

# SOIGNÉE

MIDDLE EAST

MEDIA KIT 2026

Modest fashion • Beauty • Culture • Travel • F&B • Lifestyle & Wellness  
Dubai-based. Global reach. Biannual Print & Daily Digital Publication

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



## ABOUT SOIGNÉ MIDDLE EAST

Soigné Middle East is a Dubai-based fashion and lifestyle title publishing daily digital stories and biannual print editions across Fashion, Beauty, Lifestyle, Travel, F&B and Culture, with a point of view shaped by the region and connected to global culture. We're built on thoughtful curation and strong storytelling, covering what's new, what matters, and what's next.

Our readership is made up of modern consumers who value intention, quality, and relevance, whether they come to us for a runway debrief, a fragrance edit, a hotel review, or a city guide. We translate trends, launches and conversations into coverage that feels informed, accessible, and genuinely useful.

Modest fashion is a multi-billion-dollar global industry, yet it remains underrepresented in mainstream media. Soigné brings that world into focus by spotlighting the designers, creators and voices shaping the movement, while creating a premium, brand-safe platform for partners across industries to connect with an engaged, culturally aware audience.

# EDITORIAL PILLARS

## MODEST FASHION

Runway and trend reports, styling guides, designer and brand spotlights

## BEAUTY

New launches, expert commentary, product reviews

## LIFESTYLE/ WELLNESS

Wellness routines, modern living, self-care guides, expert tips, addresses to know

## CULTURE

Profiles, perspectives, and cultural events shaping style, identity, and the region's creative scene

## TRAVEL

Hotel reviews, destination guides, and itineraries

## F&B

New openings, dining guides, chef-led stories, and honest recommendations across the region and beyond

## SIGNATURE FEATURES

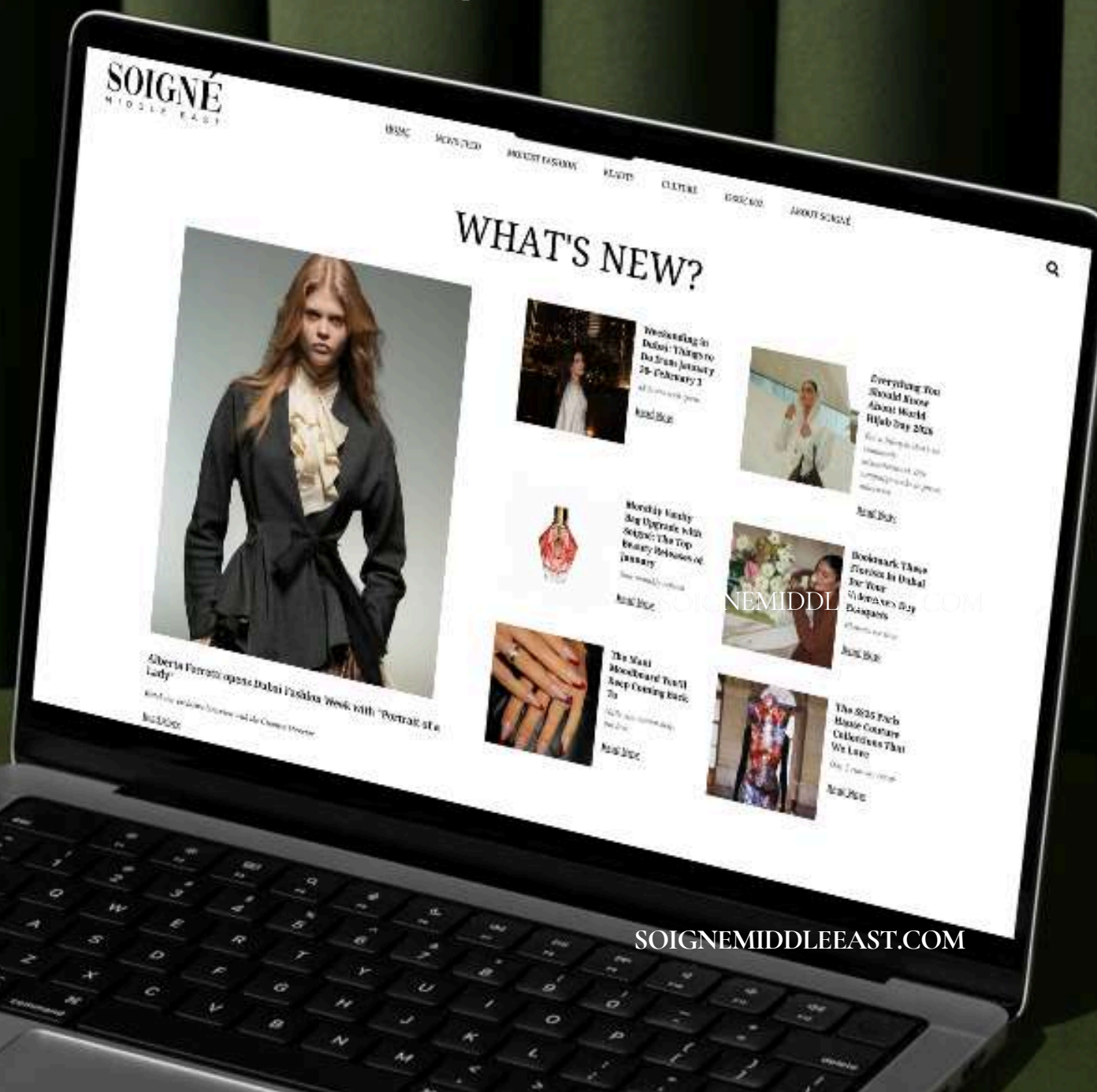
Best Fits of the Week (Fashion feature)

