

Halo *Media*



Pioneering Publishing

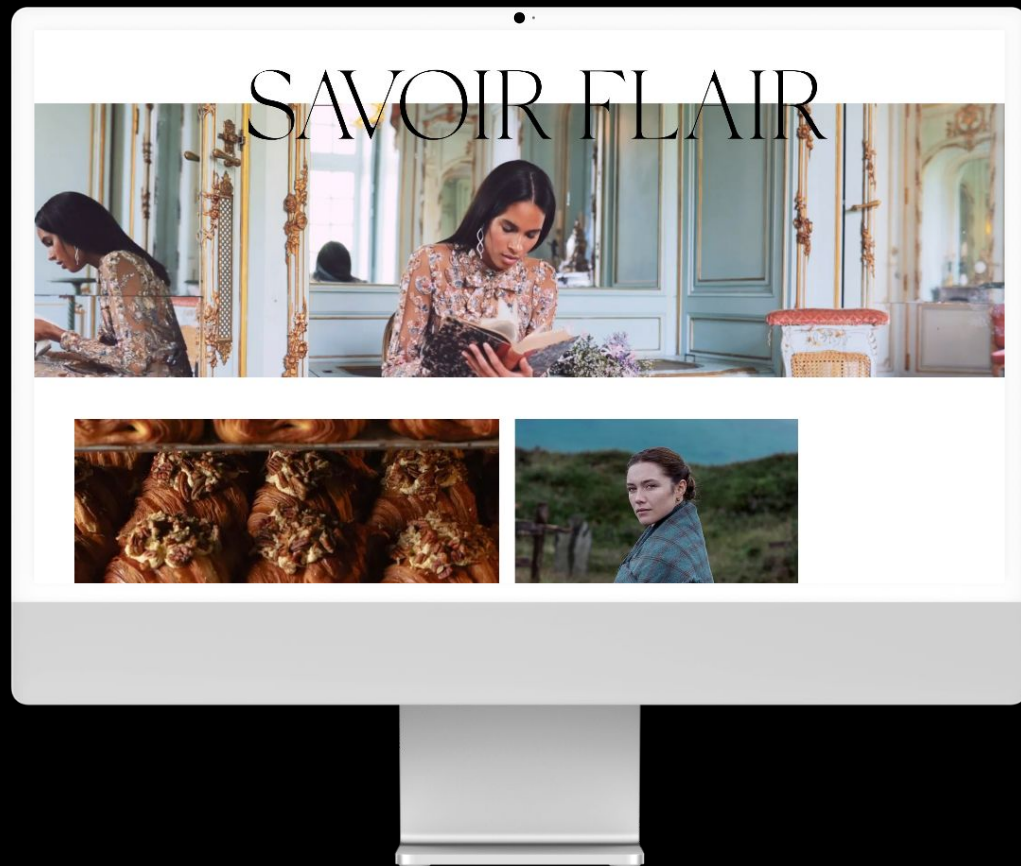


Award-winning Content

Savoir Flair is a **trusted editorial voice** in a changing region.

Launched in 2009 as the Middle East's first online magazine, Savoir Flair has since evolved into a culturally relevant platform connecting brands with a highly engaged regional audience.

With a trusted voice, strong editorial perspective, and a focus on quality over scale, it offers meaningful access to a discerning audience while shaping conversations beyond trends.



A woman with freckles, wearing a black, long-sleeved, flowing dress with a belt and black high-heeled boots, is leaning against a white wall. She is holding a white cup in her right hand, which is extended towards the left. The background is a plain, light-colored wall. The text "Audience Insights" is overlaid on the left side of the image.

Audience
Insights

Audience Insights

OUR 2025 BENCHMARK

MONTHLY UNIQUES

479k

+87% vs. COMPETITORS ON AVG.

TOTAL PAGE VIEWS

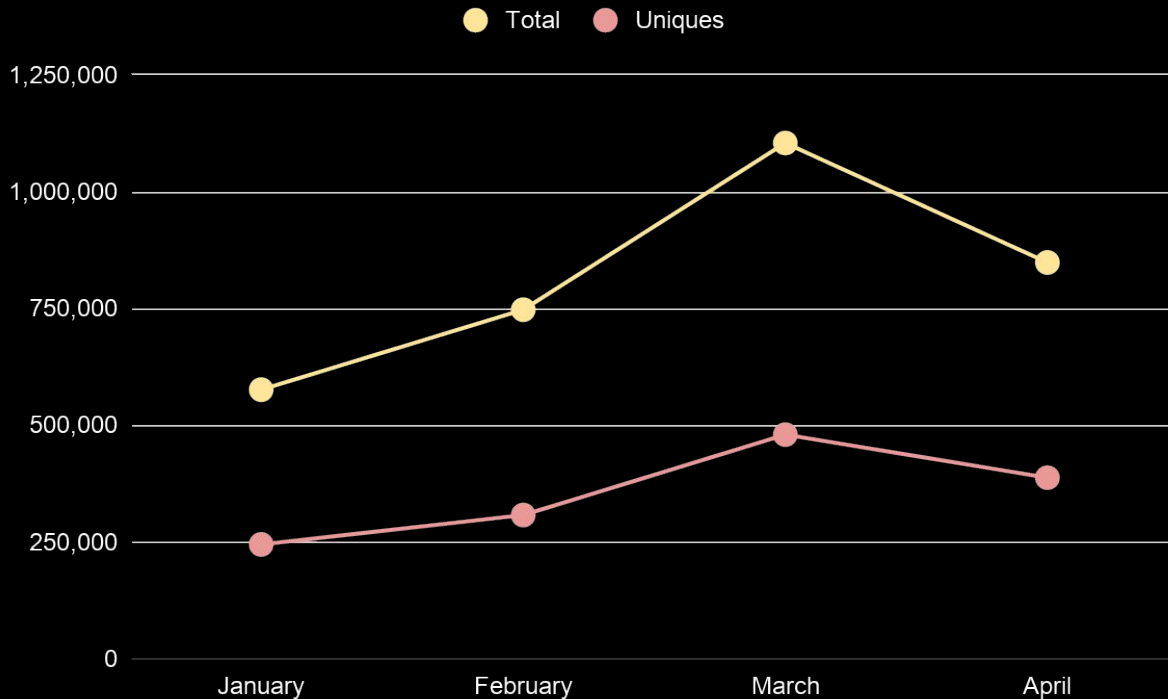
1.1m

+108% vs. COMPETITORS ON AVG.

