

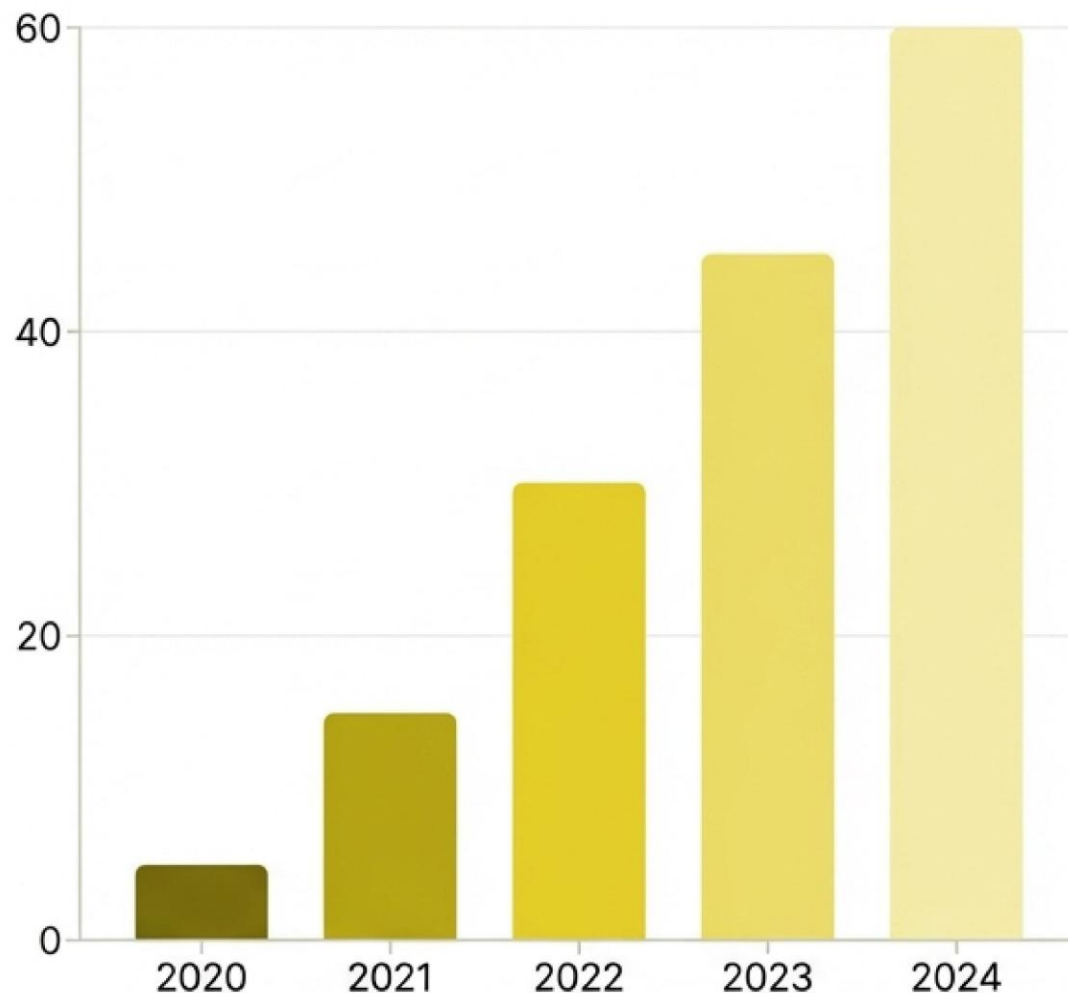


eventmag.ME

The Premier Voice of the GCC Event Industry

The first specialized publication bridging professionals, clients, and government standards in the **Gulf**.

A Booming Market Demands a Specialized Voice



- **Rapid Growth:** The MICE and event tourism sector in GCC is growing 10-15% annually.
- **The Void:** There is currently no specialized journal for this market.
- **The Need:** Organizers urgently need information on DTCM rules, Vision 2030 cases, and local trends.

Specific Need: Critical updates on **changes in DTCM rules** and emerging **trends** like **hybrid events**.

Inspiring Professionals, Informing Clients



Focus Area

Hub: Dubai as the leader in events tourism.

Reach: Extending to the wider GCC region.

Core Mission

To be the primary source of inspiration and knowledge for the industry.

