

A wide-angle photograph of a desert landscape at sunset or sunrise. In the foreground, there are rolling sand dunes. In the middle ground, a camp of several white, tent-like structures is set up on a flat, sandy area. In the background, large, rugged rock formations rise against a warm, orange-hued sky. The overall scene is serene and evokes a sense of remote travel or exploration.

NEAR+FAR

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

MEDIA KIT 2024
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 a soon-to-be-launched quarterly print publication. 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 Sullivan, 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 bi-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 soon-to-be-launched quarterly print publication showcasing the very best of the season and inspiration for the next. The print magazine will be distributed in the UAE's elegant hospitality venues, five-star hotels, airport lounges, co-working spaces and C-suite offices, along with distribution in the wider GCC on the horizon.

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.



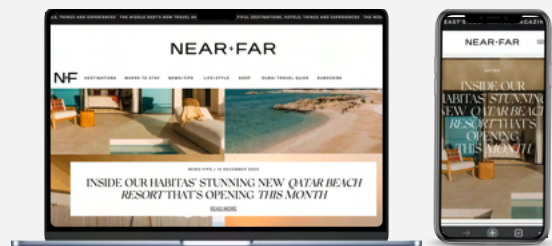
United Arab Emirates	47%
Saudi Arabia	19%
United States	12%
United Kingdom	10%
GCC Countries	9%
Lebanon	3%

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.



133K Monthly Page Views

76K Unique Visitors

6 Minutes Average Spent On Site

SOCIAL MEDIA



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



Followers: +7K
Reach: 35K per month



Reach: 70K impressions per month



Newly launched, with already 11K views during first week



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.



NEAR+ FAR

PRINT EDITION

LAUNCH + SCHEDULE

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 will be 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.

Debut issue expected readership and reach: 30K - 50K

The debut issue will be current and valid for 4-6 months, with issue two planned for Q3 2024 – giving each story, brand partner, advert maximum exposure and longevity.

NEAR+FAR

DIGITAL PARTNERSHIPS

DIGITAL PACKAGE EXAMPLES

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

BRANDED CONTENT ARTICLE PACKAGE 1 - AED5,900. 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 forever.
- 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 between 20K and 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 - AED4,700. 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 forever.
- 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

BANNERS

RATES

FIXED PLACEMENT

Homepage - parallax banner at the top of page and further down the page	AED 4,500 PW
Homepage - 2x parallax banners positioned further down the page between section heads	AED 3,000 PW
Section - leadership banner	AED 3,600 PW
Section- exclusive sponsor with leadership banner and scroll down banner	AED 4,600 PW
Pop-up banner (available on homepage, page ads and posts)	From AED 3,500 PW

ED MS

E-shot to reader base	AED 3,500
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SPONSORED NEWSLETTER

Takeover of Near+Far editorial newsletter with dedicated content & banners	AED 2,500
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VIDEO CONTENT

Product showcases Destination guides How to guides Hotel tours, reviews & spotlights	RATES ON APPLICATION
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NEAR+ FAR

PRINT PARTNERSHIPS

PRE-LAUNCH PRINT RATE CARD

SIZE / POSITION

RATES

FIXED PLACEMENT

Inside Front Cover	AED 6,000
Inside Back Cover	AED 5,500
Outside back cover	AED 6,500
DPS1	AED 5,500
DPS2	AED 5,000
DPS3	AED 4,800
DPS4	AED 4,800
DPS5	AED 4,800
Full page	AED 3,600
DPS	AED 4,200

ADVERTORIAL CONTENT

Full page	AED 4,500
DPS	AED 6,500
Four page	AED 9,000

INSERT & BESPOKE SHOOTS

Tailored to brand & partner	RATES ON APPLICATION
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