trace the designer's background and highlight their latest achievements.

Price per page, including layout design, images and text: \$2,500

WINDOW SHOPPING

A shopping page dedicated to your store or brand that informs our readers about your company and showrooms as well as showcases your hottest designs. Accompanying images can include items, your showroom (photographed by Enigma's professional photographers) as well as model-shots from your look book.

Price per page, including layout design, images and text: \$2,500



face of the future

FARIDA TEMRAZ GOING GLOBAL

Designer and founder of Temraaz, Farida Temraz is determined to transform the booming fashion scene in Egypt. With a new collection and a show in London Fashion Week this month, eniGma's Farida El Zaki sat down with the rising designer to talk about her journey to the top.

From early on, it was obvious that Temraz had a talent for illustrations, drawing, and designing garments. In fact, she always knew she wanted to be a fashion designer. She knows exactly what she wants and how to achieve it. She launched her first collection in the fall of 2012 and has been on a roll ever since. "Even though I have been designing for a long time, I wanted to launch it at the right time when I was sure that my techniques were perfected," explains Temraz. With a taste of talented designers from Kuwait, Lebanon, and Qatar, Temraz is quickly becoming one of the top fashion talents in Egypt.

Temraz's vision behind the brand is to focus on highlighting a woman's silhouette. "Whether you are curvy or athletic, tall or short, I come up with designs that suit and complement each body type," she explains. With intricate details and the highest quality fabrics, Temraz focuses on every aspect in making the dress suitable for you and just

you. From your skin colour to your body shape to the event you are going to, Temraz takes everything into consideration. According to her, a Temraaz woman is sexy, chic, elegant and looking to make a statement. Along with the Harem Couture line, Temraz also offers a multi-occasion line every season. The design focus is very selective in taking our clients to ensure exclusivity.

An obvious measure of Temraz's success is the international recognition that has come her way. Temraz will be presenting a full collection, including three bridal looks, at London Fashion Week. "I am really excited about this huge opportunity to not only represent my brand, but Egypt as well," she explains. Temraz is the only Egyptian designer showcasing her work and she is making sure she won't let us down. With the big show coming up, Temraz says she is focusing on creating standout designs and making the most out of this amazing opportunity. She excitedly adds, "this is just the beginning!"

By Daniela Nunez, Style Photographer, Miami, FL

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Window SHOPPING

TABLEWARE

BEDDING

TOWELS

STYLE TREASURE
EGYPT'S HIPPEST WEDDING LIST

These treasures are perfect for wedding receptions, anniversaries, birthdays, and more. From Egypt and the Middle East, eniGma has a wedding registry to make your special day even more memorable. From the most popular to the most unique, we have everything you need for your special day. From the most popular to the most unique, we have everything you need for your special day. From the most popular to the most unique, we have everything you need for your special day.

CANDLES

ENTERTAINING IDEAS

GET THE LOOK

Enigma's fashion team compiles this popular monthly feature highlighting how our readers can get the latest celebrity looks, or master the latest trends for less. This is a great way to have your brand stand out as offering trendy and contemporary looks, favoured by the stars.