	SAVOIR FLAIR	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4
PAGE VIEWS	⚡ 1.1M	781k	613k	188k	534k
MONTHLY UNIQUE VISITORS	479k	514k	197k	59k	253k
VISIT DURATION	⚡ 2m 01s	48s	36s	24s	31s
PAGES PER VISIT	1.45	1.59	1.67	1.78	1.43
BOUNCE RATE	58%	59%	57%	47%	66%

SOURCE: SIMILARWEB AND GA4 (JAN - DEC 2025)

Website Traffic



▲ 48%
INCREASE IN PAGE VIEWS

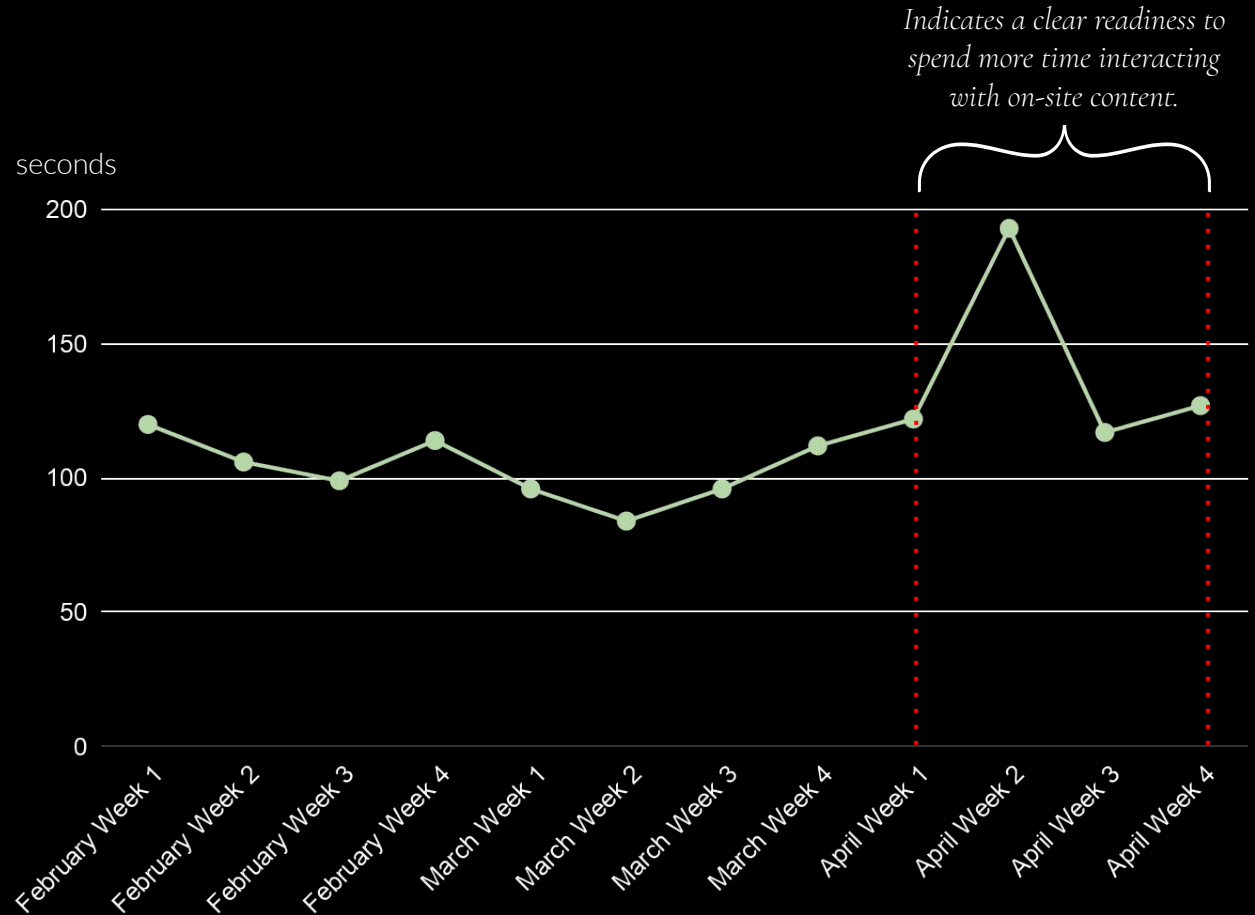
▲ 56%
INCREASE IN UNIQUE VISITORS

Page views increased in March, indicating higher reader intent as audiences spent more time engaging with lifestyle content as a form of distraction and escape.

The Market Reality

▲ 24%

Average engagement time on the website *increased* from the start of the conflict in March to the first week of April.



Audience *Insights*



29% of Savoir Flair readers are *travel enthusiasts*, highlighting a strong interest in destinations and experiences.

26% of our audience are *technophiles*, reflecting engagement with innovation and digital culture.

22% of Savoir Flair readers are *engaged shoppers*, showing a strong interest in discovering and purchasing products.

18% are *food and dining enthusiasts*, with a clear affinity for culinary experiences and cooking.

SOURCES: GOOGLE ANALYTICS (2026)

*Audience
Insights*

16%

Shop for luxury items once a month

35%

Visit a health club or gym a few times per week



44%

Experiences (travel, staycation, event tickets, lifestyle subscriptions)

Home decor or furniture

41%



40%

Luxury skincare, makeup, and cosmetics

Planned Purchases

in the Next Six to 12 Months

34%

New vehicle





demographics

70%
FEMALE

90%
GCC

83%
MOBILE WEB

49%

SAY THEY ARE INFLUENCED BY
ADVERTISING AND CONTENT
SEEN ON SAVOIR FLAIR

30
MEDIAN AGE



Social



Media Impact *Value*

OUR 2025 BENCHMARK

\$19.7^m

TOTAL MIV ACROSS ALL SOCIAL PLACEMENTS IN 2025

\$229^k

AVG. MIV PER PLACEMENT
(BASED ON TOP-PERFORMING PLACEMENTS)

1.3^m

TOTAL FOLLOWERS

CHANNEL	EST. MIV	FOLLOWERS	ENGAGEMENT RATE
Instagram	\$311k	530k	5.94%
TikTok	\$147k	270K	8.93%
Facebook*	\$5K	505K	1%

SOURCE: LAUNCHMETRICS INSIGHTS, PLATFORM ANALYTICS
BASED ON TOP-PERFORMING PLACEMENTS

**EXCLUDES DARK POSTS*

Media Impact Value

INSTAGRAM



BRAND	POTENTIAL REACH	ENGAGEMENT RATE	MIV (USD)
<u>Chanel</u>	492k	156%	\$564k
<u>Chanel</u>	478k	85%	\$405k
<u>Louis Vuitton</u>	478k	55%	\$360k
<u>Louis Vuitton</u>	478k	12%	\$116k
<u>Miu Miu</u>	492k	11%	\$108k

SOURCE: LAUNCHMETRICS INSIGHTS, JAN - DEC 2025

Media Impact Value

TIKTOK



BRAND	POTENTIAL REACH	ENGAGEMENT RATE	MIV (USD)
<u>Dior</u>	259k	17%	\$244k
<u>Chanel</u>	269k	21%	\$178k
<u>Dior</u>	259k	10%	\$145k
<u>Chanel</u>	257k	2%	\$93k
<u>Louis Vuitton</u>	257k	5%	\$74k

