



مجلة المرأة الرائدة

Media Kit **2023**





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LADYLEAD
MAGAZINE



WHAT'S LADYLEAD MAG ?

LadyLead is an Online and print Magazine Covering the Successful, Inspiring & powerful Women leaders in the Region.

The vision of LL is to develop a content across the GCC and to be the go-to-platform for women to be able to network, mentor and participate in professional development program geared toward helping them rise in their careers.

LL facilitates opportunities for women leaders to network, learn and be inspired by role models, mentorship and by each other and will also introduce you to some amazing women every month - who inspire others and make a difference in her entourage .

The Leading woman in GCC in business & Tech who have broken the cliché of gender bias and made their way to success and leadership and emerged as champions. Women who strive to move higher in their organizations going beyond the concept of diversity, inclusion or gender equality.





Mission

The **LadyLead** Mag mission is to be the preeminent daily resource for the middle east in terms of the latest news and achievements of the leading women by exemple.

LL Magazine will be the voice of the leaders women who have fought against all odds and made it to their respective designations.

LL will be the platform that will present their stories that are bound to influence not only women but everyone worldwide.

The **ladylead.com** will become the go-to source for all women executives for inspiration, views, opinion pieces or discussing the latest industry trends to the technological influence.

LL delivers a unique content with condense to readers who would like to be inspired and know about the latest women leaders and Entrepreneur Success stories, news, Interviews as well as their Style



THE TARGET

She is

Powerful , Successful , Leader , Modern , Influential . She is an Inspiring Strong Lady that takes pride in her success , Independence & Job achievements , But Not Forgetting her Classy Style and wellbeing

And she is ..

CEO Women, Woman Entrepreneurs, C-level Woman Leaders in IT, C-level Women leaders in Business, Women Heads of Marketing and Sales, Women Heads of HR & Finance, Women leaders in Real estate & Retail, Women Leaders in Hospitality and leisure, Women leaders in Politic

REGULAR SECTION

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Online advertising is an essential element of anyone's marketing mix. It provides you with numerous benefits, including lower costs, robust targeting, and valuable customer insights, that are not available through other advertising mediums.

Your customers, competitors, and prospects are online — give them the attention they deserve, while getting more out of your budget.

REASONS TO ADVERTISE WITH US

TARGET AUDIENCE

LadyLead Magazine is a digital environment that enables you to reach your ideal target audience. The audience is strongly engaged with LadyLead's Social Media platforms via Facebook, Instagram, Tumblr, Twitter etc.

FLEXIBILITY

LadyLead Magazine is committed to your success! We offer advertising packages for every budget, whether you are a new business or need to re-establish your business in the marketplace, be assured we have plans that are tailored to meet your needs.

ACCESSIBILITY

Your customers can bookmark your site for future returns. LadyLead creates active involving process of reading and ensuring the focus on and understanding the brand.

BRAND AWARENESS

Advertising with LadyLead Magazine can be used to drive traffic to your site and build brand awareness. The readers involvement to us can create 40% more brand awareness than old versions of media as printed magazines or TV communication and radio.

BOOST YOUR SALES

We are always here for our readers, partners and clients
Contact us for more information!

Digital

With a topical combination of women leaders Success stories, style, fashion, beauty, health and wellness, entertainment etc ..
Ladyleadmag.com is essential reading for the inspiring, powerful women leaders in GCC

