

THAT DUBAI GIRL



MEDIA KIT

2025

WELCOME TO DUBAI'S ULTIMATE GIRL GANG!

Whoever you are,
whatever you do, we
are all Dubai Girls, and
you CAN sit with us.

We're here to help you
navigate Dubai's
rollercoaster lifestyle
and make it that little
bit easier.

That Dubai Girl began as a community and remains a secure space for Dubai's women. Join us as an individual or business and discover countless ways to engage. Consider us your go-to for all things Dubai, from a skilled photographer to last-minute experiences. Skydiving? We've got you covered!

THAT DUBAI GIRL | THAT DUBAI GIRL | THAT DUBAI GIRL



WHY WORK WITH US

Simply put, because we deliver engagement and have 5 years of proven results for brands and companies who have worked with us. We're also a lot more cost effective than a traditional digital ad #JustSaying

Community groups, predominantly on Facebook, are a really effective communications and marketing tool which cannot be overlooked.

There are over 7 million active Facebook users in the UAE, equating to 75% of the population, making this an important communications touchpoint.

The UAE has a wide variety of community groups – from foodies, to movie saving to nationality based, and community specific.

Working with a community group offers a more targeted and cost effective approach compared to general Facebook/Meta ads, as you can reach specific communities interested in your niche. It also offers a useful ongoing search capability, meaning your visibility is ongoing to members of the group looking for relevant information and recommendations.

Facebook community groups are being increasingly used as tool by brands to rise above the clutter with bold, targeted and relevant content.

If you want to reach women in Dubai 20-45 years of age, then we're here to help!



