



Coming
Soon  @ UAE

PORTAL OVERVIEW AND ADVERTISING OPPORTUNITIES

DECEMBER 2021



The UAE is a country with a fascinating pace of life, with something exciting happening every day. Concerts, festivals and attractions are ongoing here throughout the whole year, having something to offer for every age, taste and background. From glamorous nightlife events with the most famous world celebrities to large-scale heritage festivals, The United Arab Emirates will always have something to offer.

Coming Soon in UAE, an online entertainment portal, is targeted to catch this spirit. Here, both residents and guests will be able to find a lot of useful information about the culture of UAE, places to visit (both natural and human-made) and, of course, about all of the events in Dubai, Abu Dhabi, and other Emirates that will be held in the near (and not-so-near) future. In the diverse world of fascinating events taking place in the UAE, we work hard to be your beacon.

FACTS AND FIGURES: WEBSITE

18,000

Average Monthly Users

29,000

Average Monthly Pageviews

75%

Unique Monthly Visitors

1200+

Listed Venues

450+

Listed Hotels

3,000+

Registered Users

FACTS AND FIGURES: INSTAGRAM

Insights (i)

Last 90 Days ▾ Nov 16 - Feb 13

Insights Overview

Take a deeper look at how your account and content are performing on Instagram during Nov 16 - Feb 13.

| | | |
|------------------|-------|--------|
| Accounts reached | 4,299 | +29% |
| Accounts engaged | 271 | +20.9% |
| Total followers | 4,805 | -0.6% |

Posts

Any ▾ Reach ▾ Last 2 Years ▾

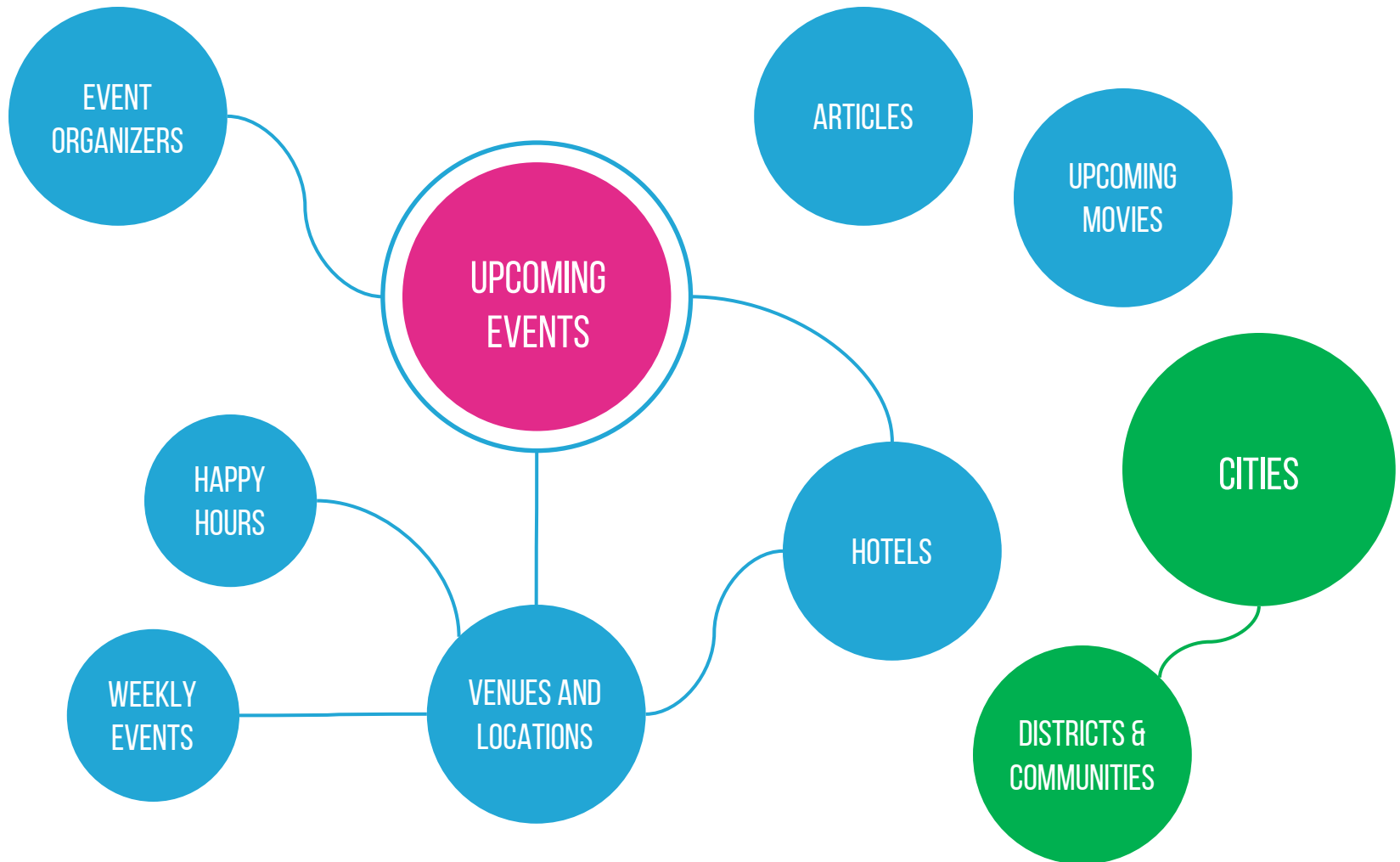
| | | |
|-------|-------|-------|
| 1,887 | 1,820 | 1,474 |
| 1,234 | 1,209 | 1,193 |
| 1,119 | 915 | 901 |
| 860 | 834 | 801 |