Price per page, including layout design, images and text: \$2,500

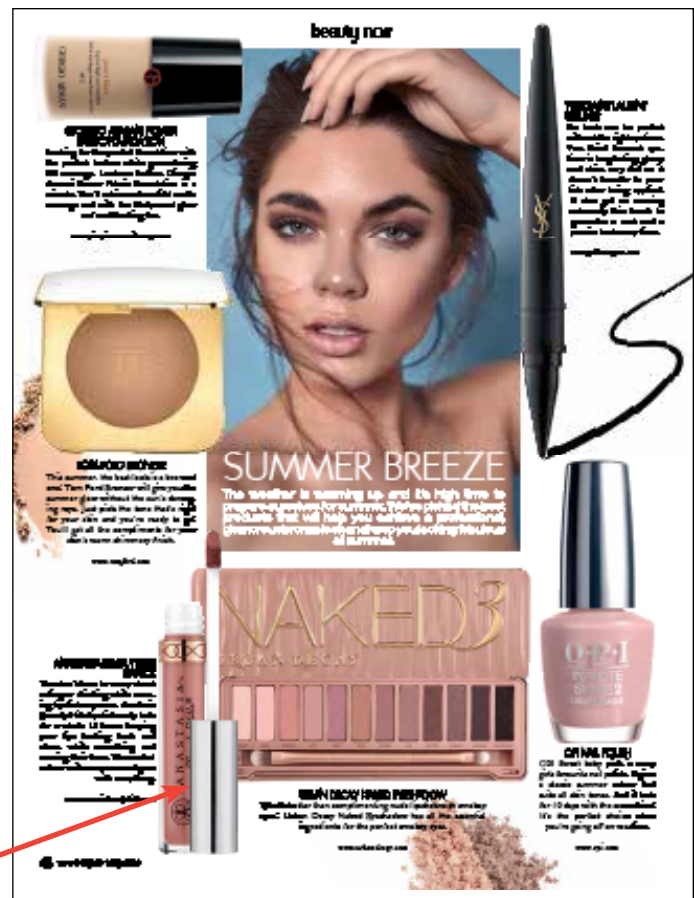
Price to have your item(s) included: \$200 per item



BEAUTY PAGES

Our regular 'Beauty Now' section is the perfect place for your company to highlight its products. Our editorial team will select the latest trends in hair and makeup and help readers achieve the looks using your products. This is a great way to associate your brand with the latest fashion trends, straight off the runway. Alternatively, the pages can also be created with top celebrity looks.

Price per page, including layout design, images, and text: \$2,500



FASHION SHOOT

Enigma's stunning fashion shoots have a reputation for being amongst the most engaging and creative in the Middle East. Your company could be the destination for our shoots, highlighting the various activities it is involved in. This strategy is highly recommended because it enables us to create a funky concept and powerfully positions your company as an innovative, successful and modern enterprise.

- Price per page, including layout design, images and text: \$2,500



YOUR
ITEMS
HERE

YOUR
LOCATION
HERE

Leila Bazar
Pants by EDCI, available at Boutique 51
Sandals by Charles & Keith
Necklace by Juia's Barba firm
Sunglasses by Fosh Eyewear

Zayneb Azzam
Shirt by Balossa, available at Boutique 51
Short by Topshop
Sandals by Charles & Keith
Sunglasses by Fosh Eyewear

THE COVER

The cover is the most visible page of the magazine, seen on the newsstands by passers by and every reader. Sponsoring a cover is therefore a great way to promote your brand.

Interiors and real estate companies can promote their brand on the cover in several ways by:

- 1) Having our cover photographed at their property
 - 2) Having their logo on the cover
 - 3) Having a cover line about their brand on the cover
- Or all of the above

Fashion and jewellery clients can also have:

- 1) Their items worn by the celebrity cover star
 - 2) Their logo on the cover
 - 3) A cover line about their brand on the cover
- Or all of the above

All other clients can have:

- 1) Their logo on the cover
 - 2) A cover line about their brand on the cover
- Or both of the above

Clients can also have their CEOs or sales team on the cover, with a dedicated photo shoot, design, and cover line.

To have your CEO or sales team on the cover: \$25,000

To have the cover photographed at your location: \$7,000

To have your fashion or jewellery item on the cover: \$4,000

To have your logo on the cover: \$5,000

To have a cover line dedicated to your brand: \$3,000

Please note that our exclusive features will also be appearing on the online version of Enigma magazine, on our website (www.enigma-mag.com), which has approximately 1,000,000 hits per month from readers around the world.

