



oppori.life

MEDIAKIT 2020

introduction

Modern, sophisticated and stylish, Apriori.Life platform is an ultimate guide to the luxury at its finest and the contemporary lifestyle at its best.






APRIORI.LIFE delivers intelligent, inspiring and independent content across a wide spectrum of subjects and genres. Our carefully curated features, interviews and stories give an exclusive access to the most influential people and key players of the luxury world. Our visual content includes photo-shoots and shows the best of the latest collections and trends set by renowned luxury brands.

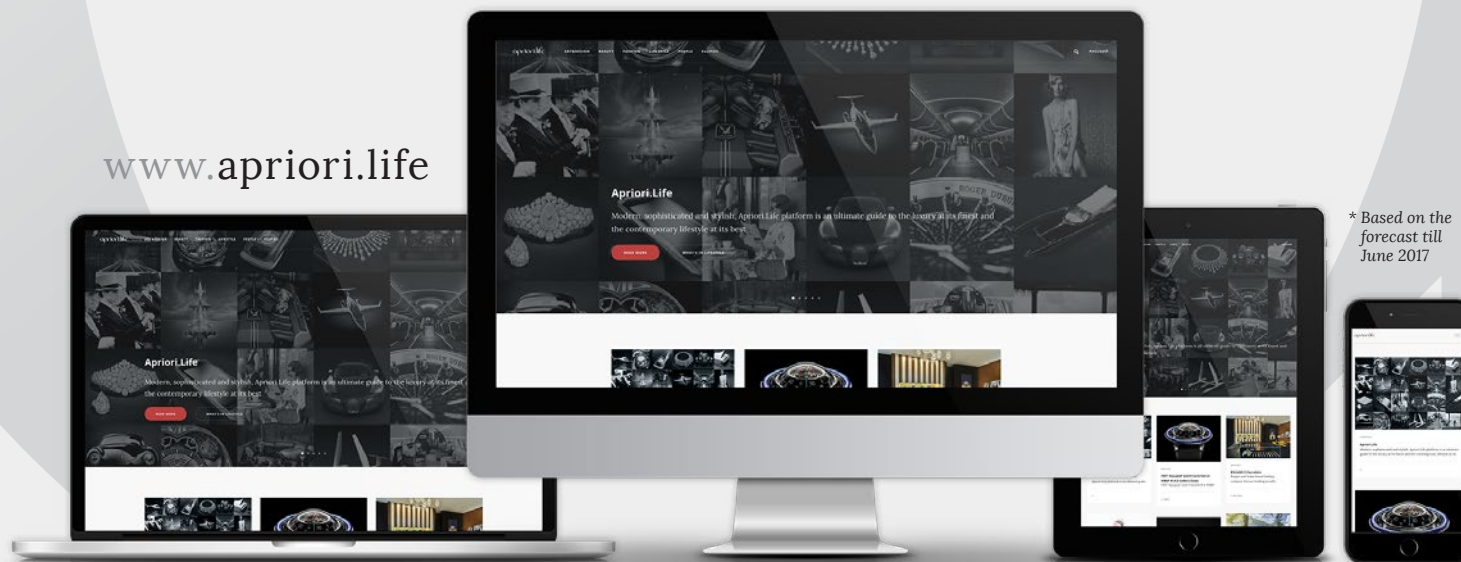
APRIORI.LIFE bi-lingual platform inspires and challenges its readers to live life more fully & beautifully. We encourage Russian speaking expats in the Middle East to know more about the region they are living in, and at the same time we open new horizons to the well-known globally Russian culture, arts, fashion and luxury lifestyle to the wide English speaking community in the UAE and far beyond, ambitiously aiming to reach a global readership. Apriori.Life. It's all about vision. It's your life. Apriori.

www.apriori.life

social

#apriorilife

-  facebook.com/apriori.life
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* Based on the forecast till June 2017