Stories

Reach ▾ Last 2 Years ▾

| | | |
|-----|-----|-----|
| 662 | 438 | 331 |
| 208 | 196 | 194 |

PORTAL STRUCTURE





Announcing the upcoming events is the core activity on Comingsoon.ae. We cover a variety of topics and categories, like Shopping Events, Nightlife, Concert, Sports, and even Women-only events. During the events of 2020, we also started covering Online Events, which target the residents of UAE.

Each event category is conveniently placed in its own list page, and can be sorted in a handy [Calendar view](#).

VENUES AND LOCATIONS IN UAE



On [Comingsoon.ae/venues](https://comingsoon.ae/venues) users can find a rapidly growing list of Venues and Locations in UAE. The list is improving on a constant basis, with more and more exciting locations being added on a weekly basis.

Built-in location detection feature can suggest venues close to the user, and category sorting helps to find exactly what user wants!

User can also add any location to the personal favorites list, rate it, and watch for updates!



On [Comingsoon.ae/hotels](https://comingsoon.ae/hotels) users can find a large list of hotels, each with detailed description, location map, photos and available venues.

Built-in location detection feature can suggest hotels close to the user, and sorting by a number of stars helps to find exactly what user wants!



[Comingsoon.ae/articles](https://comingsoon.ae/articles) is a growing section of Comingsoon.ae, where we regularly publish informative articles on a variety of topics. Most of the topics are related to UAE – its history, heritage, reviews of landmarks and information for tourists.

We also publish various Top-10 selections as well as sponsored stories.



On [Comingsoon.ae/movies](https://comingsoon.ae/movies), users will find a long list of upcoming movies, which will soon hit the movie theatres across UAE. All major cinema chains are covered, with a list of timings and links to ticket bookings.



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PERSONALIZED CONTENT



On [Comingsoon.ae/today](https://comingsoon.ae/today), there is always a list of events which are happening TODAY. More than that, a super-handy list of **Happy Hours** can also be found on this page, which helps users to select their best value-for-money spot to visit.



User's Personalized Feed ([Comingsoon.ae/myfeed](https://comingsoon.ae/myfeed)) is a place where signed users can find content that fits their personal interests (which they select in their Preferences first). Users can select which upcoming events they might be interested in, what kind of venues, which articles to read, and more!



