

# EYES ARABIA

MEDIKIT 2025 / 2026

WWW.EYESARABIA.COM

PURE LUXURY EXPERIENCE

SINCE 2009

THE HOME OF LUXURY

# EYES ARABIA

EYES MAGAZINE MIDDLE EAST

## PURE LUXURY EXPERIENCE

Since 2009 Eyes Magazine has been taking readers on a journey of extraordinary discoveries, captivating them with its unique perspective on the worlds of lifestyle and luxury. Based in Dubai, a strategic hub at the intersection of global luxury, business, and innovation, Eyes Arabia is expanding Swiss excellence in the Middle East. The GCC region presents a unique growth opportunity for luxury media and communication services, experiencing strong economic development, an increasing concentration of wealth, and a rising demand for premium content and exclusive brand experiences.

Eyes Arabia stays true to its vision of delivering a *Pure Luxury Experience*, from the global heart of luxury, bringing Swiss refinement to the region, infused with a sharp local sensibility. While the UAE serves as the initial launch market, expansion into Saudi Arabia, Qatar, and Kuwait offers significant potential in the coming years.

A premium digital and print magazine dedicated to luxury lifestyle, offering in-depth editorial content, exclusive insights, and a members club catering to high-net-worth individuals and key industry leaders. Tailored for a forward-thinking readership, Eyes Arabia offers a bold and discerning take on contemporary elegance, craftsmanship, and the evolving codes of luxury.

## SWISS EXCELLENCE

With over 16 years of Swiss Excellence in the world of luxury lifestyle media, Eyes has become a leading authority and trusted reference in high-end communication. Having produced 40+ editions and built lasting partnerships and client projects with 50+ prestigious brands, including Richard Mille, Hublot, Rolls-Royce, Chopard, Bvlgari, and Aston Martin, Eyes Magazine and eyes.studio seamlessly connect elite brands with discerning audiences.

Beyond print and digital, 100+ exclusive events and iconic cover shoots featuring stars like George Clooney, Bar Refaeli, Nathalie Emmanuel, and Philipp Plein further reinforce its influence in the luxury world. With a legacy of excellence, Eyes Magazine continues to set the benchmark for aspirational storytelling and brand elevation in Switzerland and the Middle East.



## 16+ YEARS

With more than 16 years of Swiss excellence, Eyes has redefined luxury lifestyle media since 2009, becoming the trusted benchmark for premium communication and brand storytelling.

## 40+ EDITIONS

Having produced over 40 editions and built lasting partnerships and client projects with more than 100 prestigious brands, Eyes Magazine and eyes.studio seamlessly connect elite brands with discerning audiences.

## 100 + EVENTS

Having created over one hundred immersive, multi-sensory events, Eyes orchestrates everything from grand product launches, co-branded experiences, and private VIP receptions to corporate gatherings in the most exclusive locations.

## A 360° LUXURY LIFESTYLE EXPERIENCE

Building on the legacy of Eyes Magazine Switzerland, Eyes Arabia is a complete luxury ecosystem designed to engage, inspire, and connect the most discerning audiences in the Middle East. At the heart of this ecosystem is our sophisticated digital platform, which provides an exclusive gateway to the world of luxury, craftsmanship, and lifestyle. With real-time luxury content, video exclusives, in-depth brand storytelling, and interactive experiences, our digital presence ensures continuous engagement with ultra-high-net-worth individuals (UHNWIs), elite business leaders, and tastemakers.

Through a carefully selected network of brand collaborations, Eyes Arabia offers luxury houses an unparalleled opportunity to connect with their target audience in an authentic, immersive, and highly impactful way.

By seamlessly blending an iconic print edition, cutting-edge digital engagement, curated events and an exclusive membership experience, Eyes Arabia redefines luxury media in the Middle East, creating an ecosystem where brands don't just gain visibility, but become part of a world of influence and prestige.

### THE PRINT MAGAZINE

Complementing this digital-first approach, the print edition of Eyes Arabia stands as a statement of prestige and exclusivity. With only two print editions per year, we maintain a sense of rarity and desirability, ensuring that each feature holds enduring value in the eyes of luxury consumers. It is a highly curated, collectible publication that brings timeless luxury into private residences, elite members' clubs, and five-star hotel lobbies across the Middle East.

### THE ONLINE MAGAZINE

Eyes Arabia offers an exclusive digital gateway to the world of luxury, connecting elite audiences with the region's most prestigious brands. Through curated content, immersive experiences, and bespoke digital activations, we create lasting engagement with the GCC's most discerning consumers.

### THE EVENTS

Eyes creates immersive, unforgettable events that transcend traditional gatherings to become powerful emotional experiences. By crafting atmospheres that inspire desire and connection, we elevate brands into lasting memories that resonate with the world's most discerning audiences.