WEBSITE

Page views
232,4 K
impressions

27-65
Average age

SOCIAL

Instagram
17,5 K

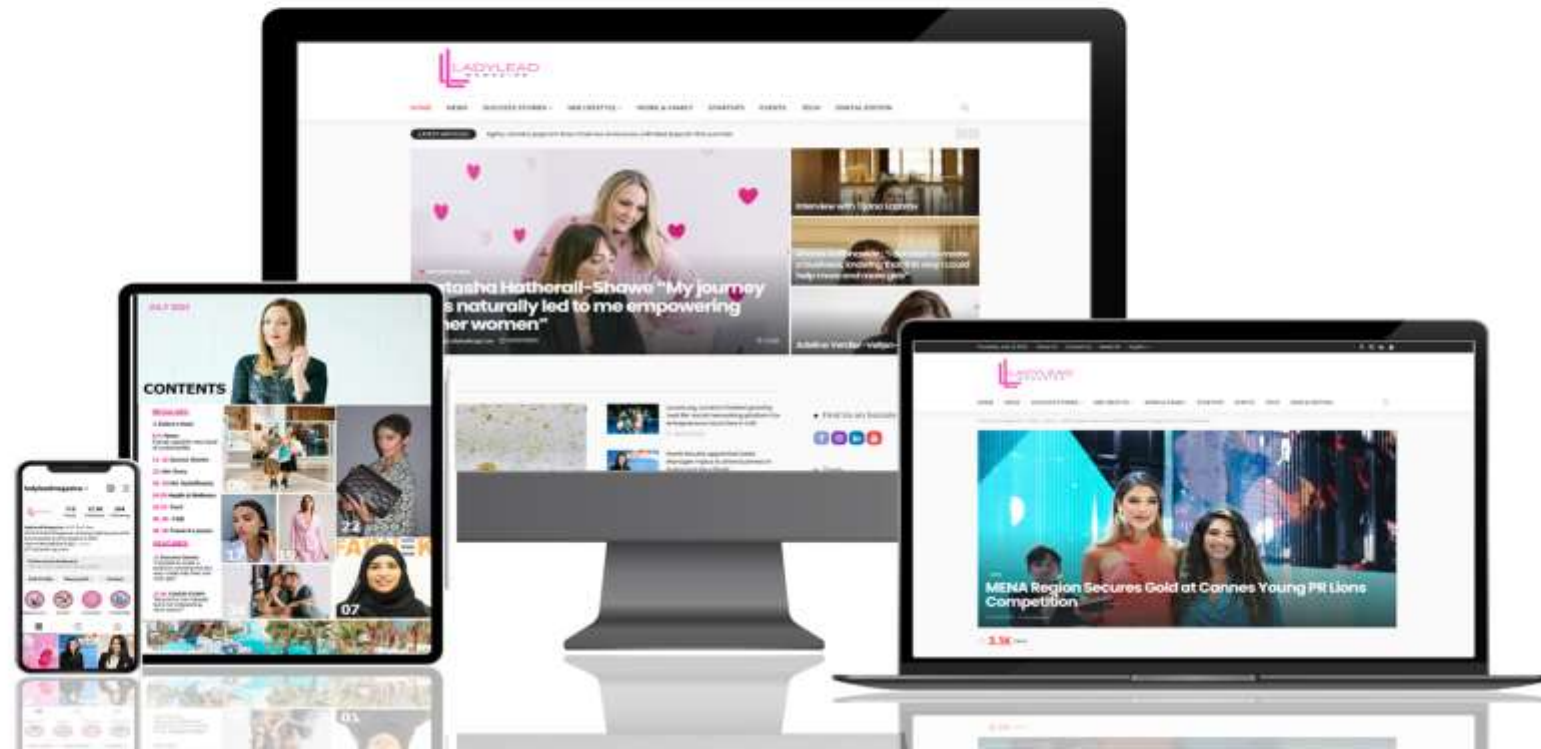
GEO target
GCC

EDM

15-20%
Average open rates on
newsletters

OTHER CAPABILITIES

Ability to run targeted, personalized
campaigns for specific target audience
segments using our data
management platform.



ADVERTISEMENT & TARIFF

PRINT

	Rates (\$)
Full Page	4000
Double spread	6500
Front cover + 4 inside pages interview	10000
Back cover	8000
IFC	7000
IBC	7000
Half page	2000
Quarter page	1000
Interview 1 full page	4000
Interview half page	2000
Press release 1 page	2000
Press release half page	1000

ONLINE

	Size (pixals)	Rates (\$)
Leaderboard	728 x 90	4000/Per month
MPU	300 x 250	5000/Per month
Half page	300 x 600	6500/Per month
Online interview		2000
Online press release		1000
Social media post		2000
Online competition		2000



Material specifications
Advertisement
Dimensions
(H x W in centimetres)

Specification	Bleed size
Double spread	29.7 h x 42 w
Full page	29.7 h x 21 w
Half page Horizontal	14 h x 21 w
Half page Vertical	29.7 h x 10 w