Top Beauty Releases of the Month (Beauty feature)

Weekend Guide (To Dine, To Shop, To Experience, To Watch, To Visit)

Women Building Empires:

Signature interview feature with female entrepreneurs



# READERSHIP AT A GLANCE

## 3M+

Views Across Website and Social Media

## 1M+

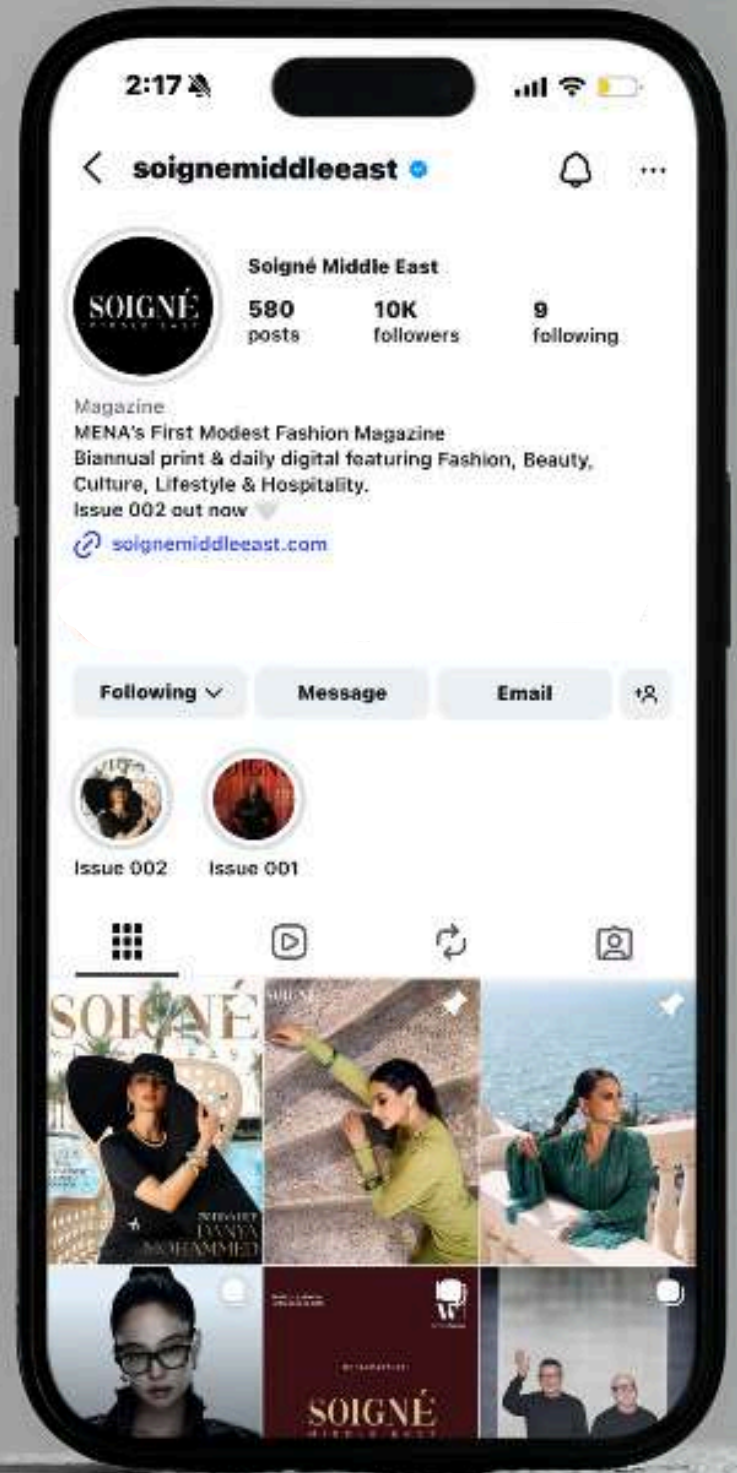
Monthly Engagements

## 10K+

Social Media Followers, Across  
Instagram and Facebook

## 2K+

Newslettet Subscribers



## AUDIENCE DEMOGRAPHICS

85%

Women

15%

Men

18-50

Age Range

## TOP COUNTRIES

UAE, Saudi Arabia, Qatar, Oman, Bahrain, Kuwait, Egypt, India,  
Pakistan Morocco, Canada, Germany, United States, United Kingdom



# ADVERTISING

## PRINT EDITIONS

- Front/Back Cover Sponsorships
- Full-page/ Half-page ads
- Double-page spreads
- Inside front and back cover placements
- Custom brand campaigns (shoots, editorial integrations, advertorials, product placements)

## DIGITAL ADVERTISING (Ad unit sizes and rates available upon request.)

- Homepage banner, big box, leaderboard,
- pop-up.
- Branded content and sponsored articles (with backlinking, embeds, and imagery).
- Newsletter sponsorships (weekly and monthly send-outs).

## SOCIAL MEDIA ADVERTISING

- Instagram & TikTok collaborations (reels, carousels, static posts, stories, IG Live)
- Exclusive product features & brand takeovers
- Custom campaign development with our editorial team