### THE MEMBERSHIP COMING SOON

For those seeking even deeper access into the world of Eyes Arabia, our membership option unlocks a world of privileges. From 2026 members gain exclusive invitations to private events, first access to curated collections, and bespoke experiences with our luxury partners, creating a community of connoisseurs who appreciate the finest things in life.



EYES ARABIA

# THE PRINT MAGAZINE

PURE LUXURY EXPERIENCE

## A Refined Signature

Since 2009, Eyes Magazine has been inviting readers to discover wonders and has captivated with its unique perspective on the world of lifestyle and luxury. Like a piece of exceptional craftsmanship, Eyes Arabia stands out with its distinctive and timeless format, which has become its signature. Its paper, featuring characteristic ridges once used to guide handwritten text, blends beautifully with the magazine's modern and refined design. Like a coffee-table book, Eyes Arabia is a perfect fit for exclusive homes and hotel lobbies.

## IMMERSIVE CRAFTSMANSHIP

In addition to its high-quality paper and minimalist design, Eyes Arabia catches the eye with its persuasive covers and striking photography. Through in-house photoshoots and a meticulous selection of images, Eyes Arabia elevates reality and invites readers to immerse themselves in the world of the luxury – a tribute to craftsmanship and experience. The magazine features both local and international references, encounters, stories, and reports on the worlds of watchmaking, jewelry, fashion, automobiles, architecture, art & design, wellness, and gastronomy. Eyes Arabia appeals to the most discerning connoisseurs, trendsetters, and lovers of the good life and fine craftsmanship.

## TIMELESS ELEGANCE

With its bilingual format, in both English and Arabic, and wide distribution in the UAE, the magazine appeals to luxury consumers, whether residents, expatriates, or visitors. Eyes Arabia is published only two times per year, emphasizes its exclusive and timeless nature. Featuring a brand in these two editions ensures year-round visibility.



EYES ARABIA ▲

EYES ARABIA CAPTIVATES THE  
MOST DISCERNING CONNOISSEURS,  
TRENDSETTERS, AND ENTHUSIASTS OF  
FINE LIVING AND CRAFTSMANSHIP.

LANGUAGES  
ENGLISH & ARABIC

## EYES ARABIA: FOR PRESTIGIOUS LIVING

At the heart of Eyes Arabia lies a celebration of craftsmanship, expertise, and the art of refined living. Across print, online, and social media, our editorials pay homage to excellence, featuring both local and international perspectives, encounters, stories, and reports that span the worlds of watchmaking, jewelry, fashion, automobiles, architecture, art & design, wellness, and gastronomy.



### COVERSTORY ▲

EXCLUSIVE PORTRAITS BY EYES, CAPTURED THROUGH AN IN-HOUSE PHOTOSHOOT, AN EXCLUSIVE 10-14 PAGE FEATURE ARTICLE AND MAGAZINE FRONT COVER.



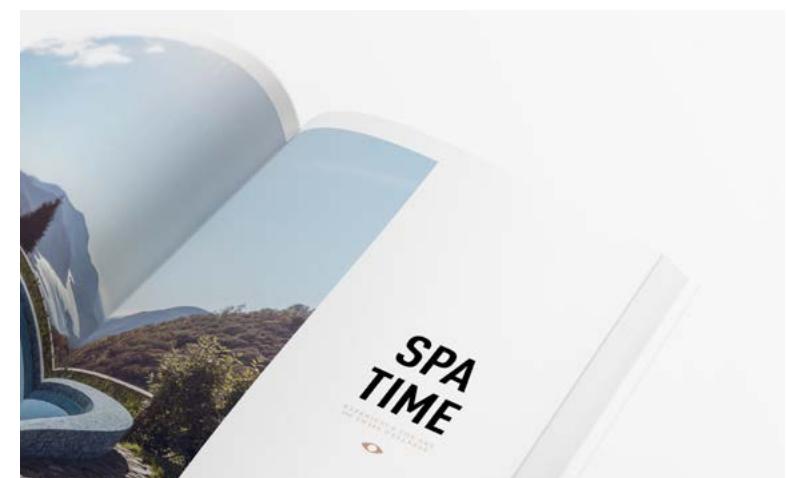
### VISIONAIRY ▲

ENCOUNTERS WITH INFLUENTIAL AND FORWARD-THINKING WOMEN AND MEN SHAPING THE FUTURE.