File format : PDF or TIFF
Colour Mode : CMYK
Resolution : 300 DPI
All advertisements must include
a Colour Proof Electronic files
may be supplied on DVD/FTP
or through email

Material Specifications
Advertisement
Dimensions
(W x H in pixels)

All the prices mentioned
above are excluding taxes

Front Page Logo – 3k \$



Cover Feature – Magazine cover + 4 Interview pages— 10k \$



Inspire Change
with Women
Leaders

LADYLEAD
MAGAZINE

مجلة المرأة الرائدة

ADVERTISE WITH US

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Success
Stories

WOMEN LEADERS MORE PEOPLE-FOCUSED AND EMPATHETIC THAN MALE COUNTERPARTS FINDS KPMG

Women leaders emerged as significantly more people-focused and empathetic than their male counterparts, with 60% of UAE women prioritizing investment in developing their workforce's skills and capabilities compared with a mere 24% for men, who are instead prioritizing buying new technology. This is according to the latest edition of the KPMG 2022 Women Business Leaders Outlook, which surveyed women leaders from 30 countries, including the UAE.

Three quarters of UAE women leaders (75%) who felt their organization has a responsibility to help with enabling the workforce to pivot by 2025, compared with 60% of men.

The survey found that UAE women leaders are reimagining and retooling the talent stack, advancing digitalization, connectivity, and cyber security resilience as a top priority. This differed from the priorities favored by UAE men CEOs, who rated digitalization as a top priority, followed by efficiency-proofing capital and trust costs, and improving the employee value proposition to attract and retain talent.

UAE women leaders are confident of their business prospects as they course aggressive tech strategies, with this saying now positioning will be critical to combat the rapid pace of digital transformation post pandemic.

More than half of the UAE women surveyed also felt their colleagues expected to be more transparent regarding equal pay. As many as 62% believe a lot more needs to be done to build greater diversity on boards and management levels, and 62% experienced discrimination and bias in their day-to-day work. Encouragingly, the UAE Government is introducing sweeping measures to increase female representation in the C-suite, with recent studies showing a growth in female leadership in UAE businesses over the past few years.

Women leaders bring a new dimension to the workplace with their empathy-driven management style and people-centric leadership.

Erinle Pera, Senior Partner, CEO, KPMG at KPMG Lower Gulf said:

"The participation of women in the UAE government is amongst the highest in the world, reflecting the UAE's strong commitment to improving women."

"There is no doubt that women leaders bring a fresh perspective and invaluable insights to leadership positions in both the public and private sector."

Marketa Glinkova, Partner and Head of People & Change at KPMG Lower Gulf said: "Women leaders bring a new dimension to the workplace with their empathy-driven management style and people-centric leadership. It is increasingly encouraging to see that the UAE's women leaders are confident of their company's future growth prospects as they take on gender-inclusive challenges head-on."

"They have also displayed pragmatism when it comes to technology and innovation, which will prove invaluable to businesses as they navigate the challenges they face ahead."

Male and female leaders differ on 500 challenges, with 20% of responding men perceiving less the lack of an accepted framework for measuring and illustrating ESG performance, compared to just 1% of men.

Encouragingly, all business is irrespective of gender, expects desire to tackle diversity have been tracks of both men and as the UAE agreed that statistics continue to demonstrate strong company performance on a number of issues, including employee diversity and inclusion.



HER STYLE - FASHION

STYLISH WORK OUTFITS IDEA



HER STYLE - FASHION



HER STYLE - FASHION

Imagine you wake up on Monday morning, your alarm goes off for the third time, and you're reluctant to fill the snooze button again. It is time for me to get up. After a short shower, you've found yourself staring at your clothes spending precious time looking for an outfit to go into the office in, again. Yeah, all of us were there.

If this sounds familiar, do not worry! I have seven straightforward clothing considerations that will make choosing for work stress like no effort at all. Prepare for all the inspiration you'll need for stress-free boss-level clothing.

A skirt and wide-leg pants
Choose straightforward separates like a skirt and wide-leg pants for a classic office outfit that will always be on point. For warmer days, lighter materials like linen and cotton are ideal, but since it's still rather chilly outside, use heavier materials for added coziness.