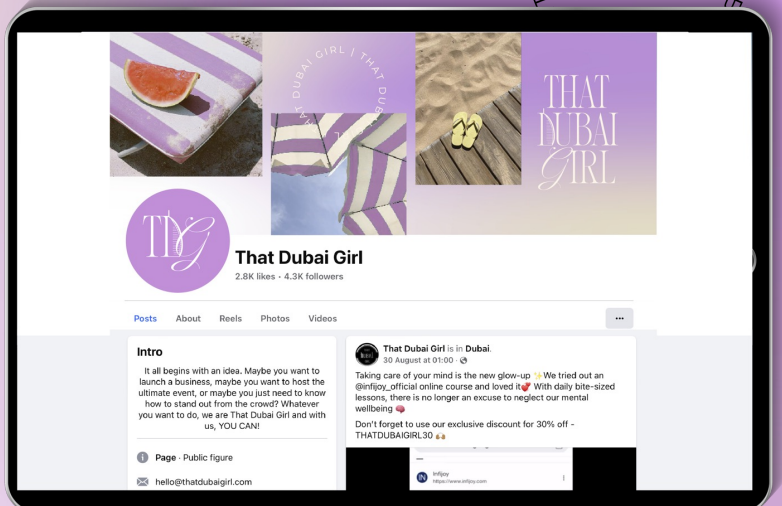
FACEBOOK

ANALYTICS & DEMOGRAPHICS

37,300

FACEBOOK MEMBERS
SINCE 5TH JUNE 2020

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TOP GENDER

37,300

ACTIVE & ENGAGED MEMBERS

WOMEN ONLY

TOP AGE

49%

25-34 YEARS OLD

36%

35-44 YEARS OLD

LIVING IN THE UAE

92%

25-34 YEARS OLD

INSTAGRAM

ANALYTICS & DEMOGRAPHICS

UBAI GIRL | THAT DUBAI GIRL

18.6K

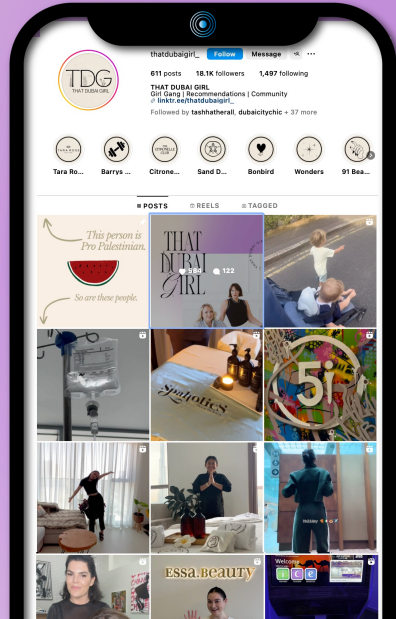
FOLLOWERS

26,944

ACCOUNTS REACHED

2,819

ACCOUNTS ENGAGED



TOP GENDER

78.3%

WOMEN

21.6%

MEN

TOP AGE

40.1%

25-34 YEARS OLD

39.6%

35-44 YEARS OLD

LIVING IN THE UAE

83.9%

25-34 YEARS OLD

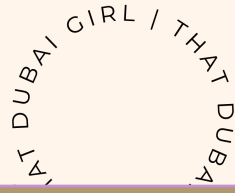
AD HOC ADVERTISING RATE CARD



PLATFORM	ACTIVITY	COST(AED)
Facebook Group	One off Post <i>Posted by client</i>	AED 600
	One off Post <i>Posted by client. Pinned to page as featured post by admin</i>	AED 750
	Recommendation or Review Post <i>Posted by admin</i>	AED 800
	Competition Post <i>Posted by client with an @everyone comment tag from admin</i>	AED 750
	Facebook Banner 7 days 4 weeks	AED 800 AED 2000
Instagram	Grid Post with a TDG Discount	AED 500
	Grid Post without a TDG Discount	AED 650
	Collaboration Post <i>Posted by Client and approved by Admin (artwork to be approved)</i>	AED 400
	Giveaway Grid Post Minimum value of AED 500	AED 600
	Series of Stories 3 story posts	AED 500
	Bespoke Reel (Created by TDG) with reviewable items FOC	AED 1,000
	1 Day Exclusive Brand Takeover Spotlight Sunday – 5-8 stories and a grid post	AED 1,200

MONTHLY PACKAGES (MIN 3 MONTHS)

RATE CARD



	DESERT DWELLER AED 500 per month	BEACH PASS AED 800 per month	CITY LIGHTS AED 1000 per month
Posting in TDG Facebook community	1 x post per week on any day. <i>Post must include exclusive TDG discount</i>	1 x per week on any day, event or promotion	2 x per week Any day, event or promotion
Listing on TDG website		Yes for all offers including a TDG discount	Yes for all promotions with or without TDG discount or promotion
Partnership Announcement		New partner announcement on IG Story	New partner announcement on FB (post) & IG Story
Featured post on TDG Facebook Group	1 week	2 weeks	2 x 2 weeks
Story Content (Instagram)		Will reshare 1 story every 2 weeks (must be within brand image)	1 story post per week and 1 reshare every 2 weeks (must be within brand image)
Grid posts on TDG Instagram			1 x Advertising grid post, reel or competition over the course of the partnership (as per scheduled space)
Reviews (In person reviews of experiences or services)	Subject to team availability	Subject to team availability	1 x personalised review per month from TDG team members shared on all social platforms & Google review
Mailer to TDG Database approx. 16k		1 per 3 month campaign	2 per 3 month campaign

Terms and Conditions

- Package prices require a minimum 3-month commitment, and full payment must be made before the package can begin.
- Website listings should offer exclusive TDG discounts or value-added benefits, except for CITY LIGHTS partners who can add up to three additional promotions.
- Offers and promotions can be changed on a monthly basis with a minimum of 10-day advance notice.
- All content must be provided and must fit within our brand guidelines, custom artwork can be created by our in-house designer for an additional cost of 250 AED per artwork.
- All content must be pre-approved by TDG All Facebook posts to our community are created by outlets/brands and shared by your team. We accept all artwork for Facebook posts. Brand team members must be female to join our community, as TDG is a female-only community without exceptions. We can accept selected brand pages within the group e.g. a women's salon, for the duration of your partnership.
- Social media resharing is discretionary and limited to a maximum of three per month.
- Reviews will be provided for complimentary experiences or services if mutually agreed upon by both parties.
- Any competition posts must include a prize valued at least AED 500.
- Packages can be paid via a payment link or bank transfer and are non-refundable. TDG is a VAT registered company, and all packages are subject to an additional 5% VAT charge.

AGENCY / MULTI-BRAND MONTHLY PACKAGES

RATE CARD

THAT DUBAI GIRL | THAT DUBAI GIRL

	GOAL DIGGER AED 2500 package per month Maximum 4 outlets/ brands per month	GIRL BOSS AED 4000 package per month Maximum 8 outlets/ brands per month
Posting in TDG Facebook community	2 x posts per week Any day, event or promotion	4 x posts per week Any day, event or promotion
Listing on TDG website	Yes for all promotions with or without TDG discount or promotion	Yes for all promotions with or without TDG discount or promotion
Partnership Announcement	New partner announcement on FB (post) & IG Story	New partner announcement on FB (post) & IG Story
Featured post on TDG Facebook Group	2 x 2 weeks	4 x 2 weeks
Story Content (Instagram)	2 story posts per week and 1 reshare every week (must be within brand image)	4 story posts per week and 2 reshare every week (must be within brand image)
Grid posts on TDG Instagram	1 x Advertising grid post, reel or competition per month of the partnership (as per scheduled space)	2 x Advertising grid post, reel or competition per month of the partnership (as per scheduled space)
Reviews (In person reviews of experiences or services)	1 x personalised review per month from TDG team members shared on all social platforms & Google review	2 x personalised review per month from TDG team members shared on all social platforms & Google review
Emailer to TDG Database approx. 16k	1 per month	2 per month

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CONTACT US

partners@thatdubaigirl.com