## EVENT PARTNERSHIPS

Host your next event with Soigné. End-to-end support including venue sourcing, guestlist curation, gifting and goodie bags, and full media coverage across digital and social





# 2026 Editorial Calendar

Subject to change

## January

- 2026 Fashion and Beauty reset: Product Guides, Trend Reports
- Local Cultural Highlights: E&MOTB, Sikka Arts Fest, Quoz Arts Fest
- Paris Haute Couture Week

## February

- Ramadan 2026
- Valentine's Day Guides
- Fashion Week: Dubai, New York, London, Milan
- Art Basel Qatar

## March

- International Women's Day, Female Founders/Firsts
- AW26/27 Trend Reports
- 98th Academy Awards
- Possibility\* Ramadan **Print Issue + Soigné Event**

## April

- Paris Modest Fashion Week
- Bahrain Grand Prix
- Earth Day (Sustainability Focus)
- Easter + Cruise 2027

## May

- **Print Issue 003**, Close: April 1st, On Sale: May 2
- Met Gala
- Cruise 2027
- Soigné Exclusive Gathering
- Mother's Day Gift Guides

## June

- Summer Guides: Fashion, Beauty, Travel, Hospitality, Food
- FIFA World Cup



# 2026 Editorial Calendar

Subject to change

## July

- Couture Week
- High Jewellery Trends
- Primetime Emmy Awards nominations

## August

- Emirati Women's Day
- Seasonal Transition Focus
- Resort Stories
- Pre-Fall Wardrobe Planning/Collections

## September

- Fashion Week Reporting
- **Print Issue 004 Close date**
- Emmy Awards

## October

- **Print Issue 004 Cover Release + On Sale Date**
- Pinktober
- Holiday guides: Beauty Dressing, Gifting Dining