A slip skirt & blouse
My secret to both that can be really changed to both dress and slacks if you need to go out after work. Enhance the slip skirt in pants, coats, and you can say you're done.

A dress shirt and a skirt
An outfit for the office that you may wear time and time again is a jumper and skirt skirt combination because it is timeless.

A vest and skirt
It's vital to consider proportions when putting this outfit together. A fitting vest will look wonderful with an A-line or voluminous skirt, or you can French tuck a thick vest into a narrower pencil skirt to create a sense of balance. Don't be afraid to experiment with different textures; for a stylish contrast, wear a ribbed knit with a faux-leather skirt.

A trouser suit
If you don't already have one, get a trouser suit as soon as possible because it is a necessity for business attire. Consider using neutral-toned shades of grey or beige for a modern take on a classic. They are much more adaptable than a standard black suit, looking great with anything from blazer to shirts to wide-leg trousers. The best part is that your blazer and pants may be worn separately for even more outfit possibilities, making it a wonderful purchase for those on a budget.

A shirt dress
A button-down dress is a must-have for any decent work wardrobe, especially on days when you wake up late and have little time to choose what to wear.

The easiest option is a shirt dress; just throw one on and combine it with some sandals or knee-high boots for the ultimate in fuss-free dressing. By choosing a striking color or a utilitarian look, you can add interest to your clothing.

A blazer + wide dress
Want to make your favorite wide dress office appropriate? It's simple, add a blazer. Instantly smartening up any outfit, it's an easy way to elevate your look without having to invest in a whole new outfit. To ensure your blazer works with the maximum number of outfits, go for neutral tones in shades of black, grey or beige. And don't worry if you find yourself buying a new dress too, there are so many amazing options in the shops at the moment, we don't blame you. Our current favorite style? Boxy style turtlenecks look great when contrasted with a smart blazer.

A jumpsuit
It's vital to consider the style when selecting a jumpsuit. If you frequently find yourself in meetings or in front of clients, a tailored cut will give you a put-together impression; alternatively, for a more casual atmosphere, try a utility design or a doler suit. Jumpsuits are fantastic since they need little effort to style; simply throw one on and put it with your favorite court heels or sneakers for immediate chic.



Interview



Equal-opportunity culture is smart

Interview with Field Marketing Manager at Infoblox : Ranim Atour

I believe that building an equal-opportunity culture is not just the right thing to do, it is also the smart thing to do. There is also a need for continuous efforts to change some stereotypes, and women must continue to challenge the status quo. Cybersecurity is very exciting, and you can easily get interested in it once you get a deep dive. It is a hyper-growth field that expands to different verticals and progresses along the way.

The absence of women involved in STEM, science, technology, engineering and mathematics, is a concern in many countries. From what I have seen over the past seven years in META region, many organisations are adopting the modern mindset that emphasizes bringing fairness to the game. This ensures society's representation is accurate in the work world, particularly in the cybersecurity space.

Dream environment

My ideal work environment is one that centres around working as a team and enforces a positive work culture. I cannot stress enough how lucky I am as Infoblox's corporate values align with that. At Infoblox I feel comfortable using my skills and knowledge while having the opportunity to learn from others. Flexibility for women with families is key and the hybrid work model helps in finding the right balance to maintain or advance a career.

Most Engaging

The marketing career path, especially in cybersecurity, is tremendously motivating and rewarding. I love this industry and what I do, and I consider myself fortunate to have had the opportunity to live in different countries that gave me a huge cross-cultural background, which is needed to grow in today's world.

Most Challenging

The business environment can change quickly. The pandemic showed us just how fast the playing grounds can change in a matter of weeks. The pandemic accelerated both planned and unplanned IT modernisation across organisations to keep pace with hybrid work. It gave more space for creativity and showed the difference between a normal and successful marketer.

Her Journey

PRETTY IN PINK – A JOURNEY FROM PAIN TO AWARENESS

In a world filled with diverse cultures, beliefs, and traditions, the global community has come together to recognize October as "Breast Cancer Awareness Month." This collective effort speaks volumes about the power of raising awareness, and yet there remains an undeniable urgency to do more.