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ADVERTISING OPTIONS

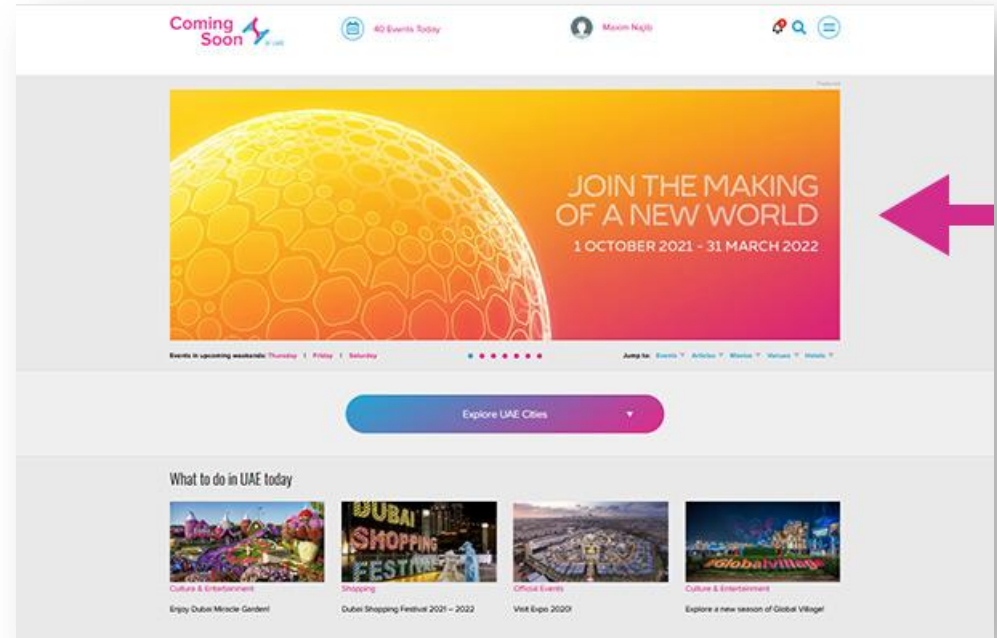
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MAIN SLIDER PLACEMENT

Promote your event, venue, or product on the top of our Main Page and be seen by anyone who enters the Portal!

Can be used to promote Events, Venues, Brands and Products.

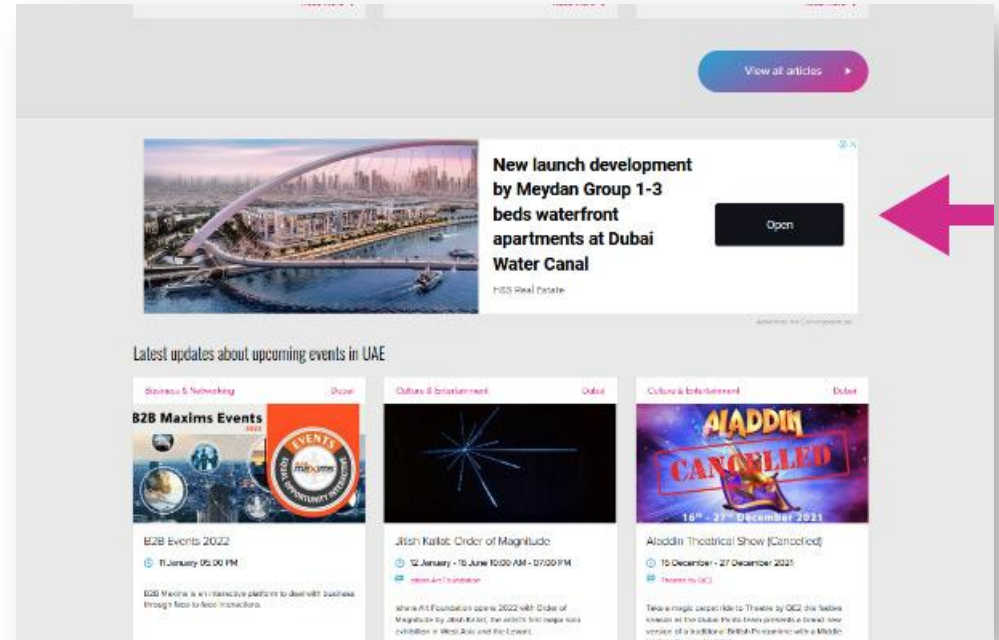
Where: [Main Page](#)