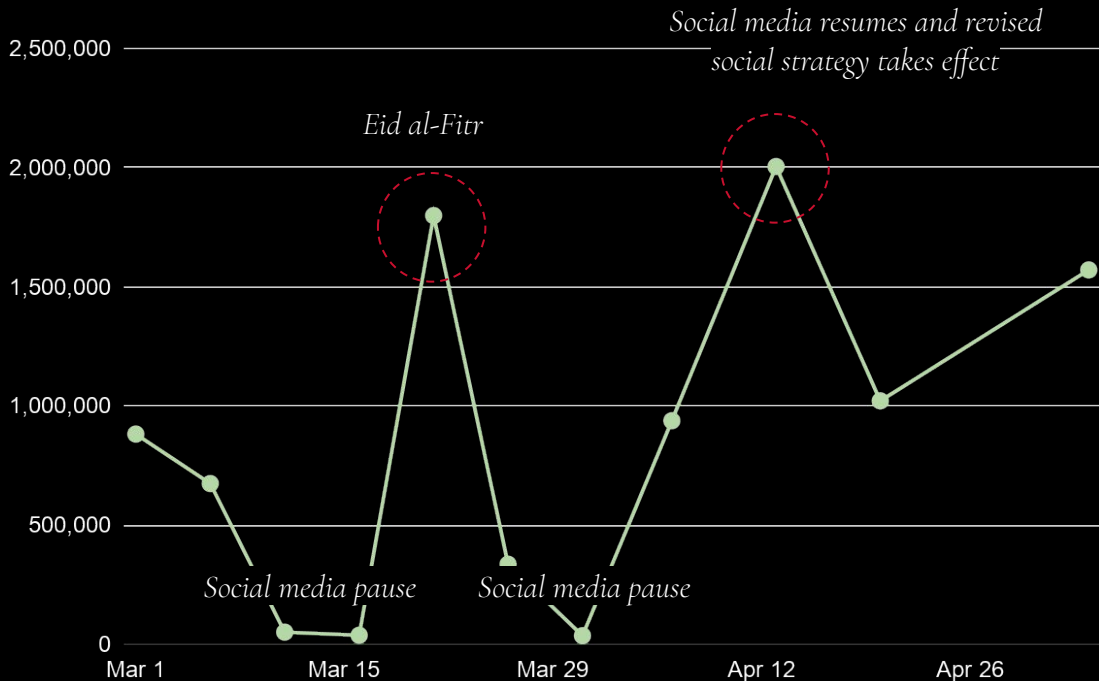
SOURCE: LAUNCHMETRICS INSIGHTS, JAN - DEC 2025

Metrics
that Matter



Views Breakdown

INSTAGRAM (MARCH 2026)



9.4m
TOTAL VIEWS ON INSTAGRAM

6.3m
ORGANIC VIEWS
+14.4% FROM PREVIOUS PERIOD

While sharp declines and spikes are expected on social media, the overall trend is steadily increasing, indicating **growing audience engagement** over time.

Link Clicks

FACEBOOK (MARCH 2026)

65.3k

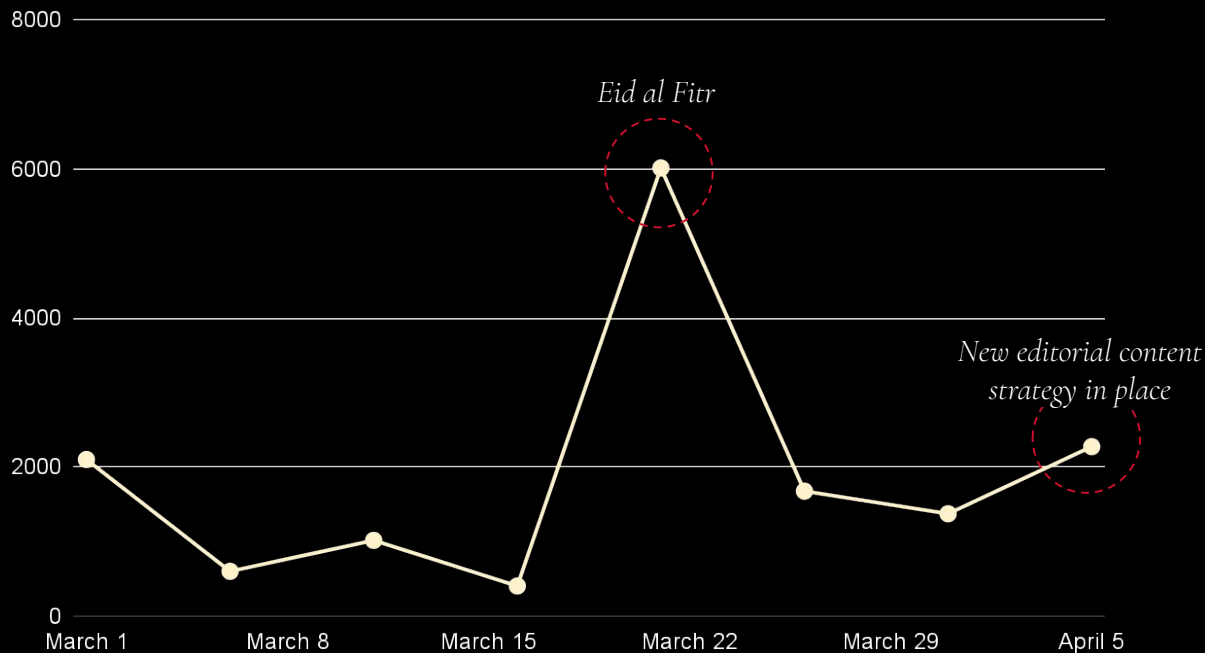
TOTAL LINK CLICKS ON FACEBOOK

+404% FROM PREVIOUS PERIOD

6.1m

VISITORS ON FACEBOOK

Facebook remains a steady and reliable driver of both **traffic** and sustained **brand visibility**.





The data indicates that Savoir Flair's audience is **highly engaged**, digitally active, and consistently returning to **consume content** across platforms.