## November

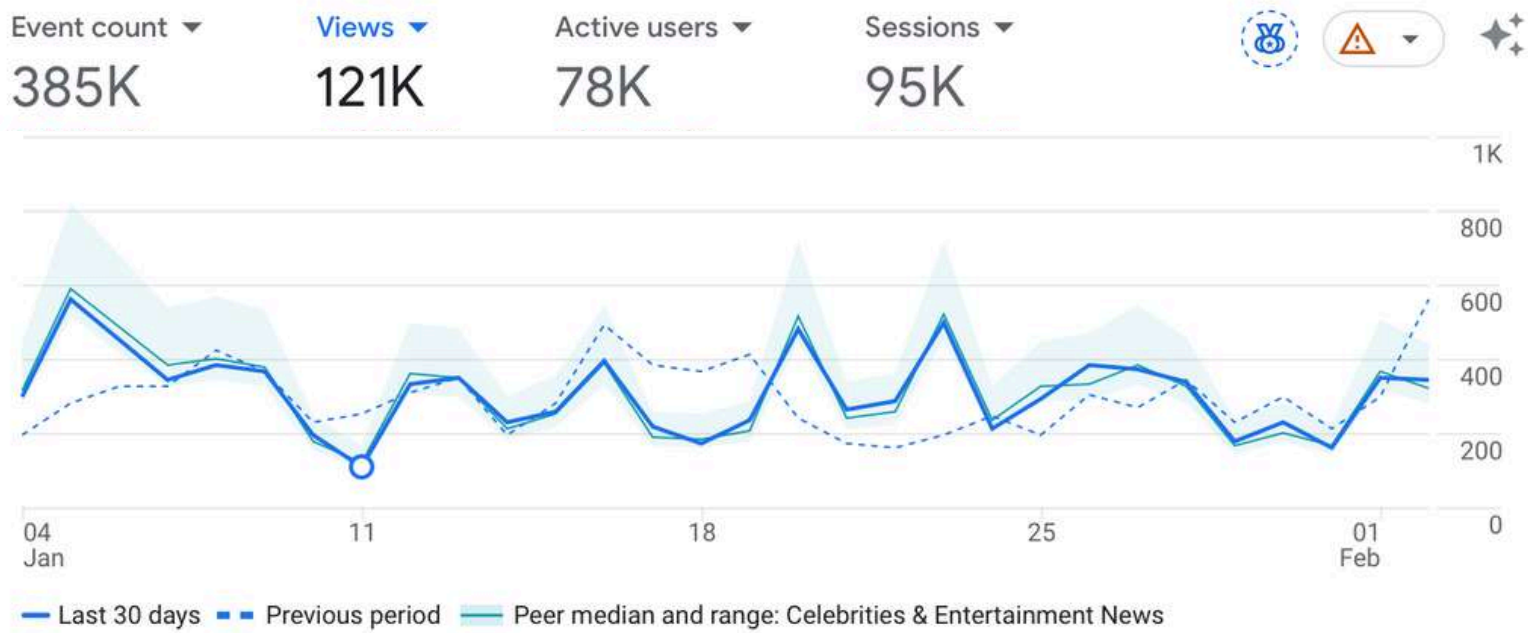
- Holiday Gift Guides
- Holiday Collections Highlight: Fashion, Beauty, Accessories, Watches
- Possibility\* Soigné Event Issue 004 Focus

## December

- Festive Guides, UAE National Day
- 2026 Recap
- 2027 trends forecast, Fashion, Beauty, Lifestyle Jewellery & Watches

# WEBSITE STATISTICS SNAPSHOT

A quick snapshot of our website performance, traffic, audience reach, and 30-day key engagement metrics.