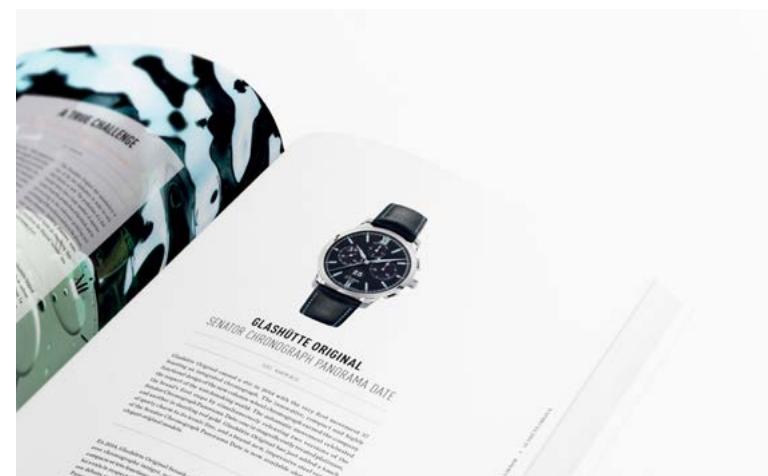
### DESIGN ▲

FROM ARCHITECTURE TO DESIGN AND ART, ENRICHED WITH OUR ICONIC DESIGN ESSENTIALS.



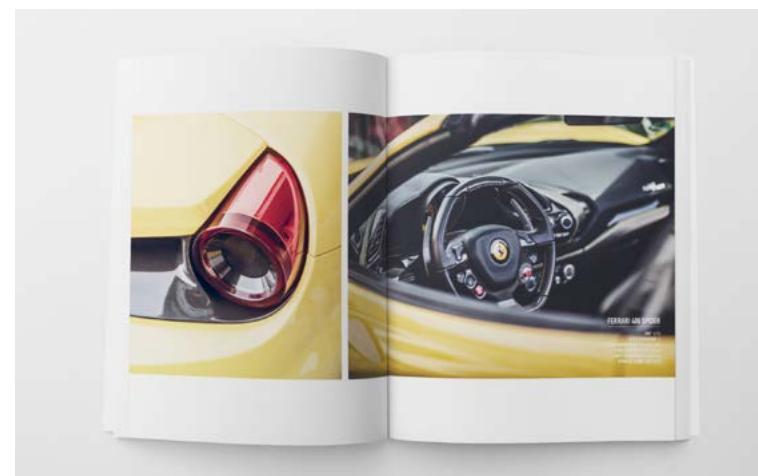
### EXPLORE ▲

THE MOST EXCLUSIVE JOURNEYS, HOTELS, AND WELLNESS – AN ODE TO EXPERIENCE AND DISCOVERY.



### EYES ON STYLE ▲

FASHION AND STYLE AT THEIR FINEST, INCLUDING OUR RENOWNED ESSENTIALS FOR HER AND ESSENTIALS FOR HIM.



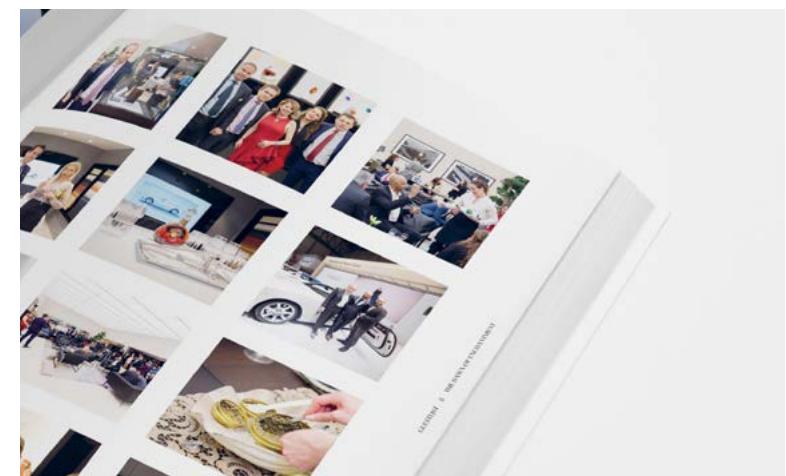
### DRIVE ▲

A SPOTLIGHT ON LUXURY CARS, YACHTS, BIKES AND HIGH-END MOBILITY, ALONG WITH OUR SIGNATURE FEATURE DRIVE ESSENTIALS.



### TASTE OF LUXURY ▲

THE MOST COVETED GASTRONOMIC EXPERIENCES AND EXCLUSIVE ENCOUNTERS WITH WORLD-RENNED CHEFS.



### GUESTLIST ▲

AN EXCLUSIVE GLIMPSE INTO THE MOST SELECTIVE EVENTS.



#### ◀ EDITIONS

ISSUE 01 - FEBRUARY 2026  
ISSUE 02 - OCTOBER 2026

#### EDITIONS

With two issues per year, Eyes Magazine underlines its exclusive and timeless character. Designed as a coffee-table book, it is both browsable and collectible, making it a refined addition to homes, boutiques, and hotel lobbies.

#### DISTRIBUTION

Starting with a bespoke distribution of 10,000 copies in the UAE, Eyes Arabia is received at home by those part of the Eyes Members Club, and can be found where true luxury lives, from five-star hotels to private members' clubs, gourmet restaurants, art galleries, first-class lounges, and exclusive events. Carefully curated to reach UHNWIs and tastemakers often beyond the scope of mainstream titles, each issue is both valuable and resonant, aligning with the very spaces and lifestyles it celebrates.

