

NEAR+FAR

Bringing the world to the Middle East,
and the Middle East to the world



MEDIA KIT 2025
nearfarmag.com



NEAR+FAR

ABOUT NEAR+FAR

WELCOME TO NEAR+FAR

From trusted luxury travel editor and authority, and the Academy Chair Middle East and Africa, for The World's 50 Best Hotels comes Near+Far: the fastest-growing independent travel title in the Middle East.

Near+Far is a 360-degree travel brand spanning digital magazine, newsletters and social channels and quarterly print publication stocked across the GCC and Switzerland and available online. The brand is quickly becoming the go-to hub for inspiration, aspiration, holiday planning, relevant and interesting travel news and honest hotel reviews with a trusted first-hand rating.

The name Near+Far represents two distinct pillars of the brand.

Near: the Middle East itself and destinations reachable by short-haul flights or boat trips, and Far: destinations and hotels reached by long-haul flights to faraway lands that locals and expats are spending a sizeable chunk of their income on.

Isabella Craddock, Founder and Editor



NEAR+ FAR

OUR PRODUCTS

NEAR+ FAR PRODUCTS

1

A luxurious and highly navigable digital magazine with luxury travel news, interactive guides, honest hotel reviews with a rating system and first-hand videos taken at the hotels, on top of lifestyle content spanning style, wellness, culture and travel-focused interviews with celebrities, industry leaders and aspiration figures.

2

A weekly newsletter bringing travel news, staycation and vacation inspiration, attractive deals, celebrity travel interviews and the world's best hotels, both near and far, to a growing database of thousands of readers.

3

A quarterly coffee table print publication showcasing the very best of the season and inspiration for the next. The print magazine is distributed across the UAE and select European stockists in elegant hospitality venues, five-star hotels, first/business class airport lounges, private aviation terminals, co-working spaces, members' clubs, luxury car showrooms and C-suite offices. A new partnership will see Near+Far print stocked in 144 venues throughout Switzerland where UHNWI reside.

4

Social channels including Instagram, Facebook, Pinterest, TikTok and LinkedIn (already with an engaged following).



NEAR+ FAR

OUR READERS

THE NEAR+ FAR READERS

Our readers have a love for beautiful places, and experiences, and are after more local offerings rather than big chain and big brands. They are hungry for new hotels, destinations, inspiration, but also affordable travel options.

The Near+Far reader is an independent, curious, modern traveller living in the Middle East, or wanting to explore the Middle East and know the best and most authentic places to go away from the tourist traps.

The Near+Far reader has a passion for eating and drinking well, serviced by our foodie and restaurant guides, and has disposable income to spend on travel and products getting ready for travel – such as travel wardrobes, travel must-buys, etc.

Near+Far is also for the at-home lifestyle of a discerning traveller, and showcases new cultural activities, places to dine, things to see, recipe ideas, and everything that elevates their modern, globe-trotting lifestyle.



United Arab Emirates	42%
Saudi Arabia	19%
United Kingdom	15%
United States	12%
Other GCC Countries	12%%

NEAR+FAR

TRAFFIC + READERSHIP

TRAFFIC + READERSHIP

Since launching in March 2023, Near+Far has grown at a rapid pace, showcasing the quality of content, engaged audience and trust factor from readers. Our community knows hotels and destinations featured on Near+Far are the very best, and news stories and features are the most relevant and life affecting, thanks to its globally connected, in-the-know Founder and Editor.



80K Monthly Page Views
60K Unique Visitors
5 Minutes Average Spent On Site

SOCIAL MEDIA



Likes & Followers: 2.6K
Reach: 50K per month



Followers: 4.6k (100% genuine)
Reach: 75K per month



Reach: 70K impressions per month



Newly launched with
over 120k views



NEAR+FAR

PRINT EDITION

NEAR+FAR PRINT EDITION

Lovingly curated to bring the best of the world to the Middle East and the Middle East to the world, Near+Far's print product is unlike any other travel magazine in the region. As a coffee table-esque read, it's designed to stay relevant and topical for long periods, delighting readers with its stunning visuals, immersive travel photography and editorial and brand storytelling – providing unrivalled inspiration and escapism for destinations both Near and Far.

We have created the magazine we've always wanted to read – a collection of beautiful imagery, ideas, inspiration and things to pack along the way. In Near+Far, the photography leads and tells the story, bringing the reader in and inspiring through images first - replicating the visual pull of social media.

