





h a d a g - definiton

[ha-dag]

noun (colloquial)

To fish with a line, a term used almost exclusively in the Arabian Gulf region.

EXECUTIVE SUMMARY

The Gulf region has a long-standing affinity with the sea – for millennia it has been the backbone that has shaped many of its communities, their livelihoods, their crafts and the region's economies.

Published quarterly in Arabic and English, *Hadag* is the first magazine of its kind in the Middle East, designed to fuel the passions of the active mariner in all facets of their lifestyle. Whilst paying tribute to the region's time-honoured maritime traditions, *Hadag* merges the world of yachts and nautical living with the Gulf's rich heritage and brings the finer modern-day creations to our global readership.

A regional magazine with offices in Bahrain and Qatar, *Hadag* offers selected content that enlightens and educates the modern-day gentleman with an appreciation for luxury yachts and a lifestyle inspired by being at sea.

Through our print and online platforms, we engage our readers with visually exciting coverage of premium yachts, technology, design, seamanship, world destinations, electronics, equipment, exotic charters, regional and international events and exhibitions, as well as relevant fashion and lifestyle features.





EDITORIAL CONTENT

Hadag's mission is to stir our readers' love of luxury living through the world of life at sea. This is accomplished with beautiful photography and comprehensive editorial content that satisfies our readers' thirst for information which, in this case, is staying in-the-know about the finer things in life.

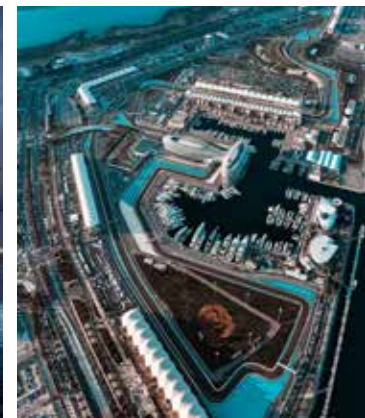


LUXURY CULTURE & LIFESTYLE

In addition, *Hadag* delves into the lifestyle of the current – and potential future – yacht owner – a bold, adventurous, sophisticated and successful individual who appreciates the beauty of the ocean whilst living to a certain degree of indulgence and affluence both on land and at sea.

Our content caters to the avid seafarer, the marine world aficionado and anyone with a genuine interest in bringing the nautical world into their daily lives. *Hadag's* features are a mix of luxury yacht launches, real-life experiences, insightful reviews and expert advice. We cover luxury holiday destinations, marinas, resorts and restaurants, as well as exclusive products ranging from extravagant cars to high-end fashion and timepieces.

Our content is written for luxury lifestyle enthusiasts, reaching the heart of the active oceangoing population with the best in world news, Arabian maritime culture, insightful reviews and expert advice and techniques.





AUTOMOTIVE & HAUTE HORLOGERIE

Our target audience are a discerning group. They appreciate the best in all areas of life; their hobbies, how they dress, where they go on holiday, the cars they drive, the accessories they wear and so on. In keeping with this, *Hadag* also carries a substantial section on high-end, prestigious motoring, from the latest car launches to the most distinguished brands and state-of-the-art technological developments, giving sneak peeks into a bespoke and exclusive world of automotive. We bring future makes and models to our audience as well as test drives of luxury cars available now. Watches too are a staple amongst the astute yachting contingent with rare manufactures and limited-edition pieces often falling within the sailor's passion for mechanical excellence. Thus, *Hadag* is intimately involved with the haute horology world ensuring coverage of the latest releases and classic creations from the best timepiece houses across the globe.



DIGITAL PLATFORMS



WEBSITE

145,000
AVERAGE UNIQUE MONTHLY VISITS

320K+
AVERAGE MONTHLY VISITS

SOCIAL

40K+

INSTAGRAM FOLLOWERS

SUBSCRIBERS

30K+

FROM AROUND THE GULF

EDM

60K+

UNIQUE EMAILS



MAGAZINE DISTRIBUTION

Hadag magazine represents an opportunity to have your products showcased to a readership of 70,000 Arabic and English speakers in every GCC state.