#### PRINT RATES

##### AD INSERTION DELUXE

Inside Front Cover + facing (IFC)	13'500.-
Outside Back Cover (OBC)	13'500.-

##### AD INSERTION STANDARD

Single Page 1 <sup>st</sup> Half	9'500.-
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##### AD INSERTION EXCLUSIVE

1 <sup>st</sup> Double Page Spread (1 <sup>st</sup> DPS)	12'500.-
2 <sup>nd</sup> Double Page Spread (2 <sup>nd</sup> DPS)	12'500.-
3 <sup>rd</sup> Double Page Spread (3 <sup>rd</sup> DPS)	12'500.-

##### AD INSERTION BASIC

Single Page 2 <sup>nd</sup> Half (ROP)	7'500.-
Double Page Spread 2 <sup>nd</sup> Half (DPS)	9'500.-

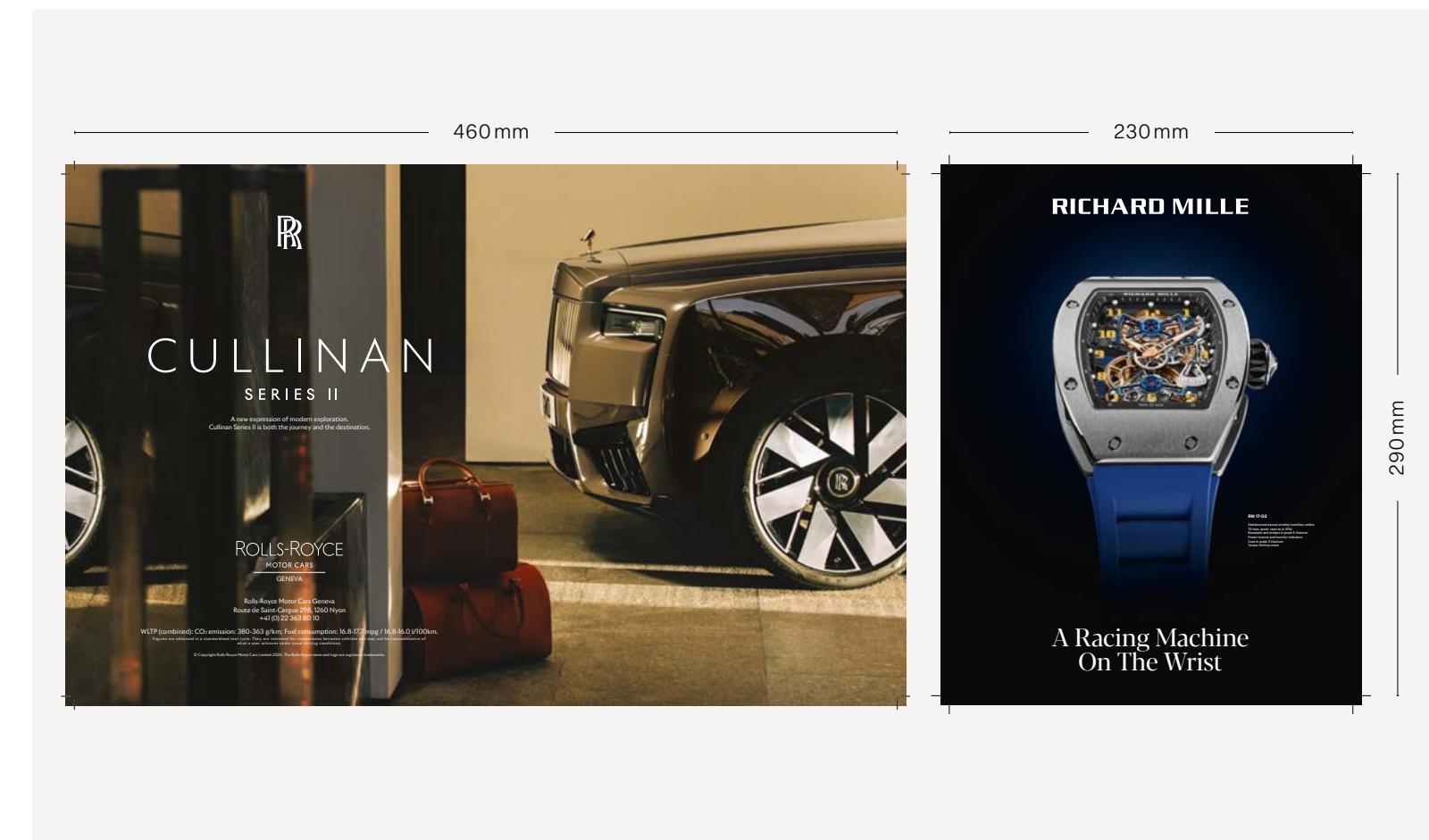
##### AD INSERTION PREMIUM

Single Page facing Impressum	10'500.-
Single Page facing Editor's Note	10'500.-
Single Page Summary	10'500.-
Double Page Spread 1 <sup>st</sup> Half (DPS)	10'500.-
Inside Back Cover (IBC)	10'500.-