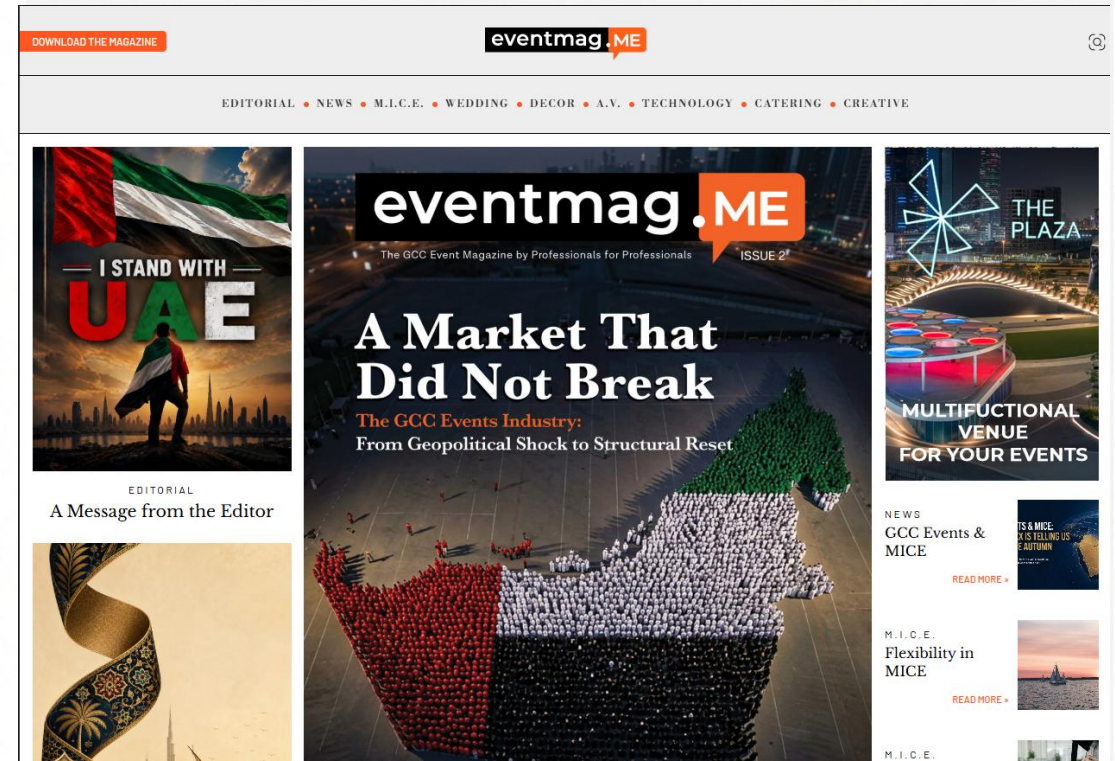
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A Premium Multi-Platform Experience



Print Edition

Quarterly, 70-page, full-color glossy magazine. Printed on premium 120-150 g/m² paper. A4 format.



Digital Ecosystem

Interactive PDF and Web version. Integrated AR capabilities and video content. Full digital issue archive.

More Than Just News: A Professional Toolkit



Local Depth

Local cases with **actual** budgets (not just generic info). Detailed breakdowns of real regional events.



Regulatory Insight

Inside information on government services, DTCM rules, and licenses.



Innovation

Coverage of **AR/VR trends** and guides for organizing events in GCC countries.

Curated Content for Every Industry Sector

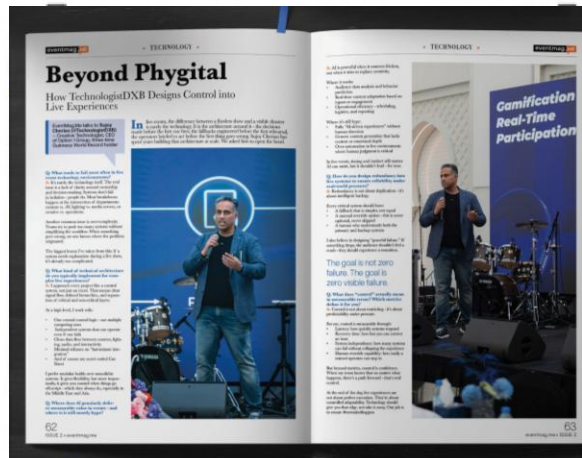


Directions: Weddings, Corporate, MICE



Industry Support

- Hotels & Catering
- Technical Equipment
- Decor/Floral
- Safety Standards



Practical Tools



- ✓ Master opinions
- ✓ Checklists
- ✓ AR Materials

Connecting Decision Makers with High-Value Clients



B2B (70%)