PRICE FOR PLACEMENT: 250 AED
/ MONTH

Display your event, venue, or product as a large eye-catching Leaderboard right after “Latest Articles about UAE”!

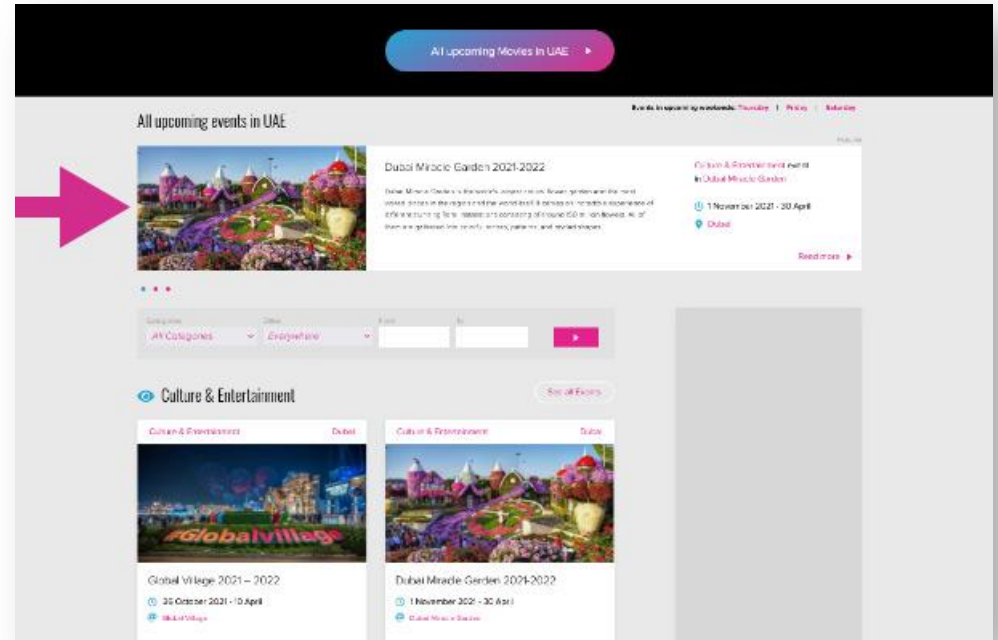
Where: [Main Page](#)



PRICE FOR PLACEMENT: 200 AED
/ UNTIL EVENT DATE

Promote your event in one of our Featured sliders!

Where: [Main Page](#)