##### ADVERTORIAL

Double Page Spread Advertorial	8'500.-
4-6 Page Spread Advertorial	9'500.-
<i>Visionairy</i> Advertorial	8'500.-
<i>Essentials</i> Advertorial	7'500.-
<i>Intermezzo</i> Advertorial	7'500.-
<i>Shaken</i> Advertorial	7'500.-
<i>Branded</i> Advertorial	8'500.-

All rates are in US Dollar (USD) excluding VAT.



## EYES MAGAZINE ▲

DESIGNED AS A COFFEE-TABLE BOOK, EYES ARABIA IS BOTH BROWSABLE AND COLLECTIBLE, MAKING IT A REFINED ADDITION TO HOMES, BOUTIQUES AND HOTEL LOBBIES.

### FOR LUXURY LIFESTYLE AFICIONADOS

Eyes Arabia inspires discerning connoisseurs, forward-thinkers, and true aficionados of prestigious living, artistry, and craftsmanship. Rooted in Swiss heritage and guided by the spirit of the Middle East, Eyes Arabia bridges the worlds of European refinement and Arabian sophistication — celebrating excellence, culture, and the art of prestigious living across the GCC and beyond.

Eyes Magazine engages an elite community of influential leaders, visionaries, and connoisseurs of luxury. Our readership reflects the most sophisticated demographic — 44% women and 56% men — united by a shared pursuit of excellence, refinement, and privileged access.

With 18% under 25, the magazine captivates emerging heirs and next-generation entrepreneurs; 31% between 25 and 35 and 29% between 35 and 45 represent the core of today's accomplished business figures, investors, and innovators; while 22% over 45 embody the established elite with global influence and enduring legacy. Eyes Magazine is where aspiration meets achievement — a curated audience that defines modern luxury.

### DIMENSIONS AND TECHNICAL SPECIFICATIONS

Single Page Ad	230 mm x 290 mm (W x H)
Double Page Spread (DPS)	460 mm x 290 mm (W x H)
Inside Margins	5 mm
Outside Margins	5 mm
Image Quality	300 dpi
Format	PDF
Colorimetry	CMYK

EYES ARABIA

# THE ONLINE MAGAZINE

EYESARABIA.COM // @EYESARABIA

## A CURATED DIGITAL PLATFORM

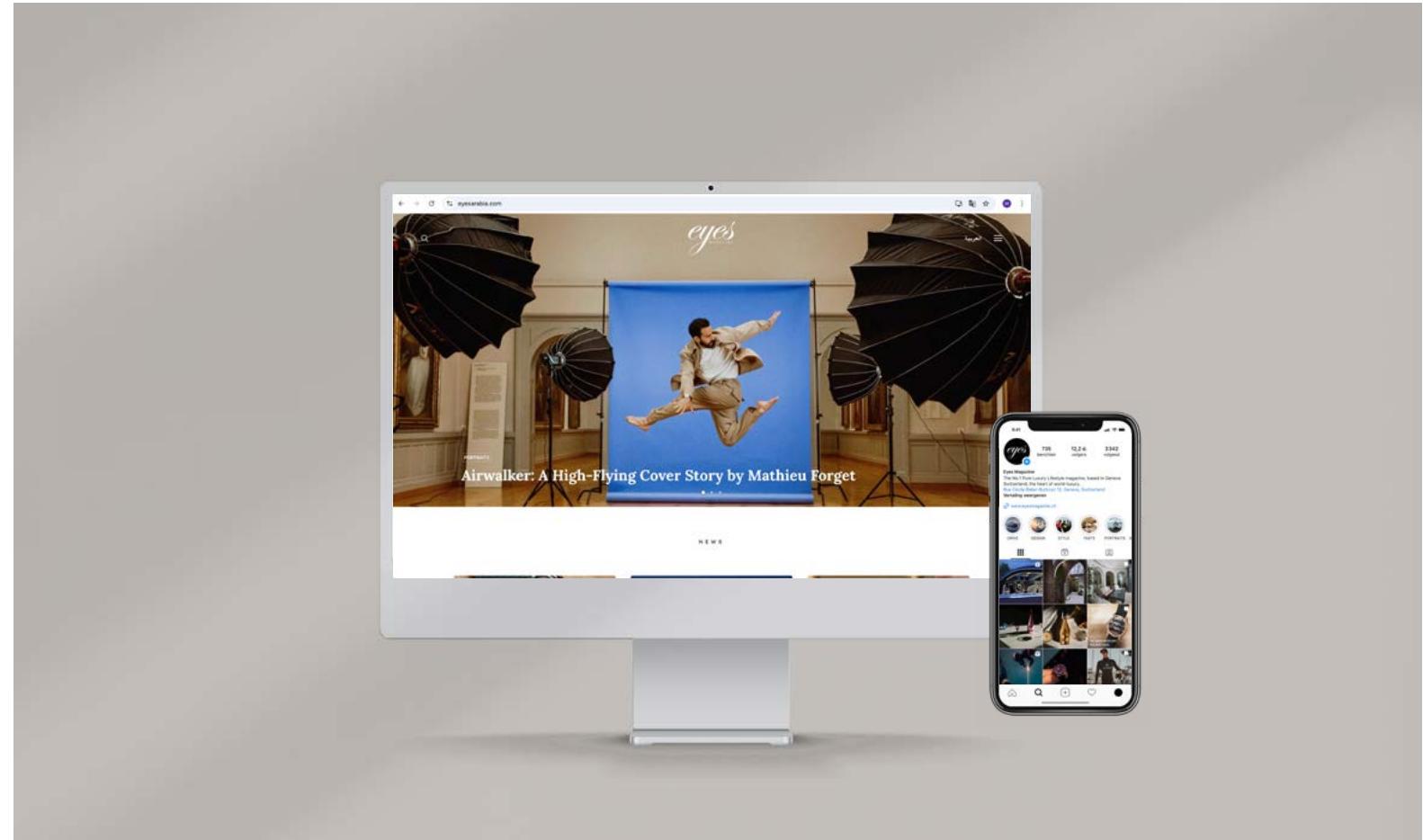
Eyes Arabia seamlessly extends its influence beyond print, embracing the digital landscape with a sophisticated online platform and a powerful social media presence. Designed to captivate and engage an elite audience, our digital ecosystem provides real-time access to the ever-evolving world of luxury. Through an intuitive, high-end website and meticulously curated social channels, we bring our discerning readership the latest trends, exclusive interviews with industry leaders, and expertly crafted editorial content that celebrates the pinnacle of luxury living.