Partnership Opportunities

SOCIAL FORMATS



Grace Yourself

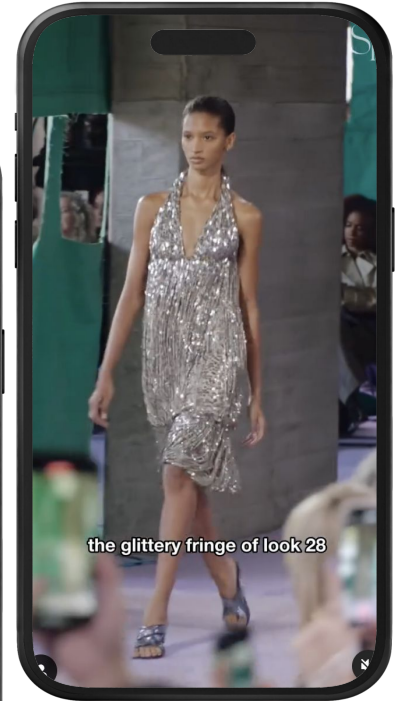
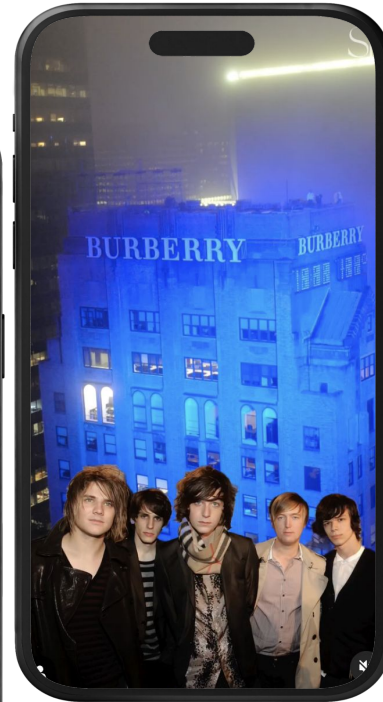
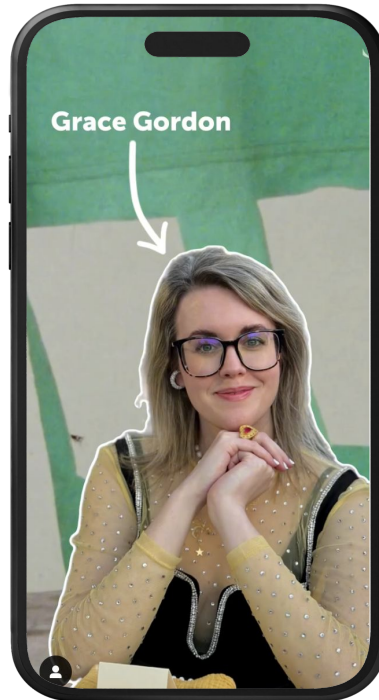
Fashion commentary can often feel inaccessible to the casual viewer, but the *Grace Yourself* series changes that. This social-media format blends education and entertainment, using relatable references and a playful tone to make fashion approachable, engaging, and fun for all audiences.

AVG VIDEO VIEWS

370k

AVG REACTIONS

10k



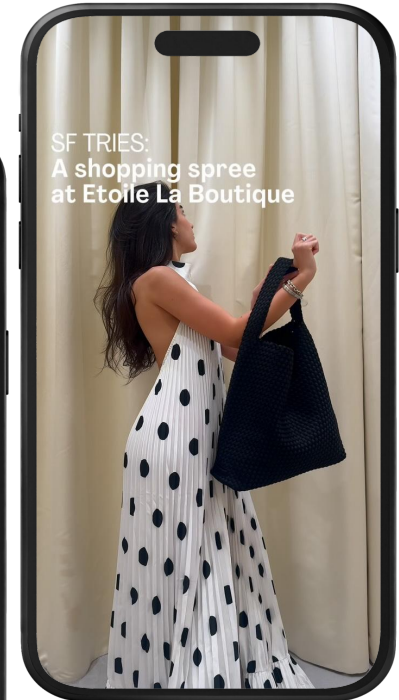
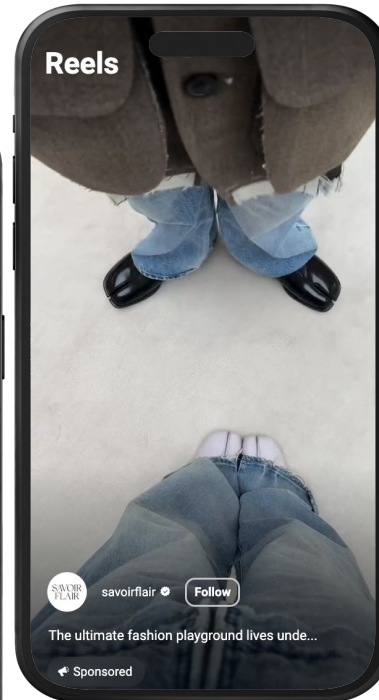
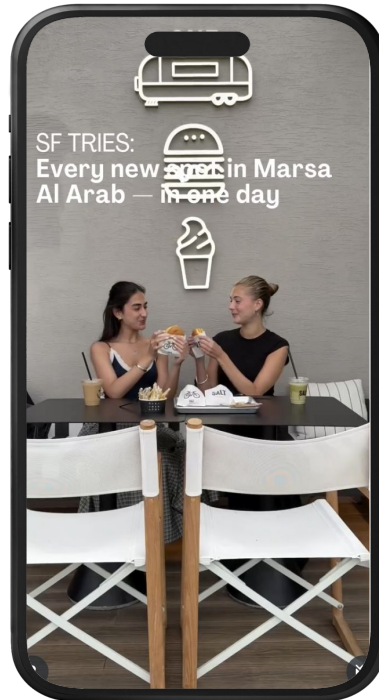
SF Tries

SF Tries is a video format where a Savoir Flair editor visits a store, destination, or experience and shares their take on it. Shot and edited for social, the format highlights what to expect, what stands out, and why it's worth your time—all through a sharp, editorial lens.

[VIEW AN EXAMPLE](#)