YOUR
ITEMS
HERE



YOUR
CEO
HERE



YOUR
LOCATION
HERE



YOUR
LOGO
HERE

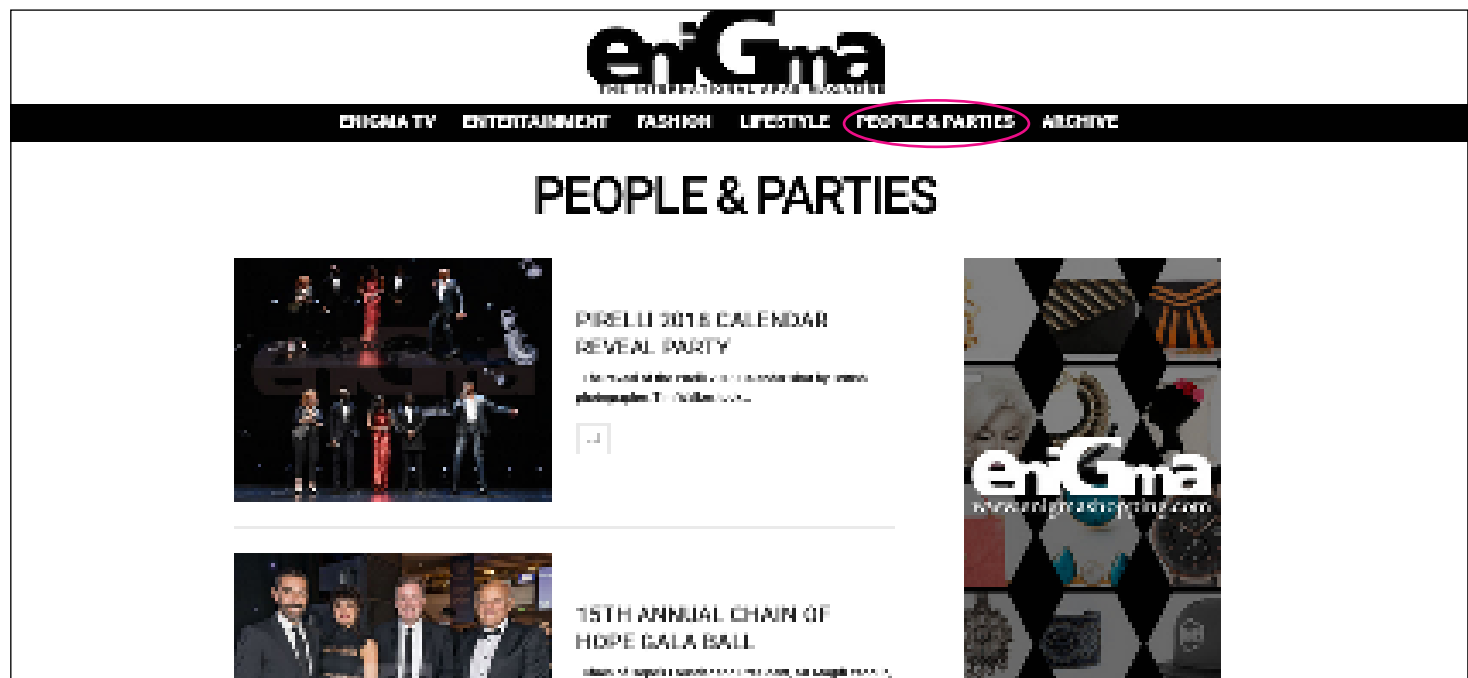
enGma ONLINE

www.enigma-mag.com

Enigma online is the Middle East's ultimate portal to fashion, parties, people & places, arts, entertainment, culture, and news & reviews. And with Enigma TV, we give you a behind-the-scenes look at the making of the region's hottest lifestyle magazine. With over 20,000 UNIQUE VISITORS per month, and over a MILLION hits per month, Enigma online is bigger and better than ever. Enigma's award-winning, dynamic and interactive website affords clients an additional and creative opportunity to target potential customers in Egypt, the MENA region and the world.

Enigma's daily online articles are a fantastic platform to promote your brand. On a weekly basis, we can write articles and include images about a particular product or service of your choice. The post is then linked to our social media networks to reach over 21,000 Twitter followers, 100,000 Facebook fans and 43,000 Instagram followers. The links to these regular posts can also be placed on your Facebook page, enabling your followers to see your news with the added credibility of a recommendation by Enigma Magazine.