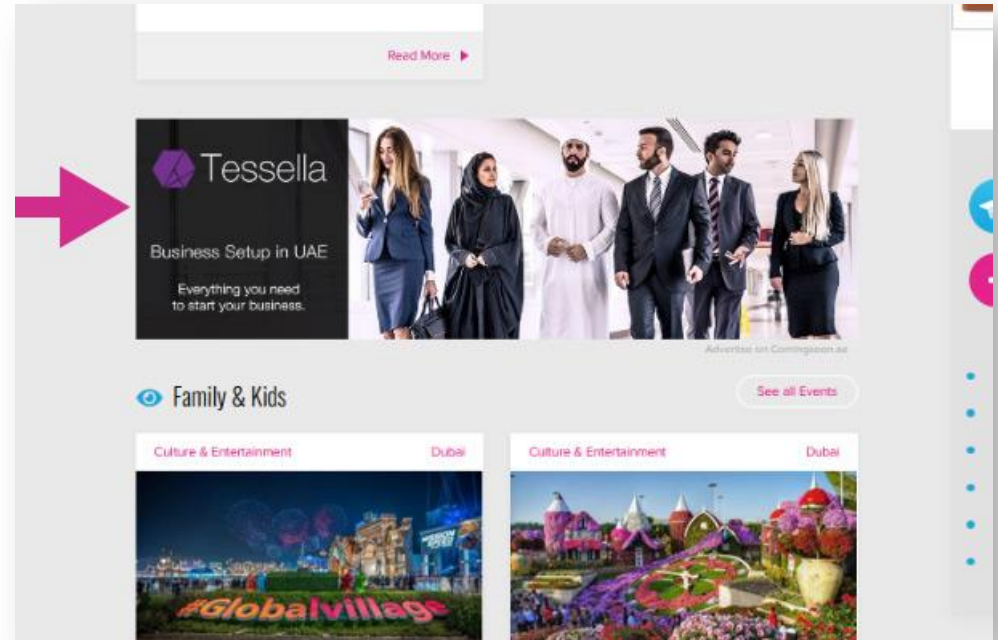


PRICE FOR PLACEMENT: 250 AED
/ MONTH

EVENTS CATEGORY LEADERBOARD

Place your promotion right before a certain events category list on the Main Page for better targeting!

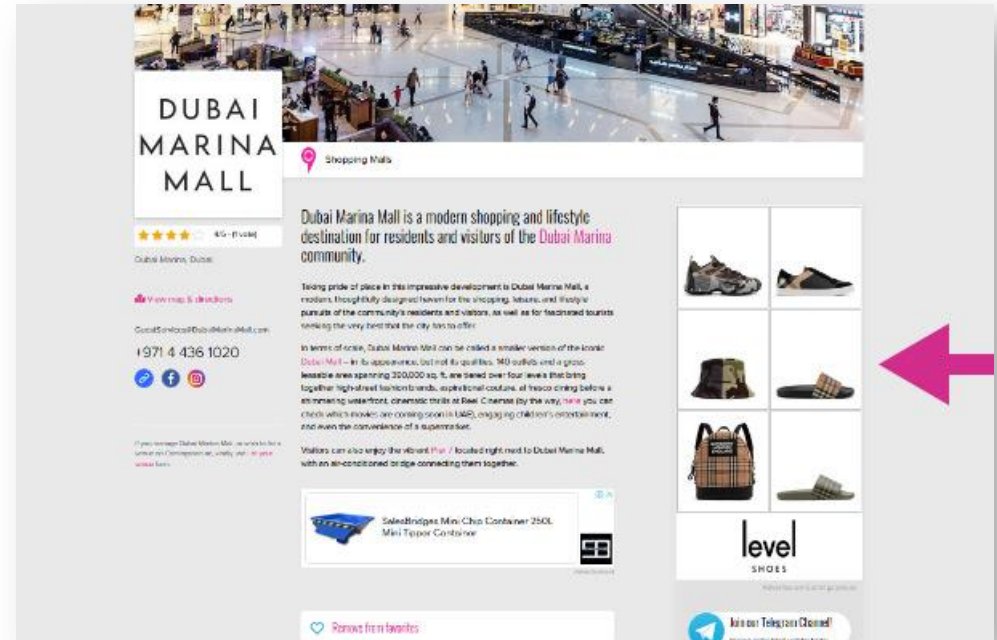
Where: [Main Page](#)



PRICE FOR PLACEMENT: 100 AED
/ MONTH

Promote your event, venue, or product in the right scrolling column – on any page!