Last 30 days ▾

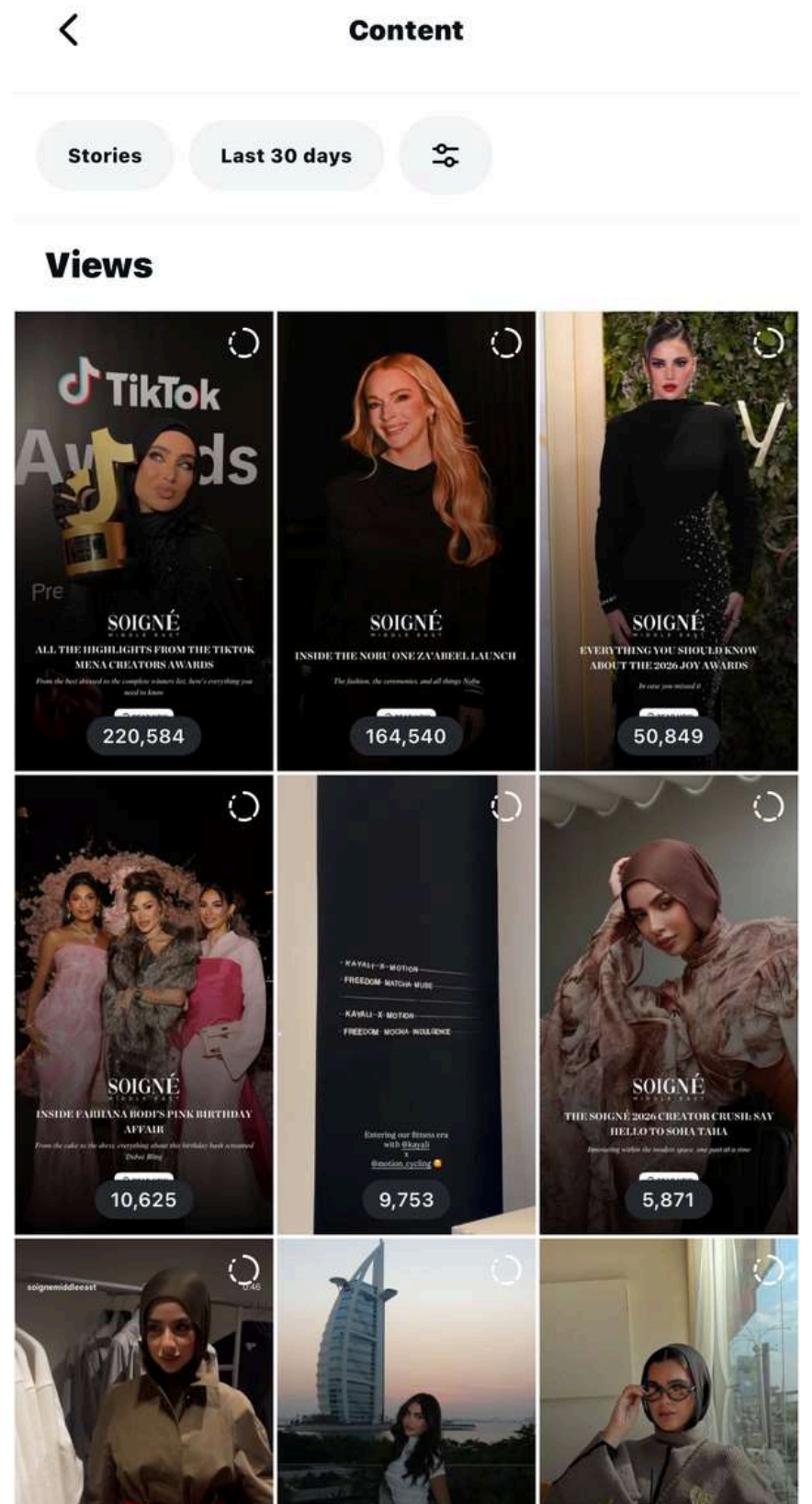