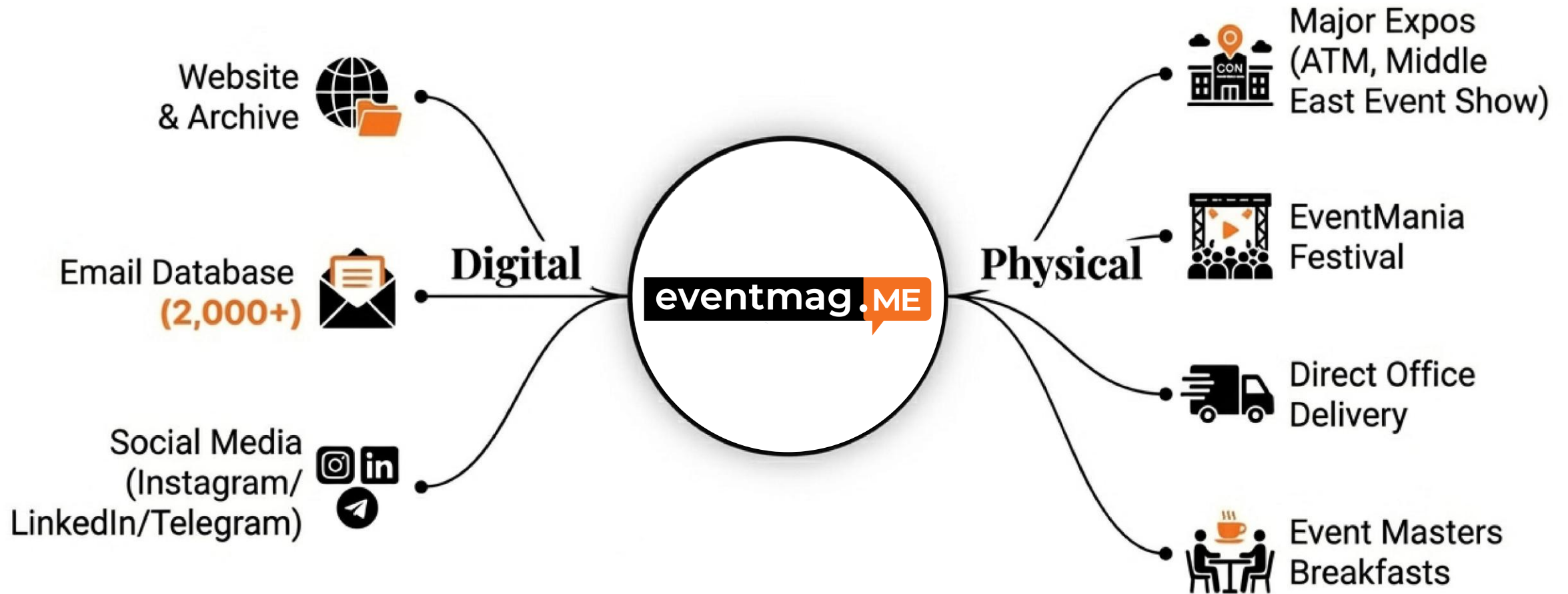
- Event agencies, DMCs, Service Providers, Venues

B2C (30%)

- Corporate clients, Brides, Private luxury customers

🕒 Age: 25–45 | 💰 Income: Medium to High | 🌐 Geography: 60% UAE, 30% GCC, 10% Int'l

An Omnichannel Distribution Ecosystem



Driven by Industry Experts



Sergey Larin

eventmag.ME

Key Contributors

- | Rhiannon Downie Hurst
- | Gauri Chadha
- | Alina Shliakhtova
- | Denis Panchenko
- | Patrick Narracot

Supported by a dedicated team of Art Directors, Designers, and Photographers ensuring a world-class glossy aesthetic.

Diverse Opportunities for Brand Visibility

Sponsorships

Premium Partnerships and Rubric Sponsorships (e.g., Weddings section).