AVG VIDEO VIEWS
760k

VIDEO COMPLETION RATE
5%



A Day in the Life

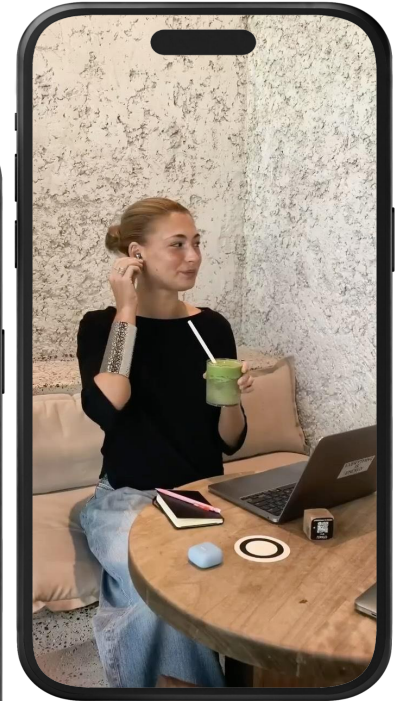
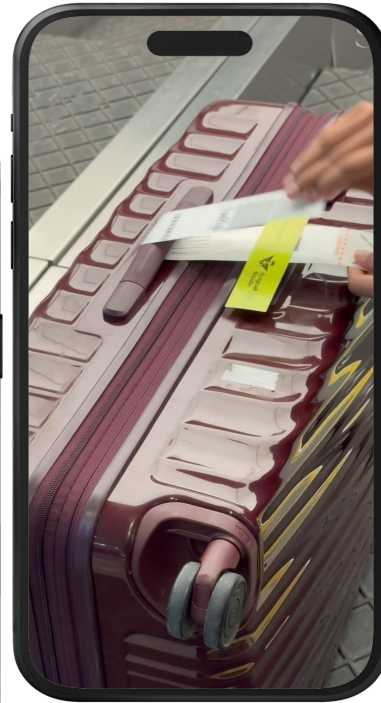
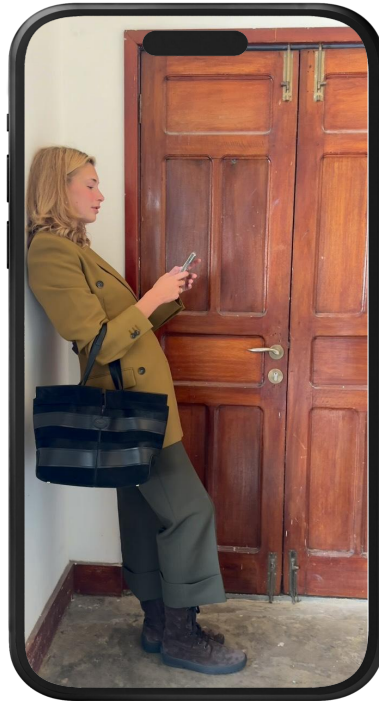
A strong way to showcase a product's USP is through *A Day in the Life* format, where a Savoir Flair editor takes it through real-life moments and settings. Captured in a natural, lifestyle-driven way, it highlights how the product performs, fits, and adds value throughout the day.

[VIEW AN EXAMPLE](#)

AVG VIDEO VIEWS

730k

8% VIDEO COMPLETION RATE

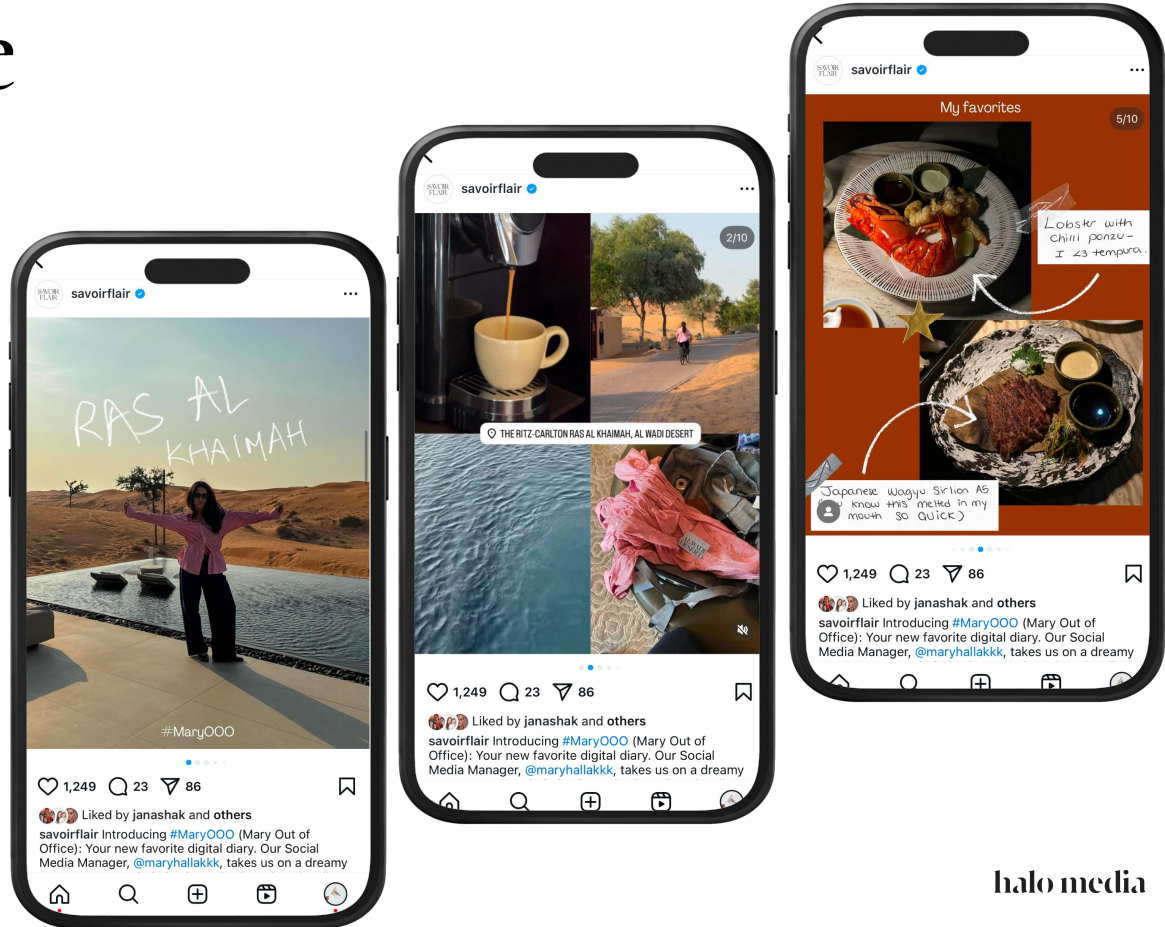


Out of Office

Out of Office, our new diary-style format that launched in 2025, is Savoir Flair's elevated take on the "photo dump", offering a fresh alternative to traditional reviews. By combining curated visuals with personal storytelling, it provides a concise yet captivating glimpse into an editor's adventures, making recaps more engaging and visually dynamic.

