



SOIGNÉ

M I D D L E E A S T

MEDIA KIT 2026

ABOUT SOIGNÉ MIDDLE EAST

Soigné Middle East is the region's first modest fashion magazine. Based in Dubai, it publishes daily digital stories and biannual print editions across fashion, beauty, lifestyle, travel, F&B and culture, spanning interviews, trend reports, product edits, reviews, original shoots and city guides. Its global readership turns to Soigné for trusted recommendations, informed commentary and a clear regional perspective with international relevance. As modest fashion continues to grow as a multi-billion-dollar industry, Soigné gives sustained visibility to the designers, creatives and communities shaping it. For partners, the publication offers a premium, brand-safe platform to reach an engaged readership across fashion, beauty, hospitality, travel and luxury.

*Third Biannual
Print Issue
Out Now*

soignemiddleeast.com





SIGNATURE FEATURES

Weekly: Best Fits of the Week (Fashion feature)

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

Monthly: Top Beauty Releases of the Month (Beauty feature)

Women Building Empires: Signature interview feature with female entrepreneurs

Editor's Picks, Front Page Spotlight

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

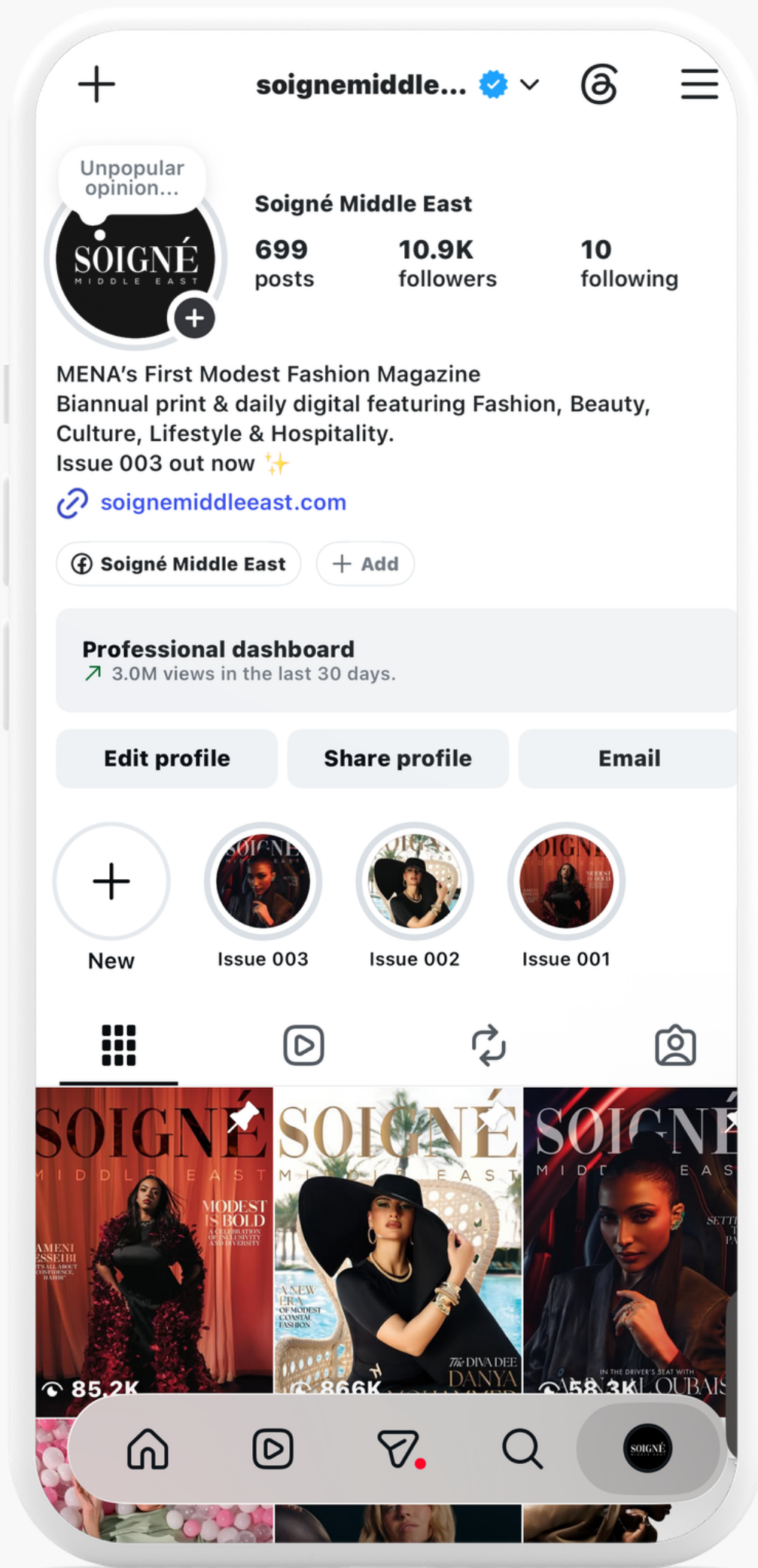
TRAVEL

Hotel reviews, destination guides, and itineraries

F&B

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

READERSHIP AT A GLANCE (DIGITAL)



