

# LAYALINA

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PRIVÉE



## Editorial Calendar 2023



Month	Theme	Special Section	Local Features Articles
✓ January	New Year Start	*	Celebrities & Signs....
✓ February	Valentine/SSIH	Valentine Fashion, Beauty, Gifts, Special watches & Jew	Couples, Relations, Partner
✓ March	Fashion S/S Trend	Beauty SS Look	Mother's Day & Role
✓ April	Special Ramadan	Beauty Tips During Ramadan	Cooking during Ramadan
✓ May	Eid/Bridal	All about Bridal Preparations	
	Health, Travel, Hotels, Vacation	Health Lifestyle, vacation preparation, travel kit, destinations..	what to eat, drink, sports etc..
✓ June		Beauty Tanned Look, Hair & Skin Care	Beach, Tanning & Body
✓ July	Summer Beauty+ Fashion	Family Traditions ,School Preparations	Back to School
✓ August	Family+ Back to School	A/W Looks	Luxury Beauty
✓ September	Fashion + Beauty A/W	Fashion Haute Couture & Luxury Single Pages	Luxurious Destinations/ Restaurants / Yacht etc...
✓ October	Luxury +Jewelry		Cars, Technology, Beauty, Spa Treatments
✓ November	Men	Men Beauty + Fashion	
		Gifts Ideas / Shoes/ Bags/Jewelry & Watches	
✓ December	Festive Season/Gifts		*



# Offerings & Deliverables

## Option 1 : \$20,000

- ✓ 1 behind the scene Teaser Video – up to 15 seconds
- ✓ 4 Still images from the shoot
- ✓ 1 Full Video – up to 1 minute
- ✓ Influencer/Celebrity Involved
- ✓ 2 Articles with the images
- ✓ 1 article with the video
- ✓ 1 non branded editorial Snap on Layalina
- ✓ 1 Insta-story with a swipe up option
- ✓ 1 Carousel Post on Instagram Layalina with the shoot images



## Offerings & Deliverables

### Option 2 : \$15,000

- ✓ 1 behind the scene Teaser Video – up to 15 seconds
- ✓ 3 Still images from the shoot
- ✓ 1 Full Video – up to 1 minute
- ✓ Influencer Involved
- ✓ 1 Article with the images
- ✓ 1 article with the video
- ✓ 1 Insta-story on Layalina with a swipe up option





# Offerings & Deliverables

## Option 3 : \$10,000

- ✓ 1 behind the scene Teaser Video – up to 15 seconds
- ✓ 1 Full Video – up to 1 minute
- ✓ Influencer Involved /Model
- ✓ 1 article with the video
- ✓ 1 Insta-story on Layalina with a swipe up option



# Offerings & Deliverables

## Events Activations Private Dinner \$20,000

- ✓ Database invite/ up to 20 VIP
- ✓ Setup/Catering by Layalina
- ✓ 40 sec video coverage for the event
- ✓ Photographer for still images
- ✓ 1 Article
- ✓ 1 Reel Post on Layalina

## Contact Details

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