Price of 1-3 months per blog: \$3,135
For example:



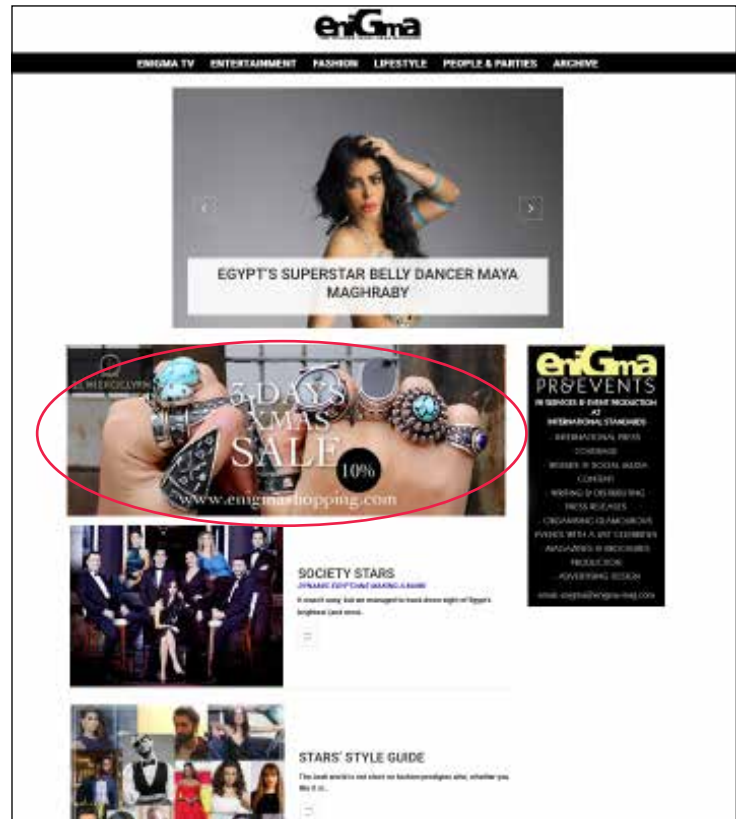
ONLINE BANNERS

HORIZONTAL BANNER

You have a choice between the ad that appears on the home page, with our dynamic online features, and the ad that appears on every other page, with engaging content, created exclusively for our site, from interviews to fashion shoots, giving you a truly phenomenal platform to target Enigma's elite readership.

Price of 1-3 months per ad: \$4,235

DIMENSIONS: 1140 X 380 PX



BOX ADS

This ad will appear on the right-hand side of every page of the website, giving you a truly phenomenal platform to target Enigma's elite readership. You have a choice between the ad that appears on the home page and the one that appears on all other pages of the website.

- Please note that these ads may be rotating. For exclusive, non-rotating ad rates, please contact our advertising department.

Price of 1-3 months per ad: \$3,630

DIMENSIONS: 300 X 600 PX

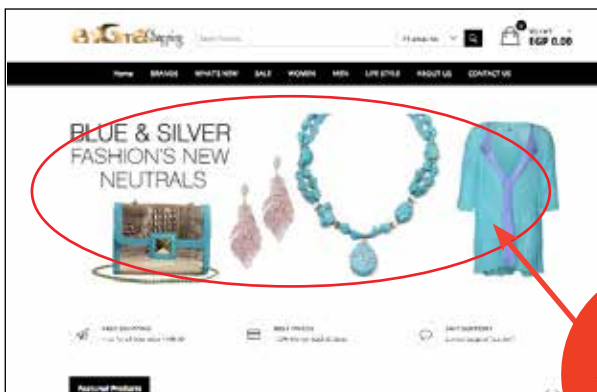
Enigma Shopping

www.enigmashopping.com

THE FIRST ONLINE SHOPPING WEBSITE SELLING ITEMS CHOSEN BY FASHION EDITORS

Enigma is now offering brands the opportunity to advertise online with Enigma Shopping, our online shopping portal. Enigma Shopping offers brands high visibility to the viewers of both Enigma Shopping and the Enigma Magazine website. With over 20,000 visitors per month and over one million hits per month, our website is an ideal way to promote your brand to the local and international markets. Enigma Shopping is accessible directly (www.enigmashopping.com) and through the Enigma website (www.enigma-mag.com). When a reader enters Enigma Shopping, they will be offered exclusive shopping items selected by Enigma fashion editors. Unique fashion, jewellery, accessories, home design items, books and art will be available for purchase, making this a great advertising opportunity for consumer brands. Enigma Shopping is also marketed heavily in the print version of Enigma Magazine to increase traffic on this exciting shopping experience.