## HIGH NET-WORTH ENGAGEMENT

Our digital strategy is designed not only to inform but also to connect and inspire. By leveraging a blend of premium storytelling, immersive multimedia experiences, and interactive digital touchpoints, we provide brands with an unparalleled opportunity to engage with high-net-worth individuals. From bespoke brand activations to tailored content integration, Eyes Arabia ensures that our partners receive maximum visibility across multiple digital channels, fostering lasting connections and brand loyalty.

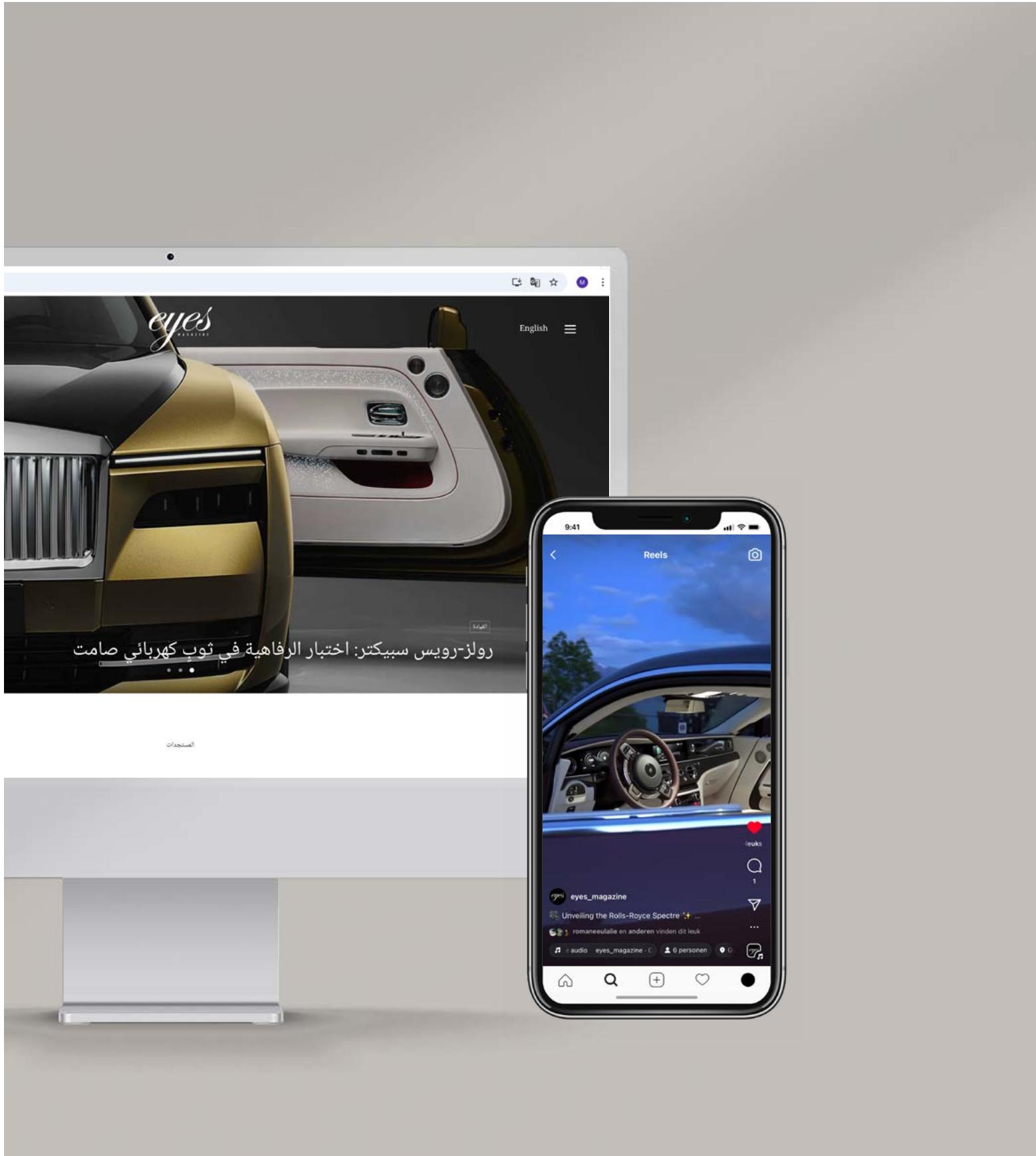
## HIGH-IMPACT ENVIRONMENT

With a rapidly expanding reach, our digital platform acts as a bridge between prestigious brands and an audience that values exclusivity, authenticity, and prestige. Through strategic content distribution, data-driven engagement strategies, and high-impact digital campaigns, Eyes Arabia creates a dynamic online environment where luxury thrives and brands resonate with the most influential consumers.



## EYES ONLINE ▲

WITH A STRONG DIGITAL REACH, EYES ARABIA CONNECTS BRANDS WITH HIGH-NET-WORTH INDIVIDUALS THROUGH PREMIUM STORYTELLING, INTERACTIVE EXPERIENCES, AND TAILORED VISIBILITY ACROSS WEB AND SOCIAL MEDIA, ENSURING CONTINUOUS ENGAGEMENT