The Origin Story: The Pink Ribbon a demand for prevention and accountability. Charlene Haley, the Creator of the First (Peach) Breast Cancer Ribbon, started making them in the 1990s, at the age of 68. Haley, who had battled breast cancer, first began hand-making peach breast cancer ribbons in her dining room. To each packet of five ribbons, she attached a postcard that read: "The National Cancer Institute's annual budget is \$1.8 billion, only 5 percent goes for cancer prevention. Help us wake up legislators and America by wearing this ribbon." Her ribbons were a call to action: a demand for prevention of this disease and greater accountability. Later in October 1992, cosmetics giant Estée Lauder shared the pink ribbon—a new symbol of hope and strength for those facing breast cancer—through its nationwide cosmetics counters for the first time.

How far have we progressed since 1991?

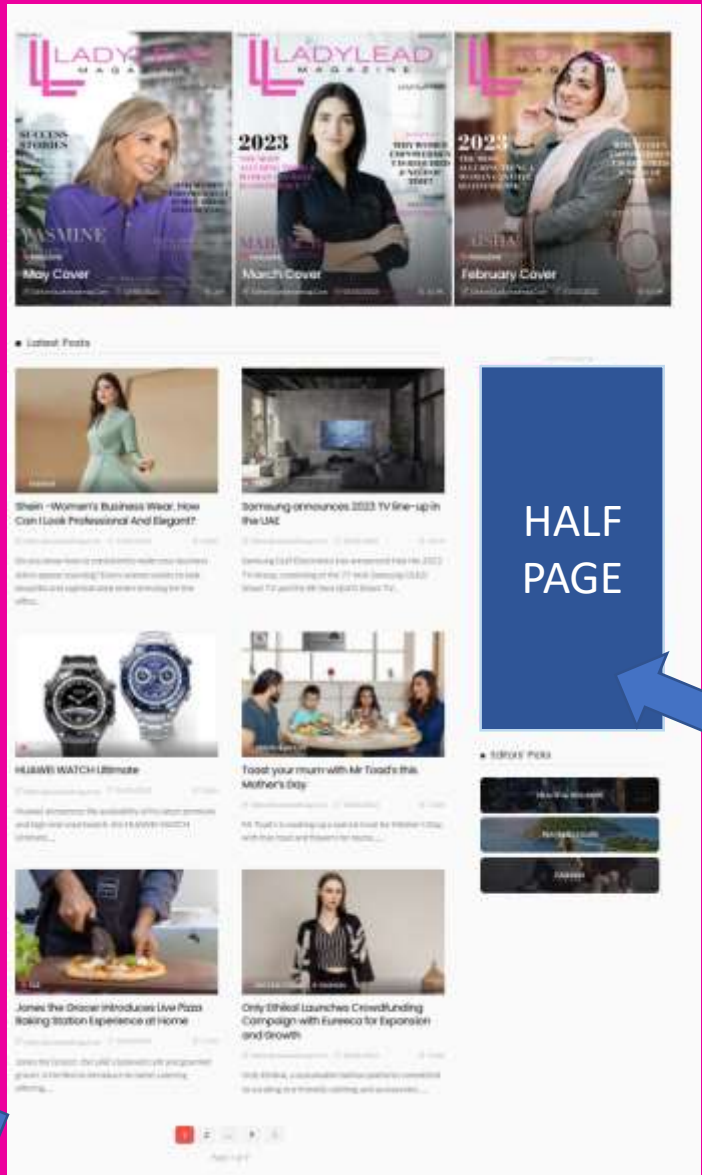
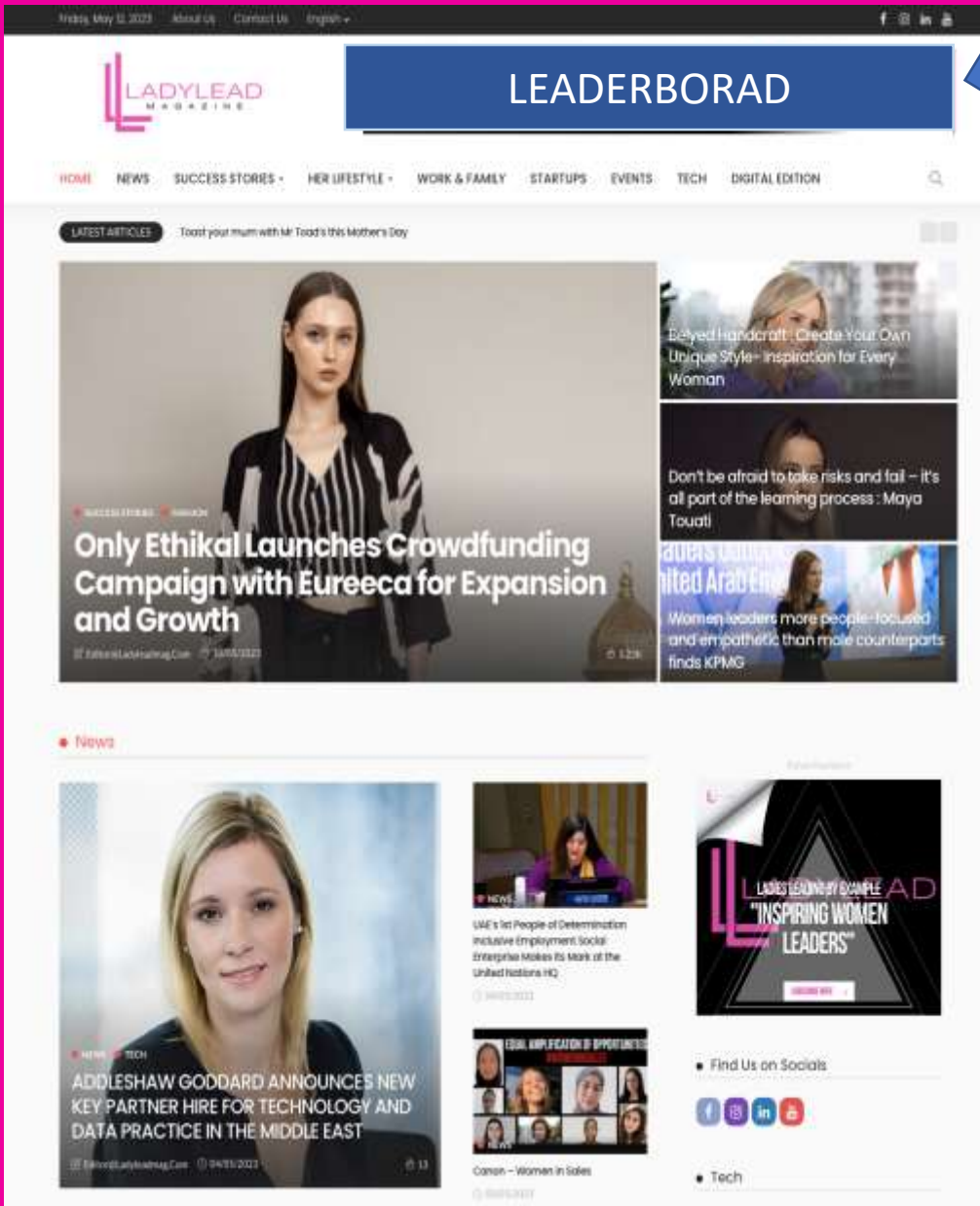
The harsh reality of breast cancer's impact on our world is best articulated by the World Health Organization (WHO), whose data reveals that breast cancer claimed the lives of 685,000 individuals worldwide in the year 2020 alone. These numbers, while shocking, can often feel insignificant to many of us. It's all too easy to fall victim to misconceptions, allowing fear or procrastination to hinder us from taking proactive steps, such as undergoing regular screening tests. Despite the availabilities of numerous centers offering screenings for free – making them accessible to a wider audience, the reluctance to participate is yet to be challenged.



The fight is still on for a Pinker Tomorrow

After all is said and done, there remains one question, what is your responsibility, what's your role in society, and the changes you will bring. The life-changing decisions you make today to get the screening, nudge that friend who's been reluctant to visit the center, is rewarding and relieving. In today's age of technology and innovation, the approach to screening has changed dramatically making the process much easier and faster – what better way to take advantage than this.

Written by Roza Bairu



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