Enigma Shopping is the Middle East's portal to the fashion world! An online store selling everything from unique clothes and jewellery to homeware and art. And with Enigma Shopping TV, we can give your brand unrivalled exposure and provide viewers with an in-depth look at your products and services. With over 20,000 unique visitors per month, and over a million hits per month, Enigma's award-winning and dynamic website affords clients a fantastic opportunity to target potential customers in Egypt, the Middle East and around the world.



HORIZONTAL LEADER BOARD BANNER

This ad will appear at the top of every page of the website, giving you a truly phenomenal platform to target Enigma Shopping visitors.

Price of 1-3 months per ad: \$3,630

STATIC AD
AVAILABLE ON
HOME PAGE

BOX ADS

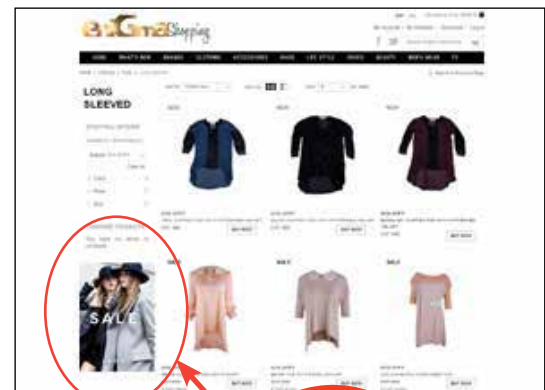
This ad will appear on the right-hand side of every page of the website, giving you a truly phenomenal platform to target the Enigma Shopping audience.

- Please note that these ads may be rotating. For exclusive non-rotating ad rates, please contact our advertising department.

Price of 1-3 months per ad: \$3,630

DIMENSIONS: HORIZONTAL LEADER BOARD BANNER

- 648 X 80 PX, BOX ADS - 266 X 408 PX



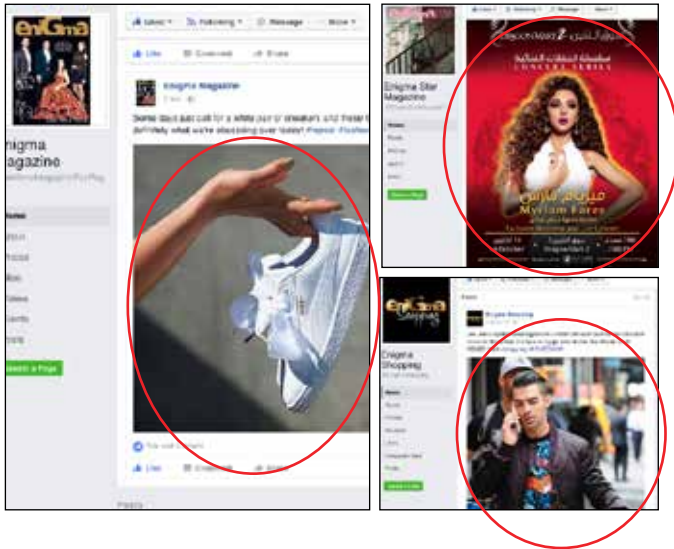
STATIC AD
AVAILABLE ON
ALL INTERNAL
PAGES

Enigma SOCIAL MEDIA

Social Media Platforms

Enigma has a huge presence on all major social media platforms. Enigma Magazine, Enigma Shopping and Enigma Star have a massive following by fans all around the world. We offer you a chance to advertise on all nine of our accounts for maximum exposure. Each page is dedicated to delivering the latest news, updates & trends to its fans. The pages highlight the magazine content as well as provide live coverage of the biggest events taking place in Egypt and around the world.