Paid Publications

Native Advertising, Case Studies, and Reviews.

Display Advertising

Standard Banners and Modules.

Content Creation

Paid market analytics and custom reports (e.g., 'MICE Market in GCC 2025').

Partnership Packages

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Advertising	Sponsorship	<u>Premium Package</u>
Full Page: 3,000 AED Spread (2 Pages): 6,000 AED Cover: 10,000 AED	Rubric Sponsorship: 2,000 AED Web Banners: 500-1,000 AED/mo	15,000 AED Cover + 2-Page Case Study + 2-Page Interview

Pricing is indicative and subject to terms and conditions. Contact for custom proposals.

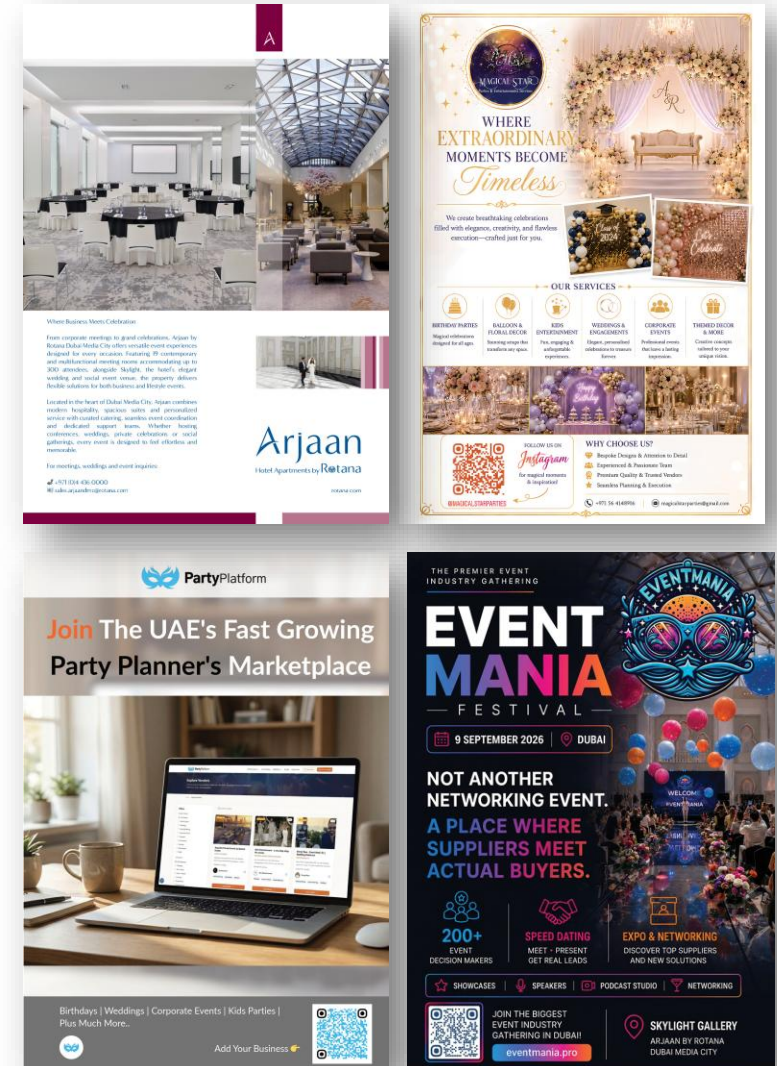
Cover Story: Interview-First Format

One studio session produces four content assets.

The interview is recorded in a professional podcast studio - 30 to 60 minutes, video and audio. The footage is cut into up to 10 short-form reels for Instagram and LinkedIn. An AI-assisted editorial digest is published on eventmag.me - 800 to 1,500 words, with key quotes and context. The full interview is then condensed by the editorial team into a 600 - 800 word print feature for the magazine.

One conversation. Four formats.

Print, web, and social - covered in a single session.



Why Partner with EventMag.Me?

1

Uniqueness

The only publication for the GCC event industry.

2

Inspiration

Stimulates creativity through high-quality cases.

3

Practicality

Helps avoid mistakes via standards & regulatory sections.

4

Growth

Direct access to a market growing 10-15% annually.

Join the Narrative

Let's shape the future of GCC events together.

Sergey Larin

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Contact Us