Near+Far editorial features are told by writers who have experienced these travels first-hand and who are trusted, discerning and stylish figures in the industry telling their personal experiences and sharing advice and inspiration with the reader. At the helm is Isabella Sullivan, a former Editor of Conde Nast Traveller, Academy Chair for The World's 50 Best Hotels, KOL and a ferocious and fussy traveller who knows how crucial superlative, rewarding travel experiences are in today's fast-paced world.

INFLUENCE AND AUTHORITY



Isabella Craddock
Editor, 'Near+Far'

Why is Dubai a fitting place to launch this title?

There's space here for a homegrown, independent title such as mine. I have worked in publishing for more than 10 years but it's still exciting to launch a new magazine.

What's the main aim of your publication?

As the title suggests, I want to go near and far. The first part of the magazine is all about the Middle East. The second is about other places but with travellers from this region in mind – though anyone can read it.

Is tourism booming across the region?

Tourism numbers are very positive. Great hotels are opening, not only in Dubai. Saudi Arabia is also an exciting place for tourism. In *Near+Far*, I try to dispel the clichéd image of the region as one of camels and desert dunes. There's more to it.

To hear the full interview with Isabella Craddock, tune in to 'The Stack' on Monocle Radio



To those who wait

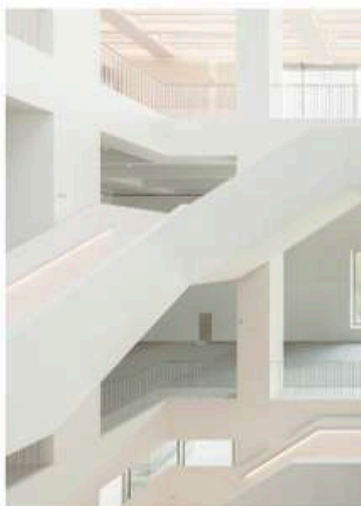
Muzeum Sztuki Nowoczesnej (MSN) has been a long time coming. "There have been newspaper articles from the 1950s calling for a dedicated modern-art museum in Warsaw," says Sebastian Cichocki, its curator. Now it has finally arrived.

The museum was originally slated to open 10 years ago. In 2005 planning began in earnest for the new building on Defilad, the capital's central square, next to the Stalinist-era Palace of Culture and Science. The project, however, was delayed and derailed by several false starts and delays.

After such a long wait, it seemed the only appropriate way to celebrate the museum's launch was with a three-party. In October, the MSN's curators up more than 160 events over 16 including performances by US musician Kim Gordon and Lebanese contemporary artist Tarek Atoui. The festivities and public programme will carry on until the full opening in February, when visitors will be able to see the full extent of the collection, which focuses on art made since

"Much of this space was hand by craftsmen from Warsaw," says Th Phifer of the 20,000 sq m building New York-based architect's design minimalist box in white concrete. "It's a sense of abstraction," he says. "It's simple, very heavy and all about the l

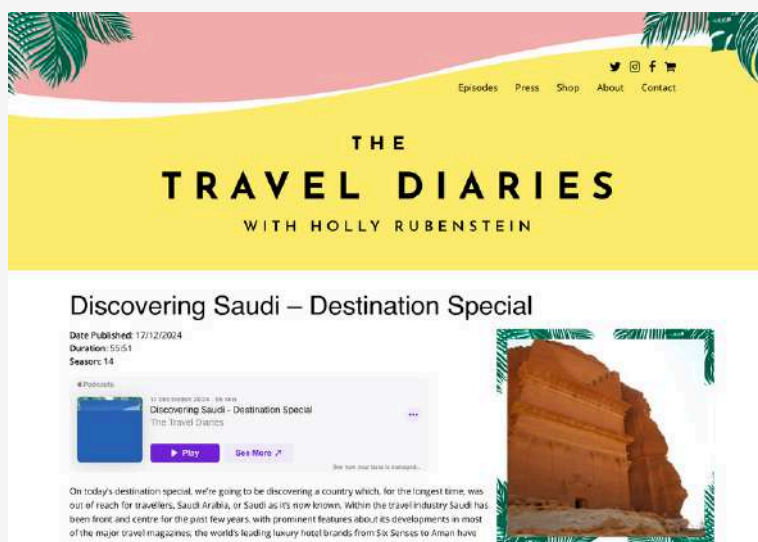
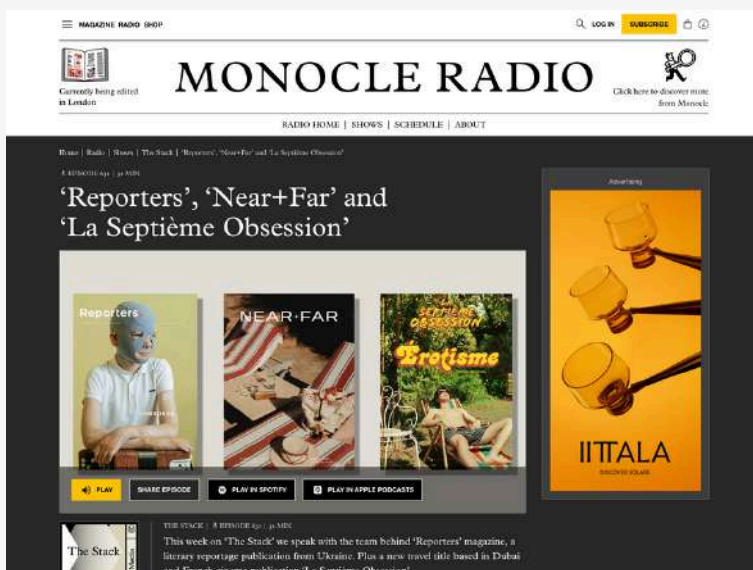
The MSN's ground floor is open to the public and serves as a shortcut to the square, where the city is building performing-arts theatre (also designed by Phifer) and a park. A symmetrical sta-