POTENTIAL REACH


260k





Partnership
Opportunities

SPECIAL EXECUTIONS

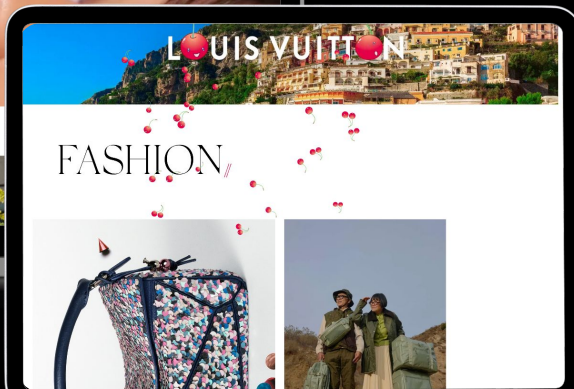
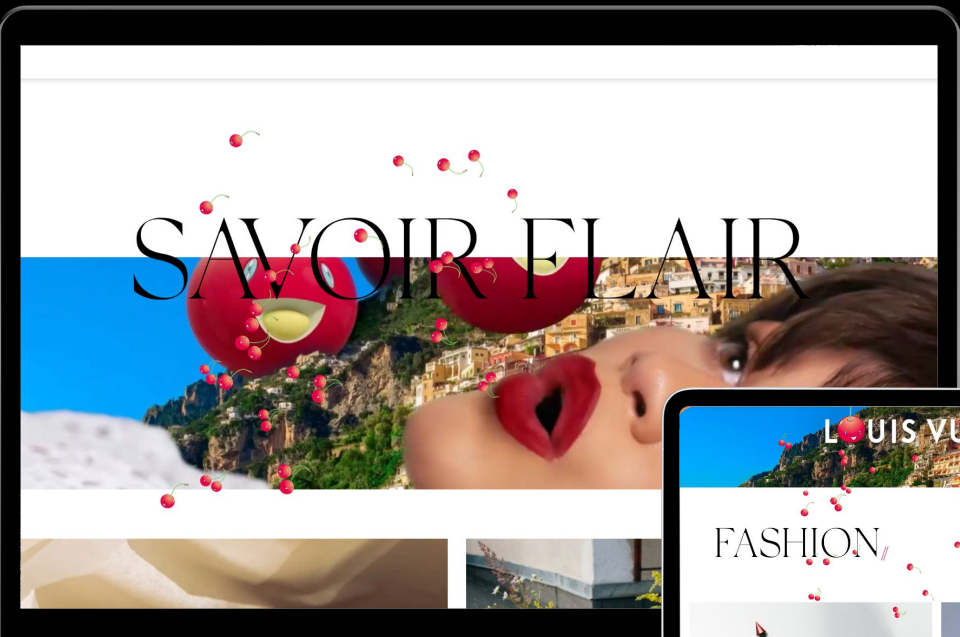
A woman with long dark hair is sitting on a grassy hillside overlooking a body of water and mountains. She is wearing a light-colored dress and holding a large Louis Vuitton bag with a blue and white pattern and red cherries. The scene is overlaid with several large, stylized red cherries on green stems, some of which are cut open to show a white pit. The background is a scenic landscape with a blue sea and mountains under a clear sky.

CASE STUDY

Louis Vuitton Resort Cherry

JUNE 9 - 19, 2025

Core Web Performance



110,159
TOTAL PAGE VIEWS

54,699
TOTAL UNIQUE PAGE VIEWS

62s
AVG ENGAGEMENT TIME
+170% ANNUAL AVERAGE

Source: Google Analytics 4 (GA4), Microsoft Clarity
Desktop traffic, GCC audience
Duration: June 9 to 19, 2025



Key Takeaways



FOOD
A Definitive List of the Best Japanese Restaurants in Dubai
SUMMITT READ | JULY 9, 2018



FOOD
5 Tips for Baking the Best Cookies You've Ever Had
SUMMITT READ | JULY 6, 2018



Reviewed and Approved:

Video Masthead

Viewed by **98%** of users, with an estimated **669,000 full views** across 110,159 page views, based on an average engagement time of 62 seconds.

Brand Animation

Delivered an estimated **881,000–991,000** total exposures (8–9 per session), reinforcing visual presence above the fold without disrupting user behavior.

Custom Cursor

Enabled **16,513** recorded clicks, turning standard interactions into branded touchpoints that enhanced engagement.

Coming
Soon



Website Overlay

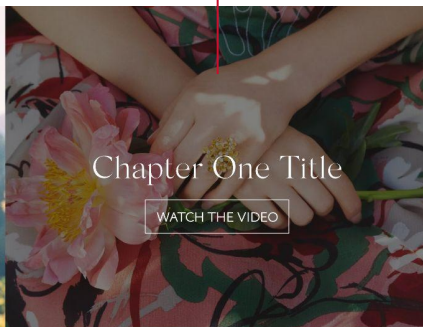
A collapsible placement that acts as an omnichannel snapshot, featuring linked elements like an article or microsite, social posts, and embedded objects.

The activation is available in one- to three-day packages.

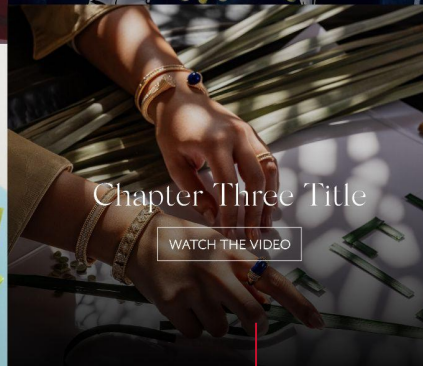
Experiential Content Page



Direct link to content



Direct link to content



Swipe up to collapse

Interactive Element or GIF

Direct link to content



Partnership
Opportunities

NATIVE FORMATS

Native | INTERACTIVE FORMATS

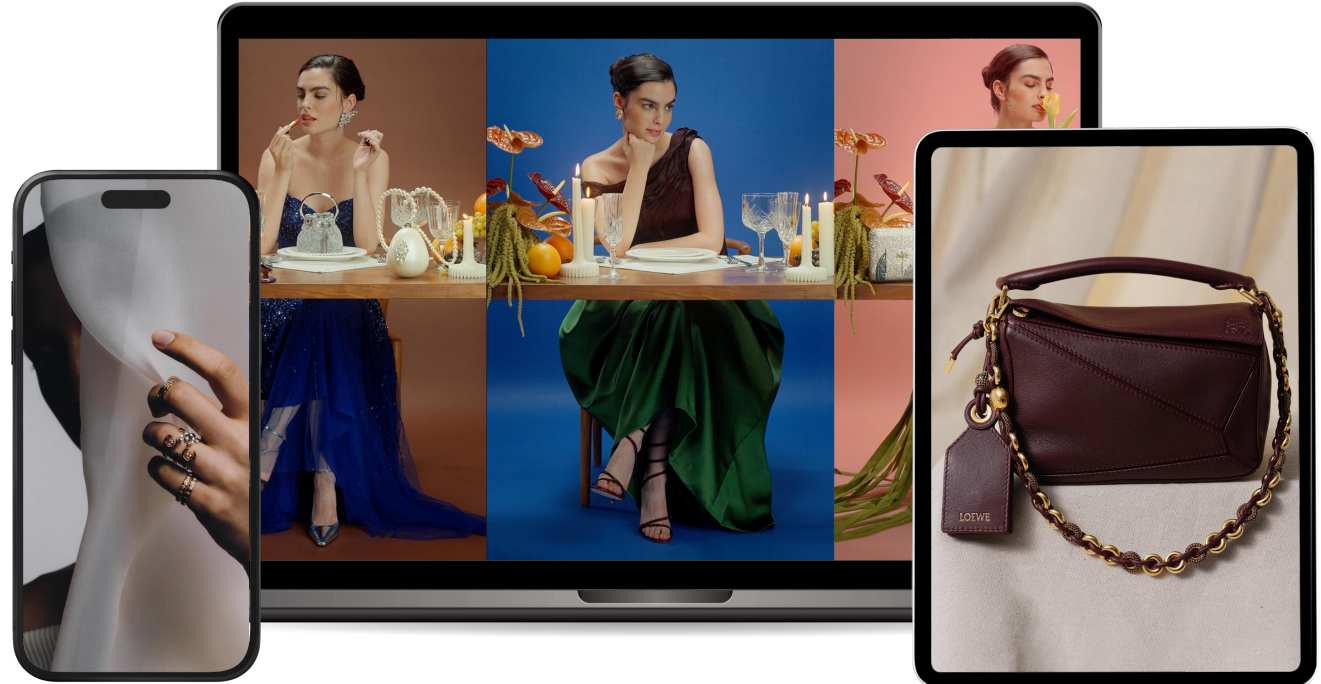
Savoir Flair's interactive formats leverage modular website layouts to maximize audience engagement. From shoppable features and interactive quizzes to curated guides and more, these formats offer dynamic ways for users to connect with content while enhancing the overall experience.