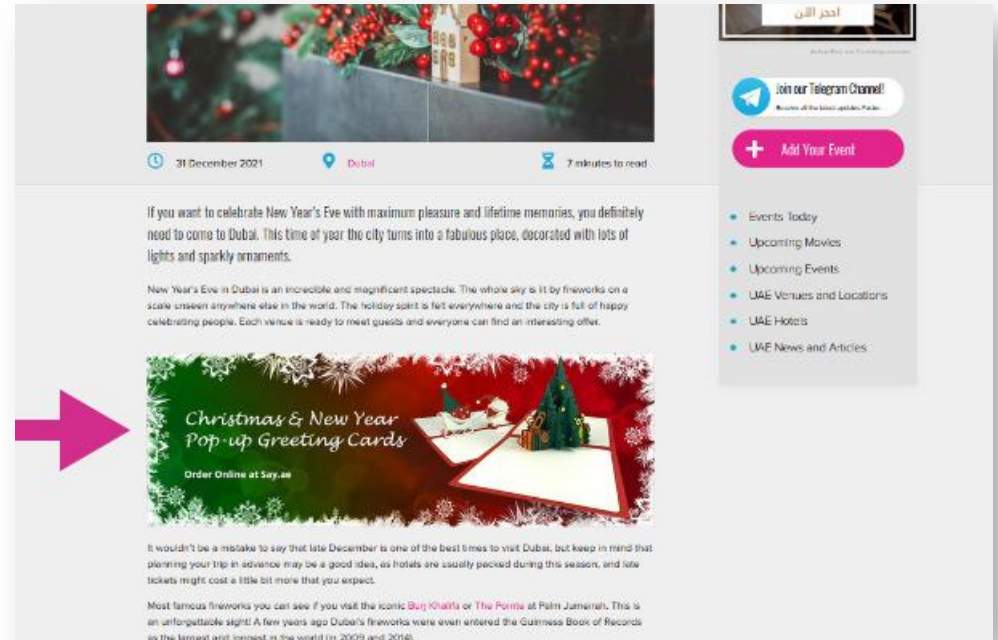
Where: [Main Page](#), [venue](#), [event](#), or any other page.



PRICE FOR PLACEMENT: **75 AED**
/ MONTH

Promote your event, venue or product within text content of any page!

Where: Venue, event, or article page.



PRICE FOR PLACEMENT: 100 AED
/ MONTHLY

We regularly publish events and articles about a variety of topics – including sponsored stories.

Be published on our Articles section to gain more coverage!

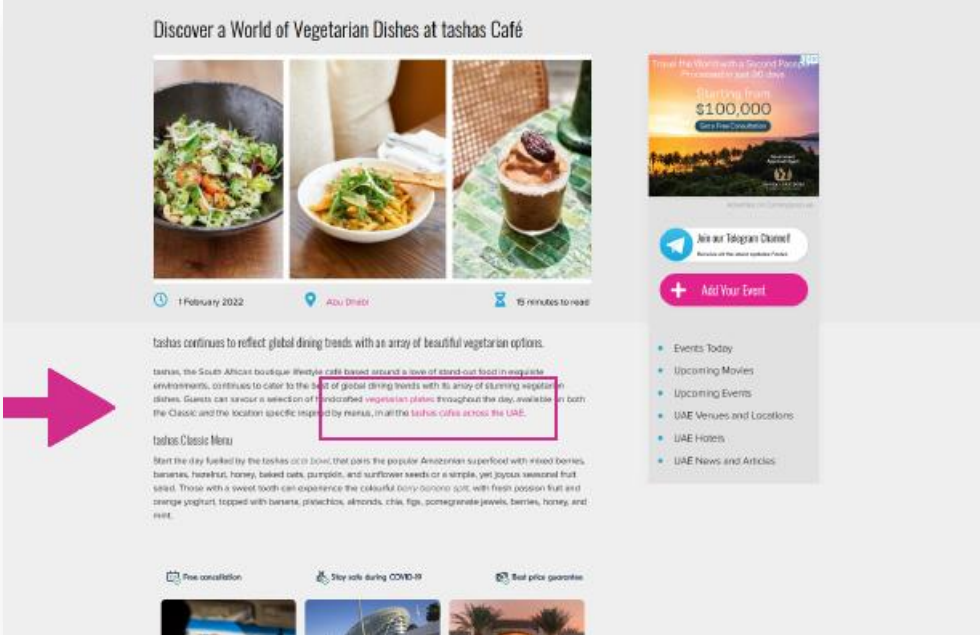
The post is permanent and is indexed by Google after publication

Where: [Articles Section](#)



PRICE FOR PERMANENT PLACEMENT: 175 AED
/ ONE-TIME PAYMENT, ALSO INCLUDES SINGLE POST IN FACEBOOK & TELEGRAM CHANNEL

If you find an article, which is already posted on Comingsoon.ae, and wish to have your link inserted in its text, you can request it.