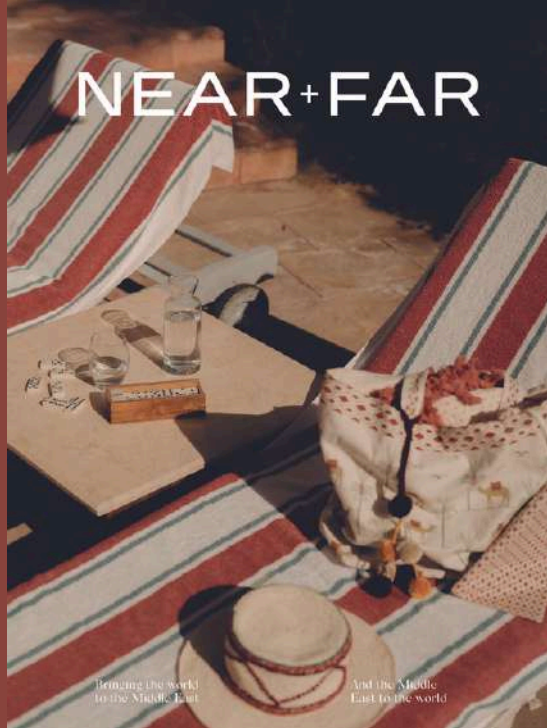
NEAR+FAR'S GLOBAL ACCLAIM AND INFLUENCE

Being featured in, and associated with Near+Far, is a stamp of approval - aligning with a praised and authoritative media brand respected in international markets with trusted editorial voice and judgement. Working with Near+Far offers opportunities to be in this world - on Near+Far, and in turn, in international media.

To name a few, Near+Far has been featured in and on:



NEAR+FAR



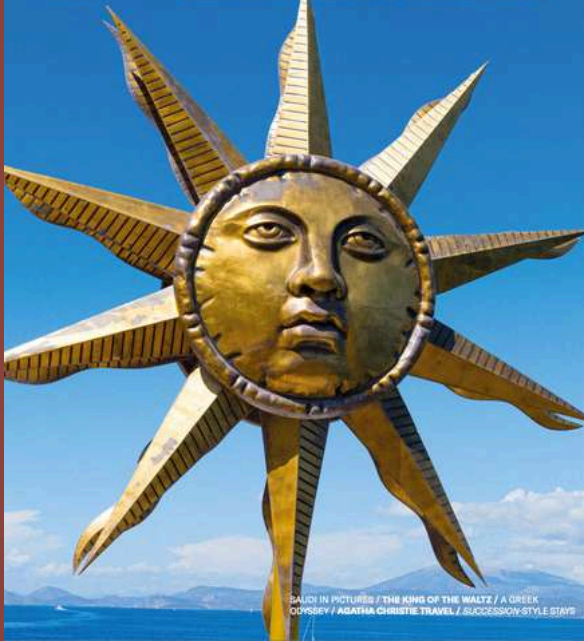
NEAR+FAR

VOLUME II BRINGING THE WORLD TO THE MIDDLE EAST, AND THE MIDDLE EAST TO THE WORLD



NEAR+FAR

VOLUME III BRINGING THE WORLD TO THE MIDDLE EAST, AND THE MIDDLE EAST TO THE WORLD



NEAR+FAR PRINT

The Near+Far team has meticulously studied how people consume print media – and, instead of leaving our issues to wilt on newsstands, we are placing the book where people will read, touch, enjoy and take home – available on a complimentary basis across the UAE and in KSA at key touch points. Near+Far is available in five-star hotels, office suites, members' clubs, First and Business Class airport lounges and creative co-working spaces, coffee shops and restaurants – with more stockists being secured regularly.