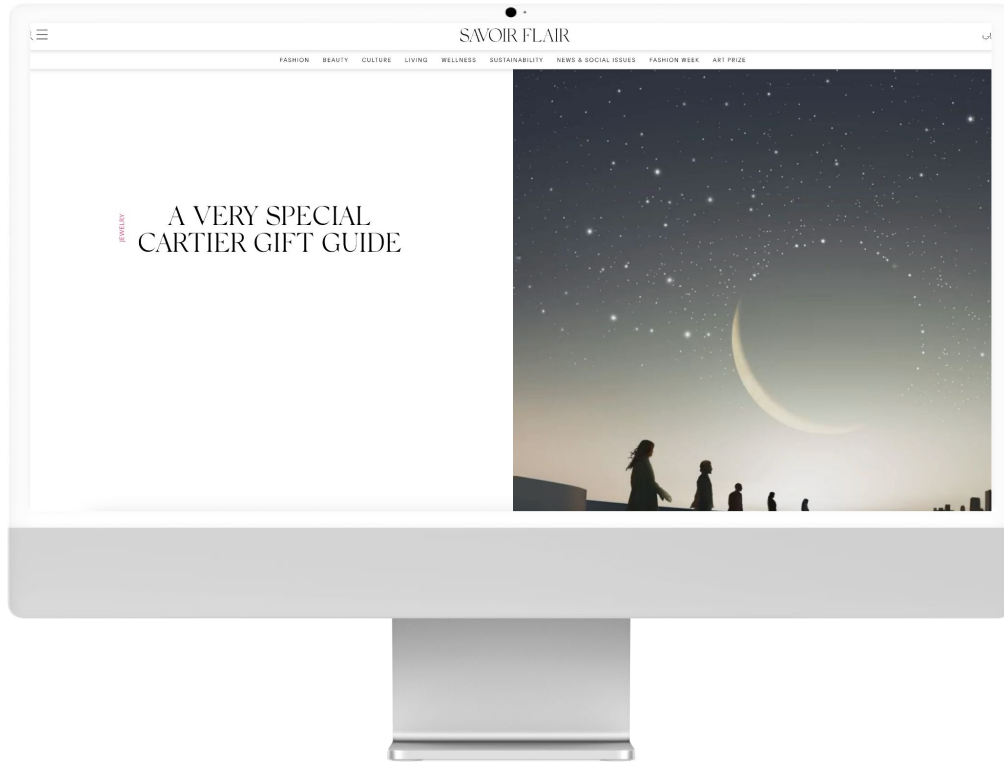
Click to view an example:

[SHOPPABLE](#)

[GUIDE](#)

[QUIZ](#)





22k

TOTAL PAGE VIEWS

KPIs: 15k

14k

TOTAL UNIQUE PAGE VIEWS

47s

AVG ENGAGEMENT TIME

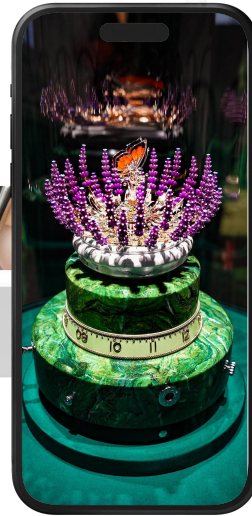


VAN CLEEF & ARPELS

A FRESH LOOK AT THE POETRY OF TIME

The Maison opens its world through a cabinet of curiosities, archival material, and patrimonial pieces. Watchmaking benches and *métiers d'art* stations allow visitors to observe enamel, engraving, and miniature painting up close, while dedicated alcoves present the themes that define its identity, including ballet, fairies, astronomy, nature, and love stories.

INSIDE THE
WATCHMAKING
PHILOSOPHY



1.2m

SOCIAL IMPRESSIONS

KPIs: 600k

1m 29s

AVG ENGAGEMENT TIME

on ARTICLE



If there's one thing I've learned after years of testing foundations, it's that the "perfect" one is like a mythical unicorn—often talked about, rarely found. Some foundations ace the finish but fail at longevity. Others have the right coverage but feel like a mask. And then there are those that promise to be weightless but disappear by midday. So when **Anastasia Beverly Hills** announced its Impeccable Blurring Second-Skin Matte Foundation, I was cautiously optimistic. But after a few weeks of wear, I can confidently say: This is it. This is the one.

Anastasia Beverly Hills has already cemented itself as a powerhouse in beauty, revolutionizing the way we approach brows. But foundation? That's an entirely different playing field—one that's notoriously hard to perfect. Yet, the brand has done it with this Impeccable Blurring Second-Skin Matte Foundation.

Let's start with the formula. It delivers medium-to-full coverage, yet somehow manages to feel weightless, as if your skin is still breathing underneath. It's powered by Precision Blur Technology, which means it smooths fine lines, minimizes pores, and controls oil while keeping your complexion looking fresh—not flat. Think of it as the soft-focus filter of your dreams, but IRL.

20k

AVG. MONTHLY PAGE VIEWS

3m 9s

AVG. ENGAGEMENT TIME



For decades, the fashion industry has operated with an almost unquestioned dependence on water. It is the engine behind every stage of garment production, from the fields where cotton is grown to the dye houses where fabrics are transformed into the colors and patterns we recognize on store shelves. Yet the true cost of this dependence has long been hidden from the average consumer. A simple pair of jeans, for example, carries an *astounding water footprint*, one that would fill dozens of bathtubs. Multiply that by the *billions of garments produced each year*, and the scale becomes almost unfathomable.