4M +

Total monthly views across website & all social media platforms

3M +

30-day Instagram views

15K +

Social Media Active Followers

5K +

Newsletter Subscribers

AUDIENCE DEMOGRAPHICS

TOP COUNTRIES

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

85%

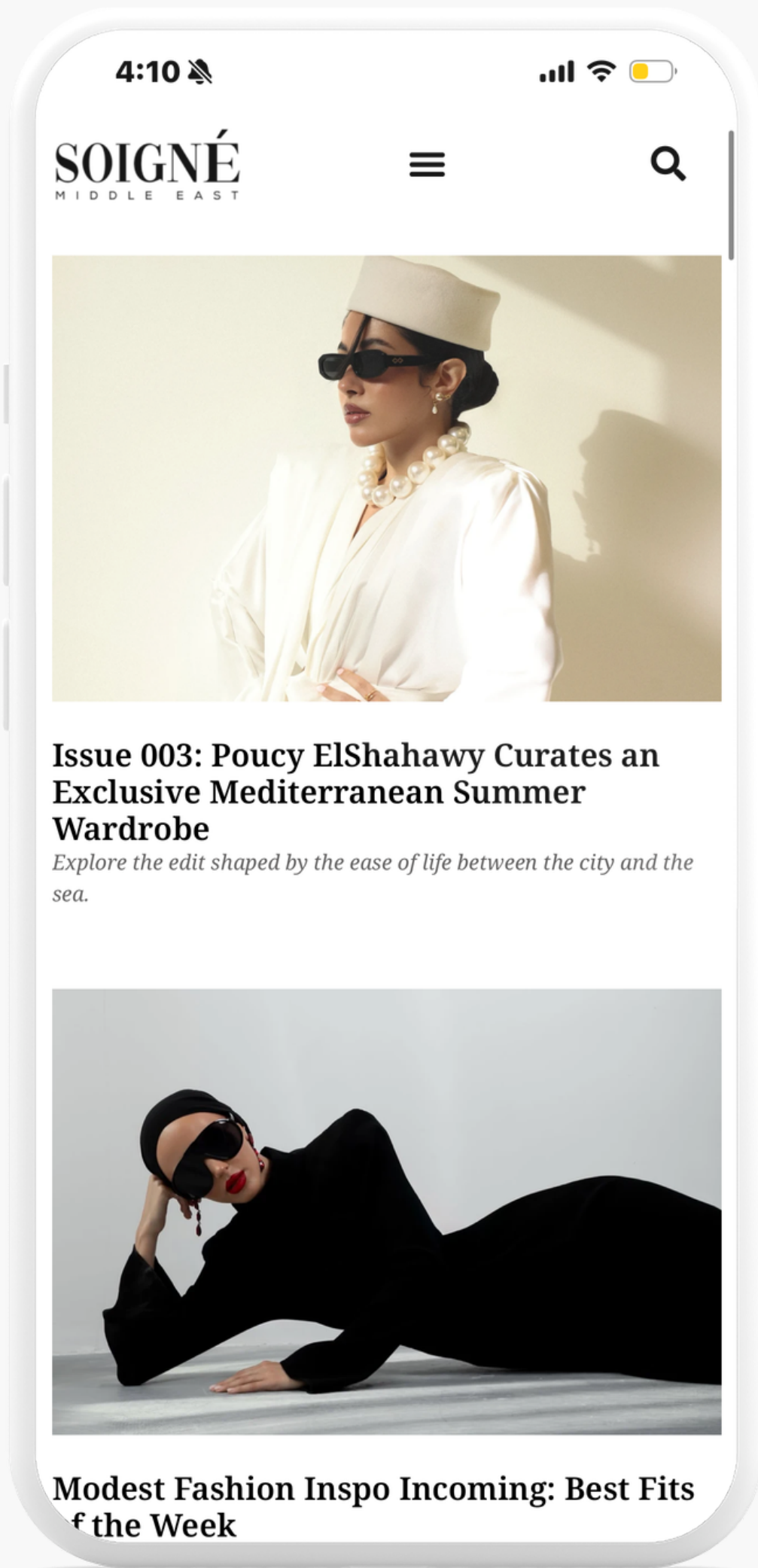
WOMEN

15%

MEN

18-50

TOP AGE RANGE



PRINT EDITIONS

- Front/Back Cover Sponsorships
- Inside Front Cover, Inside Back Cover Sponsorships
- Full-page/ Half-page ads
- Double-page spreads
- 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



EDITORIAL CALENDAR 2026

Subject to change*



January

- 2026 Fashion and Beauty reset: Product guides/trends
- 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
- AW26/27 Trend Reports
- 98th Academy Awards
- Possibility* Soigné Event

April

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

May

- Met Gala
- Cruise 2027
- Soigné Exclusive Gathering
- Mother's Day Gift Guides