#### EYES ONLINE ▾

WITH A RAPIDLY EXPANDING REACH, OUR DIGITAL PLATFORM ACTS AS A BRIDGE BETWEEN PRESTIGIOUS BRANDS AND AN AUDIENCE THAT VALUES EXCLUSIVITY, AUTHENTICITY, AND PRESTIGE.

#### WEB CONTENT PACKAGE **EYESARABIA.COM**

**WEB ONLY RATE**

A TARGETED DIGITAL FOUNDATION WITH EDITORIAL CREDIBILITY, HOMEPAGE VISIBILITY, AND DIRECT SUBSCRIBER ENGAGEMENT.

5'500.-

- 1 x Branded Content Article Online Feature
- 1 x Homepage Banner (1 month)
- 1 x Homepage Highlight
- 1 x Newsletter Spotlight

#### SOCIAL CONTENT PACKAGE **@EYESARABIA**

**SOCIAL ONLY RATE**

6'000.-

SOCIAL-FIRST STORYTELLING DESIGNED FOR IMPACT, WITH GUARANTEED PERFORMANCE THROUGH TARGETED DISTRIBUTION.

- 1 x Instagram Carousel or Reel (concept + production included)
- Sponsored Distribution - guaranteed minimum reach of 50K views
- Optional: add-on Instagram story set for stronger frequency

#### WEB & SOCIAL CONTENT PACKAGE

**WEB & SOCIAL RATE**

7'500.-

THE PERFECT BLEND OF AUTHORITY AND REACH, COMBINING EDITORIAL DEPTH WITH SOCIAL AMPLIFICATION.

- 1 x Branded Content Article Online Feature
- 1 x Instagram Carousel or Reel
- 1 x Homepage Highlight
- 1 x Newsletter Spotlight
- 1 x Homepage Banner (1 month)

All rates are in US Dollar (USD) excluding VAT.

## DIGITAL COVER PARTNERSHIP

OUR PRESTIGE PLACEMENT: ALIGN YOUR BRAND WITH A LUXURY DIGITAL COVER, SUPPORTED BY HIGH-END CONTENT AND MULTI-CHANNEL AMPLIFICATION.