Reach: 60k+

UAE and GCC stockists
First/Business Class airport lounges, including Etihad and Jetex private terminal and onboard select aircrafts.
Luxury showrooms, including Rolls-Royce Motor Cars
C-Suite offices and HNWI hangouts, including ICD Brookfield Place
Cafes and coffee shops, including all EATX and The Lab Holding venues
Five-star hotels including Bulgari, EDITION, Ennismore, Accor, Marriott brands and more
And
Members' clubs

SWITZERLAND (from Volume III)
144 stockists across Basel, Bern, Lucerne and Zurich - including surrounding areas home where UHNWI reside.

NYC and London
Private offices and select hotels

Sold to individuals online at
nearfarmag.com

NEAR+FAR

DIGITAL PARTNERSHIPS

DIGITAL PACKAGE EXAMPLES

All packages can be tailored to individual angles, KPIs and content goals

BRANDED CONTENT ARTICLE PACKAGE 1 - AED4,900. INCLUDES:

- 1- One content article written by the Editor in engaging editorial style with chosen imagery and desired external links. Client has full creative control over brief and final sign off, with up to two rounds of changes. Limit of 500 words. Article to feature on homepage for one week and remain on site permanently.
- 2- Article promoted on all Near+Far social platforms: 1x FB post, 2x IG stories, 1x LinkedIn post.
- 3- Article dark boosted across Near+Far social channels and targeted at desired audience for campaign. Guaranteed reach of minimum 30k. More budget can be allocated to boost for higher engagement (with rate increase) – with no cap on boosting budget or time period.
- 4- Inclusion in the Near+Far newsletter, with an ever-growing database of thousands of subs.

BRANDED CONTENT ARTICLE PACKAGE 2 - AED4,500. INCLUDES:

- 1- One content article written in by the Editor in engaging editorial style with chosen imagery and desired external links. Client has full creative control over brief and final sign off, with up to two rounds of changes. Limit of 500 words. Article to feature on homepage for one week and remain on site permanently.
- 2- Article promoted on all Near+Far social platforms. 1x FB post, 2x IG stories, 1x LinkedIn post
- 3- Inclusion in the Near+Far newsletter, with ever-growing subscriber database.

CO-PROMOTED COMPETITION/GIVEAWAY - AED2,500. INCLUDES:

- 1- One content article written in by the Editor in engaging editorial style with chosen imagery and desired external links announcing the giveaway sponsored by the Client. Client has full creative control over brief and final sign off, with up to two rounds of changes. Limit of 500 words. Article to feature on Instagram and on newsletter in co-promotion with Client.
- 2- Competition to be hosted on a Near+Far landing page with Client branding and sharing of opt-in data at the end.

NEAR+FAR

DIGITAL PARTNERSHIPS

DIGITAL RATE CARD

DELIVERABLE

RATES

BRANDED CONTENT ARTICLES

Articles written by Editor in editorial style on a topic of client choosing. Content packages are put together upon request.

From AED 4,500

FIXED PLACEMENT BANNERS

Homepage - parallax banner at the top of page and further down the page

AED 1,500 for 2 weeks

Homepage - 2x parallax banners positioned further down the page between section heads

AED 2,000 2 weeks

Section- exclusive sponsor with leadership banner and scroll down banner

AED 1,600 2 weeks

Single post leaderboard and sidebar - on all article pages across the site

AED 2,500 2 weeks

Pop-up banner (available on homepage and all single page posts)

From AED 3,500 2 weeks

ED MS

E-shot to reader base

AED 2,500

SPONSORED NEWSLETTER

Takeover of Near+Far editorial newsletter with dedicated content & banners

AED 2,000

VIDEO CONTENT

Product showcases
Destination guides
How to guides
Hotel tours, reviews & spotlights

RATES ON APPLICATION



PRINT RATE CARD

All print bookings come with digital deliverables and competitive content packages - including newsletters, online replication, social media, social boosting and more

SIZE / POSITION

RATES

FIXED AD PLACEMENT

Inside Front Cover	AED 9,000
Inside Back Cover	AED 8,500
Outside back cover	AED 10,000
DPS1	AED 8,000
Full page	AED 4,500
DPS	AED 7,000
Front cover	From AED15,000

ADVERTORIAL CONTENT

Full page	AED 4,500
DPS	AED 7,500
Four page	AED 12,500

INSERT & BESPOKE SHOTS

Tailored to brand & partner	RATES ON APPLICATION
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Editorial enquiries and invites

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