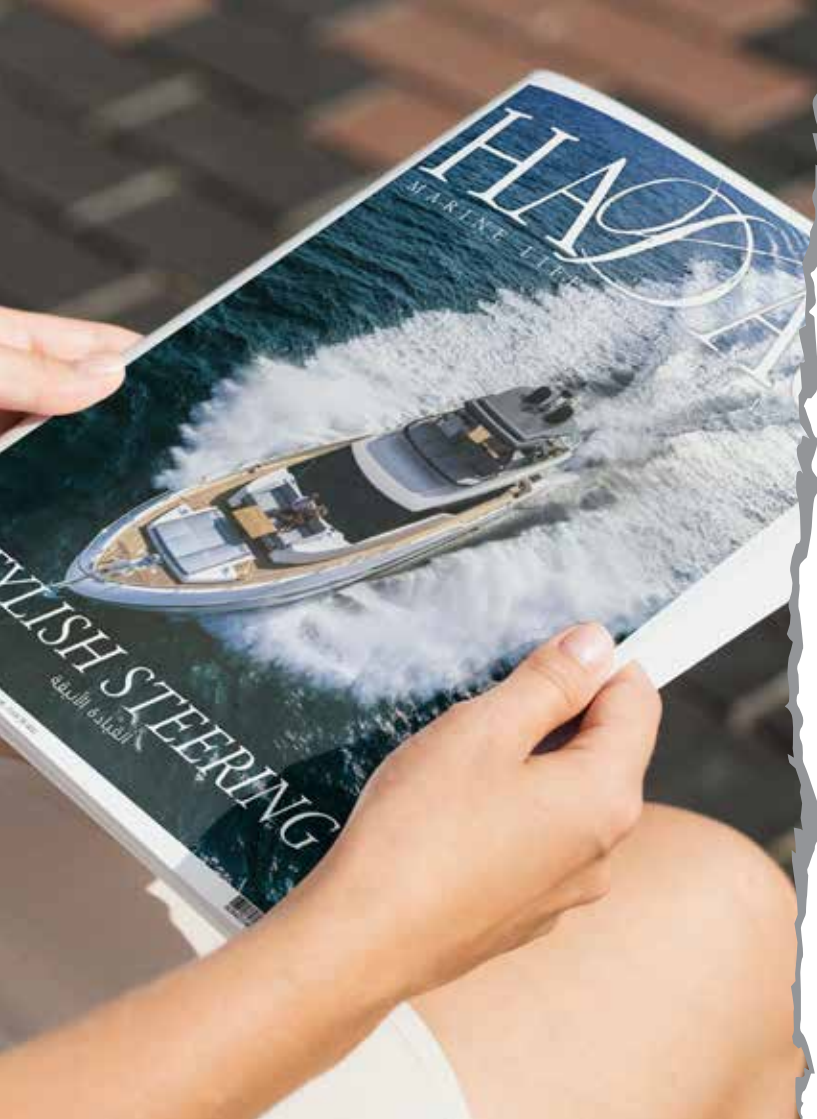
Our target audience are high-net-worth individuals who have the disposable income required to indulge in their passion for the sea, whether it involves relaxing in the luxurious confines of a motor yacht or fishing in the refreshing open air of a family day cruiser.

Over 10,000 copies of *Hadag* are distributed across the region, delivered to the main harbours, marinas, yacht clubs and luxury coastal resorts and developments in the Gulf; as well as all major supermarkets and bookstores.

In addition, the magazine is distributed to our own database of over five thousand key decision makers, executives and senior management in various sectors of industry.

Hadag also maintains a presence at all the major regional boat shows, including the Dubai International Boat Show, the Qatar International Boat Show, Abu Dhabi Used Boat Show and various Bahrain events.

Penetrating wealthy demographics throughout the region, *Hadag* aims to be aspirational, inspirational and educational.



AUDIENCE

Hadag readers are successful and passionate mid-to-high net worth gentlemen with an active and enthusiastic interest for the finer things in life. They take the time to stay well-informed on the latest in luxury cars, boats, gadgets, and watches, alongside innovation in the yachting world. Spending summers relaxing on private yachts, driving their newest high-performance car or simply enjoying world-class hospitality and dining, our readers are individuals who have the means to indulge their passion and curiosity for all things luxurious.

READERSHIP: 70,000

TARGET AUDIENCE: 68% LOCAL
32% EXPATRIATE

LANGUAGE: ARABIC & ENGLISH

GENDER DIST.: 18% FEMALE 82% MALE

AVERAGE READER YEARLY INCOME: \$200,000 +

PRINT RUN: 10,000

CIRCULATION

35%^{VIP LIST} 15%^{RETAIL} 10%^{EVENTS}

40% 5-star hotels, marinas, yacht clubs, international airports
lounges, other unique public places

BY COUNTRY:

24%  19%  19% 

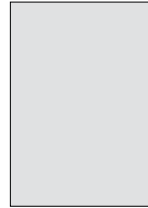
10%  20%  8% 

AGE
DIST: 11%^{20-30 YEARS} 38%^{30-45 YEARS}
41%^{46-60 YEARS} 10%^{61+ YEARS}



RATE CARD

	USD
FP	\$6,500
DPS	\$12,000
IBC	\$8,000
OBC	\$15,000
IFC DPS	\$13,800
Gatefold Cover	\$14,200



Full page

H: 295mm
W: 220mm
+ 3mm bleeds



Double Page

H: 295mm
W: 440mm
+ 3mm bleeds

CONTACT DETAILS

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