June

- Summer Guides: Fashion, Beauty, Travel, Hospitality, Food
- FIFA World Cup
- Issue 003 Digital Release

EDITORIAL CALENDAR 2026

Subject to change*



July

- Print Issue 003 Launch
- 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
- Emmy Awards
- Industry events reporting
- Exclusive reviews

October

- Pinktober
- Holiday guides: Beauty Dressing, Gifting Dining

November

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

December

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

Traffic

162K

30-day Views

131K

Sessions

107K

Active users

516K

Engagement
events

Traffic Sources

38%

Direct

36%

Organic Search

18%

Organic Social

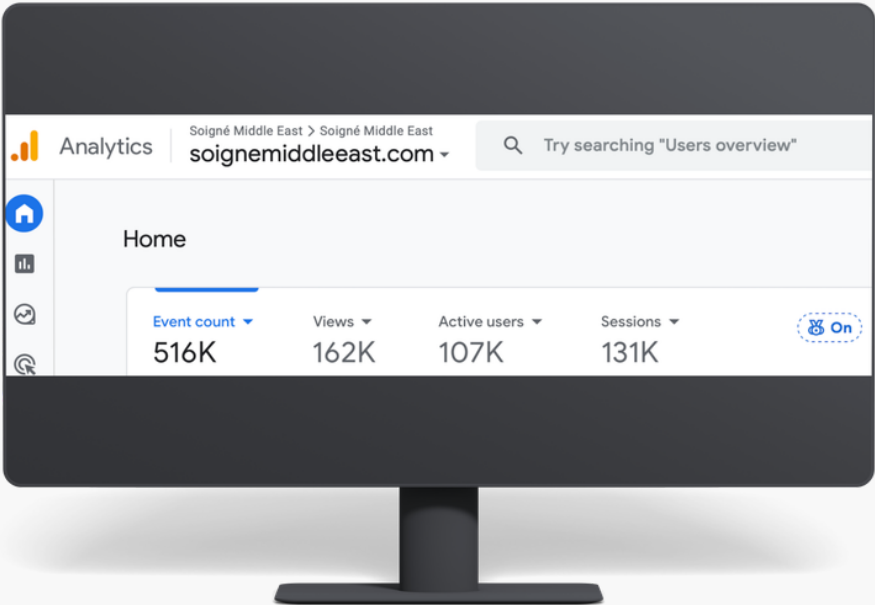
4%

Referral

WEBSITE STATISTICS SNAPSHOT



Sessions▼ by	
Session primary ch...▼	
SESSION PRIMARY ...	
Direct	49K
Organic Search	46K
Organic Social	23K
Referral	5.7K
Unassigned	4.9K
AI Assistant	379
Paid Social	278