To advertise on all nine social media accounts: \$550



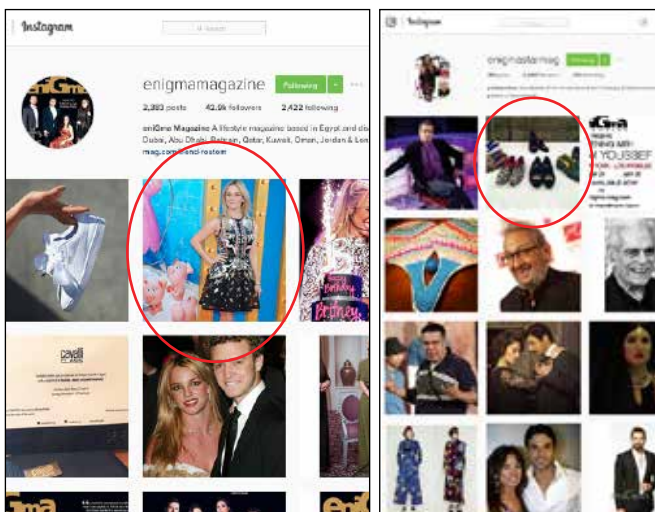
Facebook

Our Facebook pages are updated daily with trending content that suits each publication's demographic. With over 240,000 fans on all three pages, your brand will get a lot of promotion.



Twitter

With nearly 30,000 followers on Twitter, posts about your brand will be impactful and will reach many people.



Instagram

Enigma's Instagram accounts are updated frequently throughout the day to deliver only the most popular content to over 77,000 followers, who will see any posts about your brand.

eniGma TV

eniGma can produce professional online videos, highlighting various aspects of your product or brand. These short videos are a light, fun way to showcase brands in a creative and personal manner. Video production is a highly recommended strategy for promoting your brand online.

Additionally, your company can sponsor eniGma TV segments by including your logo at the beginning and end of our videos or through product placement.

Our online videos are placed in the eniGma Shopping TV section of our website and on our YouTube channel: Enigmamagtv

- To have a video filmed exclusively discussing your products or services: \$3,000/video
- To have a video ad at the beginning of an eniGma video: \$1,500/video
- To sponsor a video with the words "sponsored by" and your logo at the beginning and end of an eniGma video: \$1,500/video
- To have product placement in one of our eniGma videos (either placed on a table or worn by a presenter): \$1,000/product



Contact eniGma Magazine at enigma@enigma-mag.com
Tel.: +(202) 2738 2554 / 2736 7759

ENIGMA MAGAZINE ONLINE

NEW



NOW YOU CAN READ ENIGMA MAGAZINE
ON KOTOBI APP



With a discount up to %75

www.kotobi.com

eniGma Magazine is now available online on the Kotobi application. Readers can view the online version through www.kotobi.com or on the application itself. Monthly and annual subscriptions are also available for readers to be up to date with Enigma. The eniGma Magazine online version appears on the home page of www.vodafone.com.eg (8 million visitors per month).

ADVERTISING SPECS

PAGE DESCRIPTION	SIZE
Full-page bleed size	236 * 306 mm
Full-page trim size	230 * 300 mm
Double-page spread bleed size	466 * 306 mm
Double-page spread trim size	460 * 300 mm
Half-page horizontal bleed size	236 * 155 mm
Half-page horizontal trim size	230 * 149 mm
Half-page vertical bleed size	120 * 306 mm
Half-page vertical trim size	114 * 300 mm
Double half-page spread bleed size	466 * 155 mm
Double half-page spread trim size	460 * 149 mm
Inside front Cover + first page (DPS) bleed size	466 * 306 mm
Inside front Cover + first page (DPS) trim size	460 * 300 mm
Gatefold (bleed size)	464 * 306 mm
Gatefold (trim size)	458 * 300 mm

FORMAT: TIFF or PDF