25,000+
PAGE VIEWS
PER MONTH

1000+
UNIQUE USERS
PER MONTH

77%
MOBILE
TRAFFIC

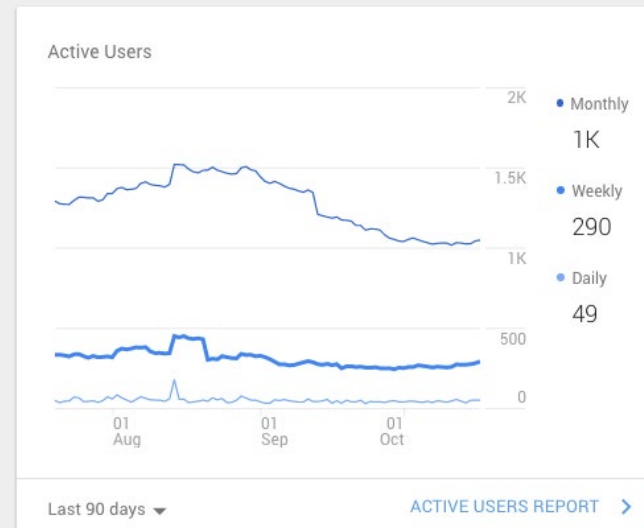
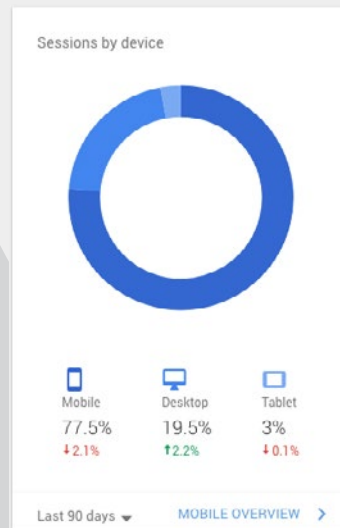
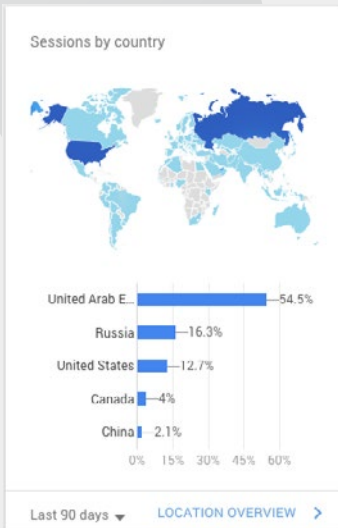
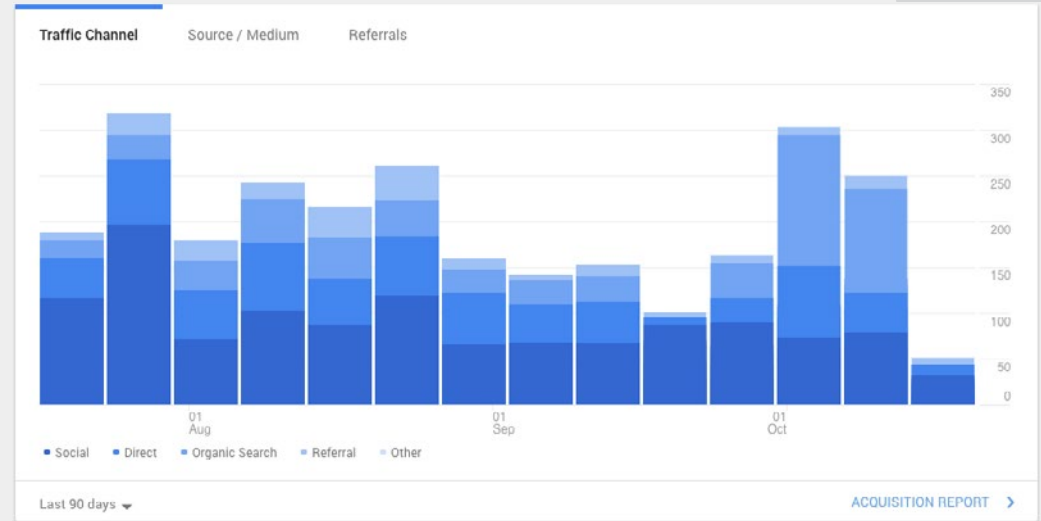
MORE THAN
4
PAGES PER VISIT

2:34
AVERAGE VISIT
DURATION

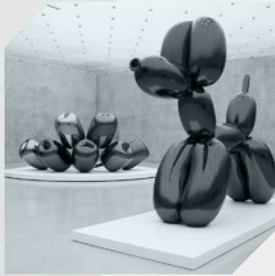


web statistic

* based on Google Analytics Report for last 90 days



sections



ARTS&DESIGN

Latest news and trends from the art and design scene, special features of the international fairs and auctions, interviews with artists, designers and curators



PEOPLE

Exclusive interviews and success stories of the inspiring people from different cultural background and various industries. Opinions. Visions. Quotes.