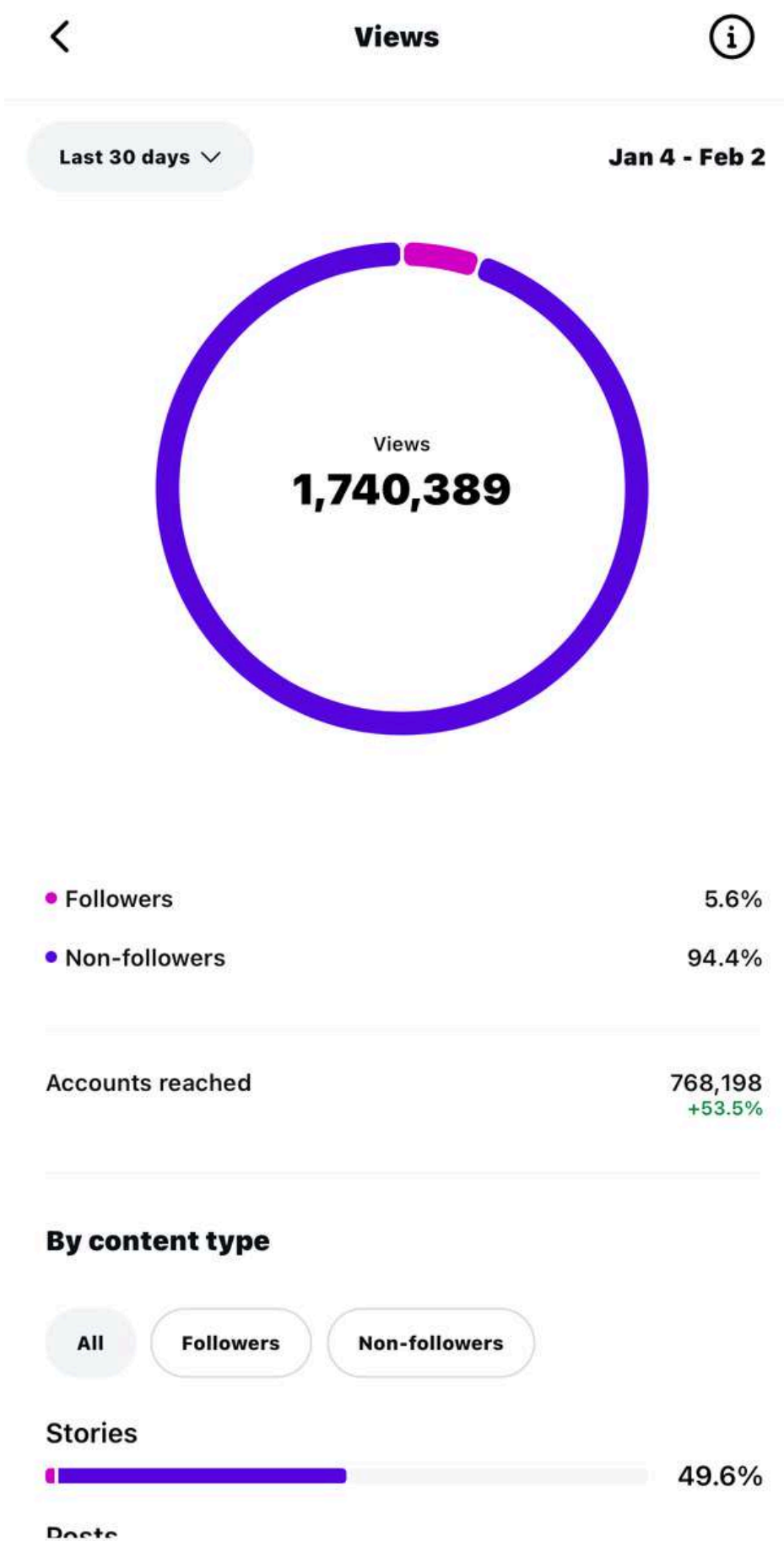
[View reports snapshot](#)