Exclusive Cover Photoshoot (concept, shooting, editing included)  
Feature Interview & Online Article  
1 Month Homepage Highlight  
Social Amplification - Instagram Posts & Stories (guaranteed 50K+ reach)  
1x Dark Post on Facebook and Instagram Linking to Article  
1 Newsletter Spotlight

## DIGITAL COVER RATE

11'000.-

## PREMIUM CROSS-MEDIA CAPSULE (INCL. PRINT AD)

THE ULTIMATE 360° ACTIVATION, COMBINING EDITORIAL, SOCIAL, WEB, AND PRINT VISIBILITY FOR MAXIMUM PRESTIGE AND MEASURABLE TRAFFIC

1x Branded Content Article Online Feature  
1 Branded Instagram Reel or Carousel (high-end production + editing)  
Sponsored Social Distribution (guaranteed 50K+ reach)  
1x Homepage Highlight  
1x Homepage Banner (1 month)  
1 Newsletter Spotlight  
1x Dark Post on Facebook and Instagram Linking to Article  
1x Full-Page Print Ad (ROP, in following issue)

## CROSS-MEDIA RATE

15'000.-

All rates are in US Dollar (USD) excluding VAT.



## DIGITAL COVER ▲

A LUXURY DIGITAL COVER MOMENT, SUPPORTED BY HIGH-END CONTENT AND MULTI-CHANNEL AMPLIFICATION



#### EYES LOVE LXRY ▾

UNFORGETTABLE MOMENTS, METICULOUSLY CURATED—IMMERSIVE LUXURY EVENTS THAT CONNECT BRANDS WITH ELITE AUDIENCES IN THE MOST EXCLUSIVE SETTINGS.

EYES LOVE LXRY

## THE EVENTS

ALL EYES ON YOU

### A PRESTIGIOUS EXPERIENCE

For luxury brands, events are not just gatherings—they are powerful moments of engagement, prestige, and influence. At Eyes Magazine, we specialize in curating exceptional, high-profile events that redefine luxury brand experiences and create deep emotional connections with VIPs, influencers, and ultra-affluent clientele.

### EXCLUSIVE IMMERSIVE EVENTS

With over 16 years of experience in designing immersive, multi-sensory events, we orchestrate everything from grand product launches, co-branded experiences, and private VIP receptions to corporate gatherings in the most exclusive locations. Our approach is highly bespoke, blending creative storytelling, world-class production, and meticulous execution to ensure every event is not only flawless but a true representation of a brand's identity and aspirations.

### CURATED GUEST LIST AND VENUES

We work with the most prestigious venues, curate elite guest lists, design personalized brand activations, and create unforgettable atmospheres that leave lasting impressions. Whether it's a private yacht event, an exclusive gala at a five-star resort, or a members-only experience in a hidden luxury retreat, we ensure that every aspect is meticulously crafted to evoke emotion, desire, and exclusivity.

### STRATEGIC PLATFORM

Beyond aesthetics, our EYES LOVE LXRY events serve as strategic platforms for luxury brands, offering meaningful engagement opportunities with high-net-worth individuals (HNWIs) and ultra-high-net-worth individuals (UHNWIs). With an innate understanding of the luxury consumer mindset, we seamlessly blend brand storytelling with experiential marketing, transforming events into powerful brand-building opportunities that drive visibility, influence, and long-term loyalty.

COMING SOON

## THE EYES MEMBERS CLUB

FOR YOUR EYES ONLY

### A SELECT COMMUNITY

From 2026 Eyes Arabia is launching the Eyes Members Club. More than just a membership—it is an invitation into a world of unparalleled luxury and exclusivity. Designed for a select community of discerning connoisseurs, tastemakers, and ultra-high-net-worth individuals (UHNWIs), the club provides privileged access to the most coveted experiences and brands across the luxury landscape.

### ELITE CIRCLE

As a member, you become part of an elite circle that values refinement, discretion, and exclusivity. Twice a year, members receive the prestigious print edition of Eyes Magazine, a carefully curated publication that delves into the latest in haute horology, fine automobiles, high fashion, private aviation, and bespoke lifestyle experiences. Complementing the print edition, our enhanced digital platform offers real-time access to in-depth interviews with industry leaders, insider trend reports, and exclusive editorial content tailored for a global audience of luxury enthusiasts.

### BESPOKE PRIVILEGES

Most of all, the Eyes Members Club extends far beyond the pages. Membership unlocks a world of privileges through our carefully selected luxury lifestyle network. Members enjoy priority access to limited-edition collections, exclusive invitations to private events and VIP experiences, and bespoke offerings designed to cater to their most refined tastes. From private previews at luxury fashion houses and behind-the-scenes access to world-renowned ateliers to highly curated travel experiences and one-on-one consultations with leading experts, the club offers unmatched opportunities for its select members.

This is more than a membership—it is an entry into a curated lifestyle where exclusivity is a standard, luxury is a given, and access is everything.



### FOR YOUR EYES ONLY

COMING IN 2026, THE EYES MEMBERSHIP UNLOCKS EXCLUSIVE PRIVILEGES WITH OUR LUXURY PARTNERS, FROM PRIORITY ACCESS TO LIMITED COLLECTIONS AND BESPOKE EXPERIENCES.

# GET IN TOUCH

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