Source: Google Analytics, 30-day period ending July 12, 2026

Traffic

3M

Views

2.9M

Accts. Reached

58%

Story Link-out
Interactions

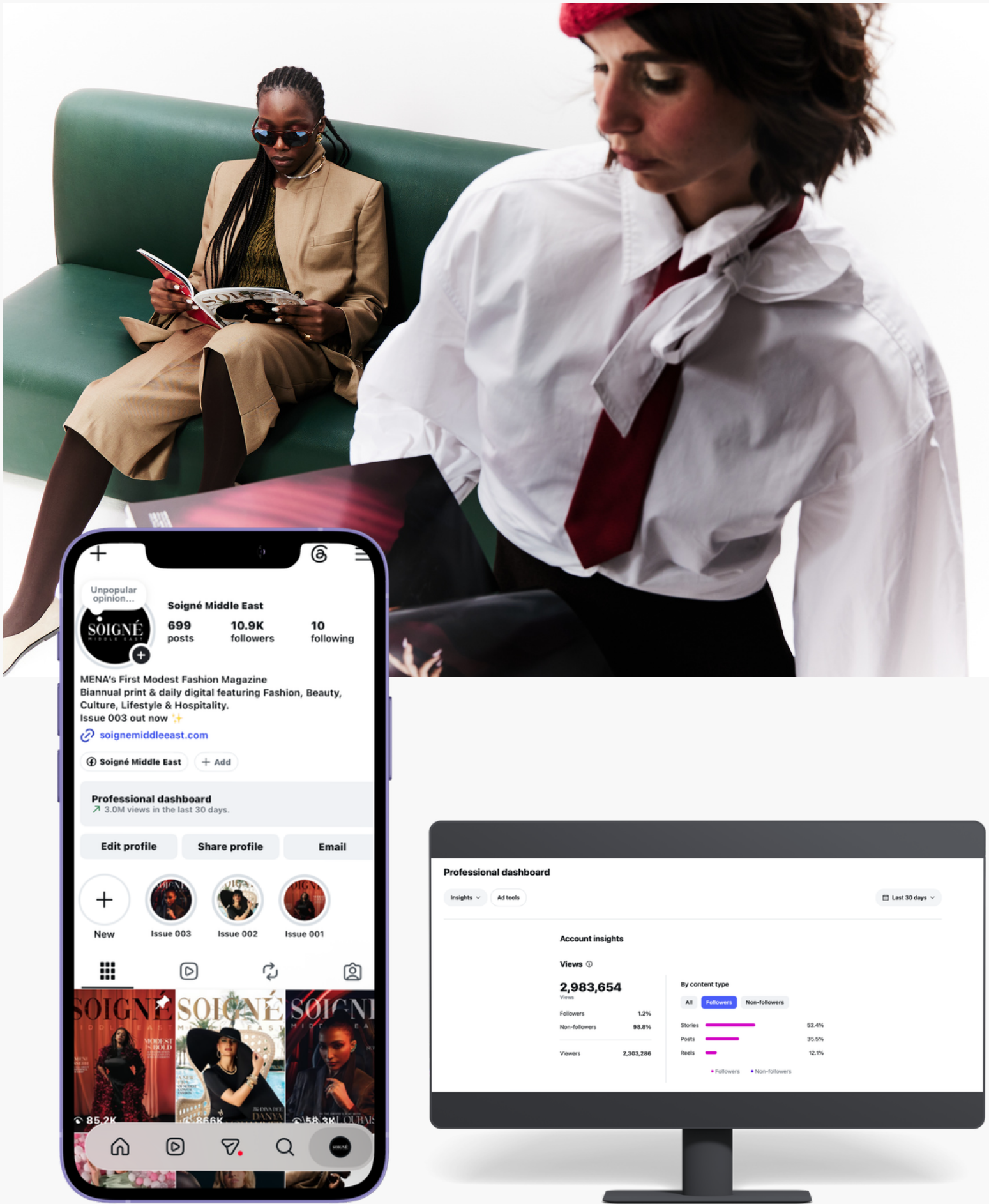
42%

Reels + Post
Interactions/
Engagements

20K

Monthly Profile
Visitors

SOCIAL STATISTICS SNAPSHOT



Source: Soigné Middle East Official
Instagram, 30-day period account and
content insights, ending September 15, 2026



WE WOULD LOVE TO HEAR FROM YOU

Placement rates and detailed performance statistics are available upon request.

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