FASHION

News from catwalks, latest designers collections, unique savoir faire, interviews with designers, features of the history of fashion, photoshoots



BEAUTY

Latest novelties in skin care, make up, fragrances, exclusive interviews with perfumers and beauty product creators. Professional tips and photoshoots



LIFESTYLE

Home decor, travel, automobiles, books, cinema & theatre, gourmet and wellbeing



ELLIPSIS

Some interesting topics related to the luxury lifestyle from around the globe. Exhibitions. Festivals. Concerts. Etcetera.

readers profile

Our readers are people of both genders who play an important role in shaping public opinion and preferences.

They are trendsetters and influencers.

They are successful, dynamic, and interact with a very wide range of social circles.

They are able to try out the very best, make up their minds whether they like it or not, and then reject it or help make it fashionable and trendy.

They live their lives enjoying all the best of its various facets.

They are intelligent and sophisticated and do not compromise on the quality of life.

Our readers have enough time for self-realization and self-development in business and family, personal relations and image, fashion and home. They set themselves and follow only the highest standards.

That is why Apriori.Life is a portal that is not only devoted to members of the social elite, but also to a wider online audience of aspirers.

demographic

- Female 70% / Male 30%
- Aged 18+ years
- Multi-cultural audience:
Rusian, European, Asian, Local, US, Middle Eastern, Indian
- Education: 93% University Educated
- Disposable income of \$50,000



rate card

BANNER FORMAT	SIZE	CPM
MPU	300 × 250	\$50
Monster MPU	300 × 600	\$60
Leaderboard	1140 × 140	\$70
Overlay Banner	550 × 450	\$80
Billboard	970 × 250	\$80
Roadblock - ROS	728 × 90 / 300 × 250 / 300 × 600	\$100
Roadblock - Homepage	728 × 90 / 300 × 250 / 300 × 600	\$100
Roadblock - Section	728 × 90 / 300 × 250 / 300 × 600	\$100
Pushdown	970 × 90 / 970 × 415	\$50
Filmstrip	300 × 600	\$50
Wonderwall	300 × 250	\$50
PRE/POST Roll Video	16:9	\$50

- Minimum booking value for rising stars is \$5,000
- Agency rates 15% off agency bookings
- Volume discount 10% off 3+ month campaigns
- Special operations - TBD

TERMS & CONDITIONS

Takeovers/Roadblocks: Takeovers will be priced based on the estimated daily traffic and will be subject to apremium.

Expandable Banners: Available at no extra cost

Rich Media Banners: \$5 premium for Rich Media Banners

Branded Content: For customised branded content opportunities, please contact Apriori.Life directly.

Bookings: Bookings will only be accepted subject to rates and value ads being checked by Apriori.Life sales manager beforehand. (This is to ensure that the best rates and level of value ads are being applied)

Banner Approval: Apriori.Life holds the right to refuse any banner which does not meet the technical specification or which may be seen as inappropriate for our audience. Banners and visuals will also be subject to Apriori.Life editorial approval.

Technical Requirements: Advertiser must provide the tracking URL as well as the SWF creative with the original FLA file.

Technical Specifications: Creative agencies to adhere to the technical specifications to avoid delays. Apriori.Life will not be held responsible for delayed campaign launches due to banners not meeting the technical specifications.

Material Delivery: The lead time for launching campaigns is five (5) working days for Takeovers and Special Executions and three (3) working days for Banner Campaigns from date of receiving all necessary material.

Cancellations: Campaigns cancelled post launch will be subject to a cancellation fee equivalent to 50% of booking order.





apriori.life

FOR ALL EDITORIAL &
ADVERTISING REQUIREMENTS
PLEASE CONTACT
CREATOR & EDITOR-IN-CHIEF
EDITOR@APRIORI.LIFE



@APRIORI.LIFE