Discover a World of Vegetarian Dishes at tashas Café

1 February 2022 Abu Dhabi 15 minutes to read

tashas continues to reflect global dining trends with an array of beautiful vegetarian options.

tashas, the South African boutique lifestyle café based around a love of stand-out food in exquisite environments, continues to cater to the best of global dining trends with its array of stunning vegetarian dishes. Guests can savour a selection of handcrafted vegetarian plates throughout the day, available in both the Classic and the location specific inspired by menus, in all the tashas cafes across the UAE.

tashas Classic Menu

Start the day fuelled by the tashas açai bowl, that pairs the popular Amazonian superfood with mixed berries, bananas, hazelnut, honey, baked oats, purple, and sunflower seeds or a simple, yet joyous seasonal fruit salad. Those with a sweet tooth can experience the colourful berry sorbetto apt, with fresh passion fruit and orange yogurt, topped with banana, pistachio, almonds, chia, figs, pomegranate jewels, berries, honey, and more.

- Events Today
- Upcoming Movies
- Upcoming Events
- UAE Venues and Locations
- UAE Hotels
- UAE News and Articles

PRICE FOR PLACEMENT: 55 AED
/ PER LINK

PRICES PER POST:

IN INSTAGRAM – 150 AED (POST + STORY)

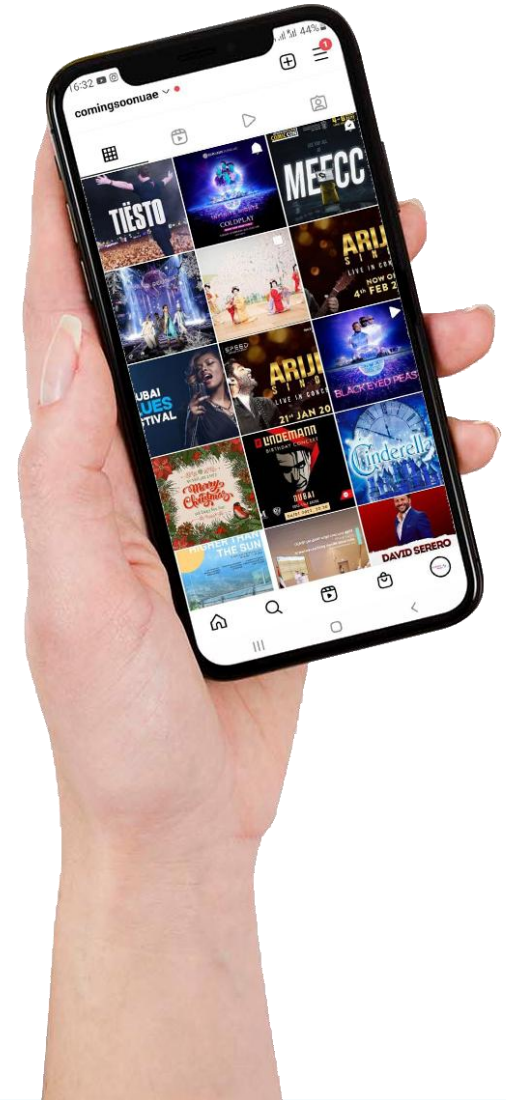
IN FACEBOOK – 150 AED

IN TELEGRAM CHANNEL – 100 AED

IN TWITTER – 50 AED

** Discounts for bundle promo packages are applied.*

*** Refer to Page 4 for coverage statistics.*





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THANK YOU!

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