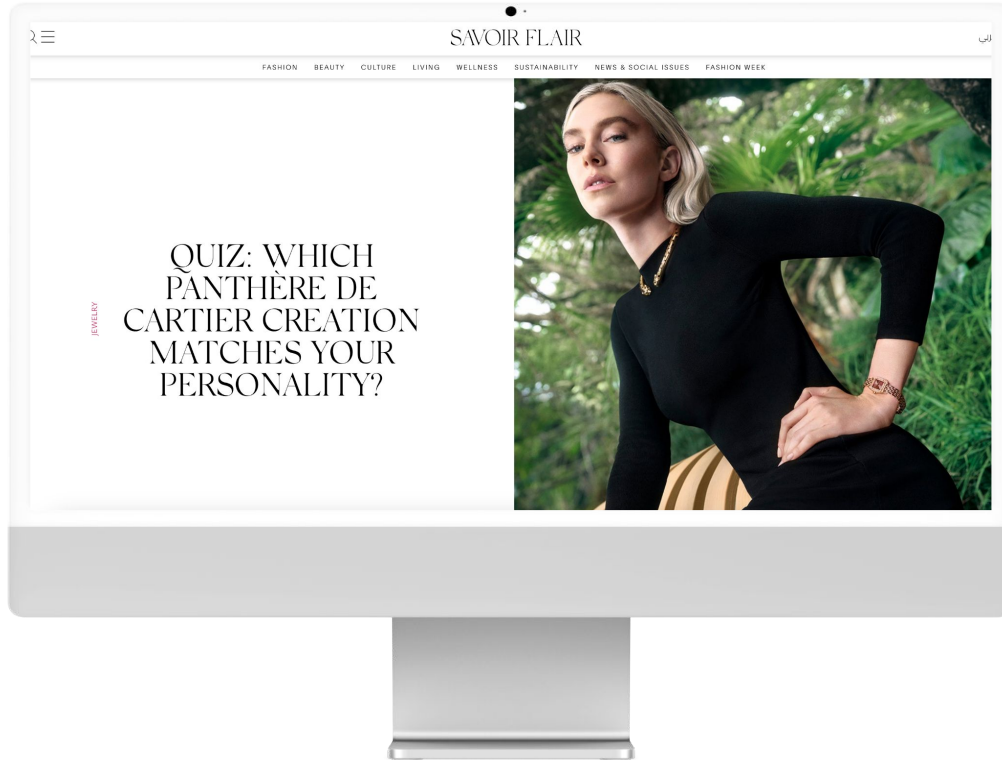
This is not a new problem, but it is one that can no longer be ignored. As the global population grows and climate pressures intensify, the fashion industry's water consumption has become a glaring contradiction in a world striving for sustainability. And in the Middle East, particularly the UAE, the urgency is even more pronounced. The region's ambitious sustainability goals have created a moment where innovation is not just welcome but necessary.

The UAE has been vocal about its commitment to environmental stewardship, embedding sustainability into its national strategies and long-term vision. Under the *National Water Strategy 2036*

14k
TOTAL PAGE VIEWS
KPIs: 5k

10k
TOTAL UNIQUE PAGE VIEWS

1m 34s
AVG ENGAGEMENT TIME



37k

TOTAL PAGE VIEWS

KPIs: 15k

27k

TOTAL UNIQUE PAGE VIEWS

41s

AVG ENGAGEMENT TIME

Native | RETROSPECTIVE (TIMELINE)

The Retrospective (Timeline) format, perfected by Savoir Flair, is designed for stories that shine through a chronological narrative. Ideal for showcasing archival images and rich historical details, it brings the past to life in an engaging, visually compelling way that resonates with audiences.

Click to view an example:

[CARTIER TRINITY](#)

[LOUIS VUITTON](#)

[SWAROVSKI](#)





38k
TOTAL PAGE VIEWS
KPIs: 10k

442k
VIDEO VIEWS

22%
VIDEO COMPLETION RATE

A woman with dark hair and sunglasses is sitting on a large, plush, reddish-brown leather sofa. She is wearing a thick, dark brown fur coat over a black top. Her legs are crossed at the ankles, and she is wearing black high-heeled shoes with white stripes. A small, light-colored handbag is resting on the sofa next to her. The background is a textured, grey wall.

Partnership
Opportunities

SECTION TAKEOVER



- Position any category page or vertical on Savoir Flair (Fashion, Watches & Jewelry, Beauty, etc.) as a leading platform for editorial storytelling.
- Establish a single-brand sponsorship with focused coverage on key products and emerging names.
- Educate audiences through in-depth content highlighting craftsmanship, heritage, and innovation.

EST. REACH per MONTH

150k
PAGE VIEWS

LOGO PLACEMENT

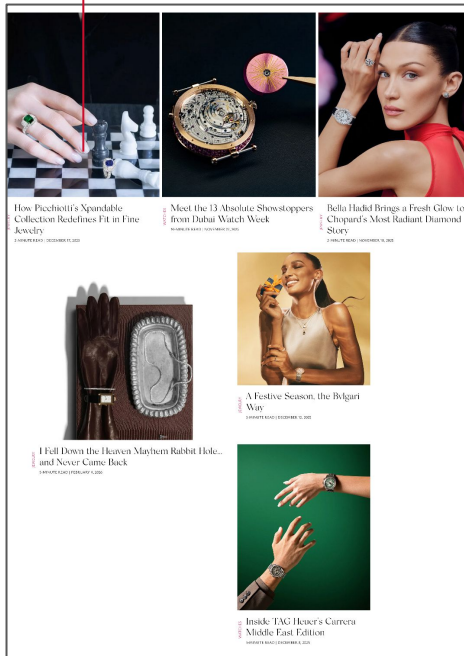


صديقي القابضة
SEDDIQI HOLDING

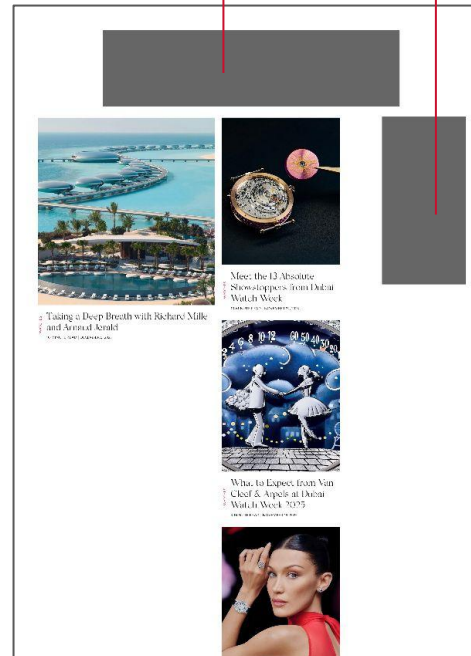
WATCHES &
JEWELRY

VIDEO MASTHEAD

FEATURED ARTICLES (Hero Content)



ADDED VALUE ROS DISPLAY BANNERS



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SAVOIR FLAIR



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