## Event count by Event name ✔ ▾

EVENT NAME	EVENT COUNT
page_view	121K
session_start	96K
first_visit	77K
user_engagement	59K
scroll	25K
click	2.7K

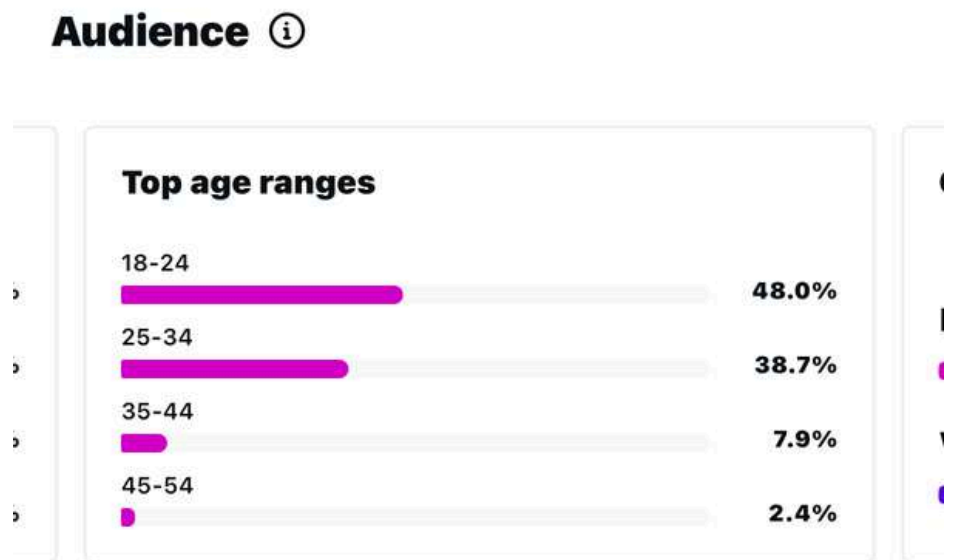
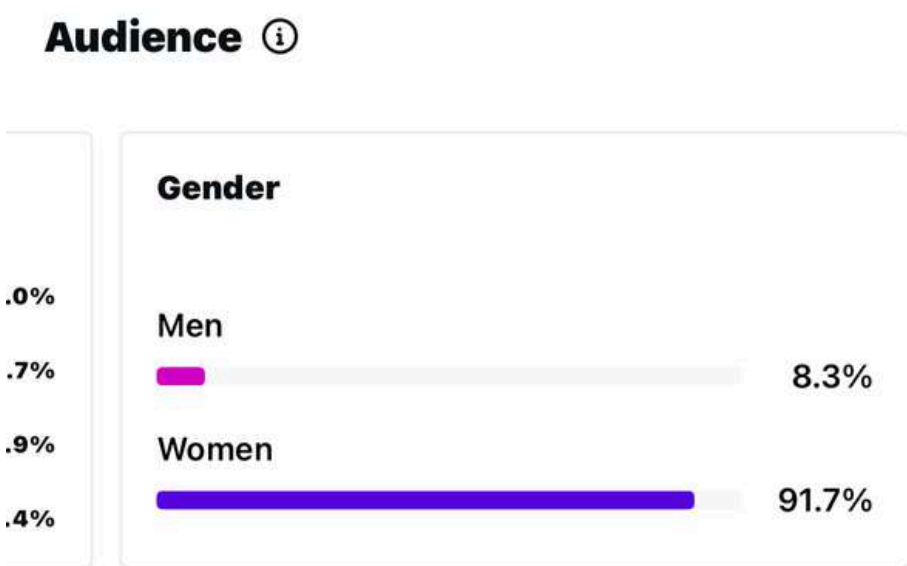
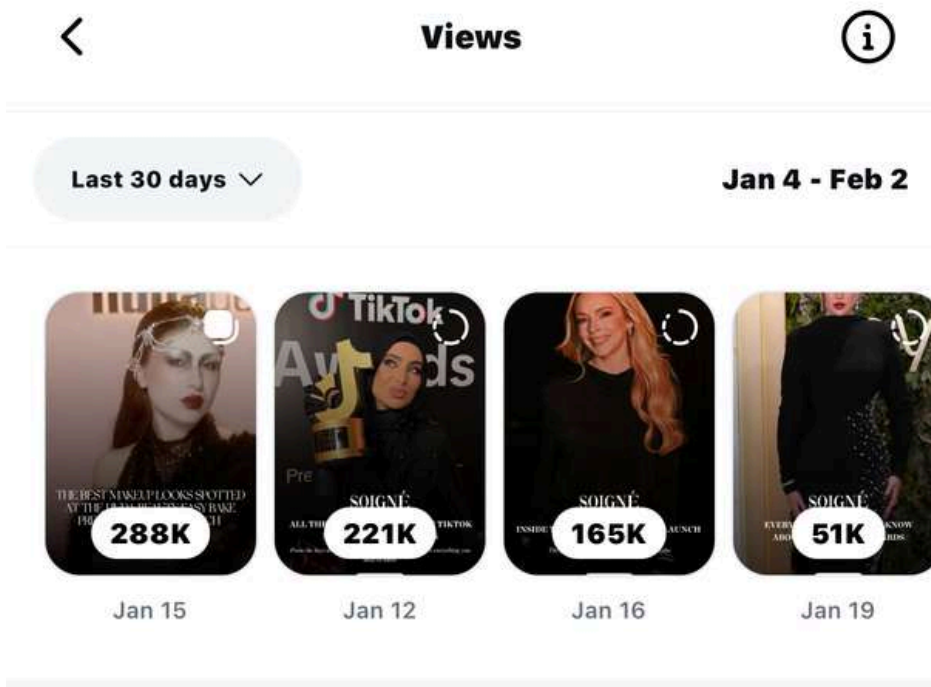
# SOCIAL MEDIA STATISTICS SNAPSHOT

A quick snapshot of our social media performance, traffic, audience reach, and 30-day key engagement metrics.



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**WE WOULD LOVE TO  
HEAR FROM YOU**

**Info & Submissions**

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