



CREATING CELEBRATING SUPPORTING

Sekka is an international, independent media brand and creative and communications consultancy.

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THE **FOUNDERS**

MANAR ALHINAI

CHIEF EXECUTIVE OFFICER

Manar is a seasoned international journalist, speaker, entrepreneur, events manager, communications and creative consultant. She oversees the overall strategy and business development at Sekka. Her words have been published in Sekka, CNN, BBC, National Geographic, The National, Vogue, and more.

SHARIFAH ALHINAI

CHIEF OPERATING OFFICER

Educated at the University of Oxford, Sharifah is a seasoned international journalist, speaker, events manager, entrepreneur, media and creative consultant. She oversees content development, and overall operations at Sekka. Her words have been published in Sekka, BBC, Entrepreneur, National Geographic, and more.

CREATIVE AND COMMUNICATIONS CONSULTANCY

We offer a wide range of creative and communications consultancy services for individuals and entities across the globe.

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CONSULTANCY SERVICES MENU

Experiences

- Event creative direction
- Event concept development
- Brand and consumer activations
- Masterclasses and workshops
- Guest relations and management
- Events production and logistics management

Creative & Communications

- Media relations
- Internal communications
- External communications
- Content development
- Creative and art direction
- Research development

Brand Building

- Vision and positioning
- Personal brand development
- Messaging and storytelling
- Tone of voice development
- Reputation management
- Community engagement

Strategy

- Communications strategy
- Campaign strategy
- Partnerships and collaborations
- Brand, product and event launches

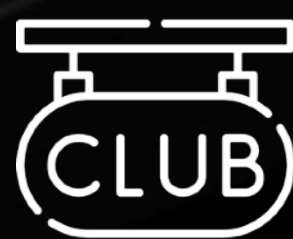
50M+

Across print, digital, events
and social media

IMPACT AND REACH



Magazine



Sekka Club



Content production studio



Events



Creative consultancy



Digital



Sekka Literary Prize



Workshops



Sekka Creative Festival



Editorial partnerships



E-Newsletters



Virtual events



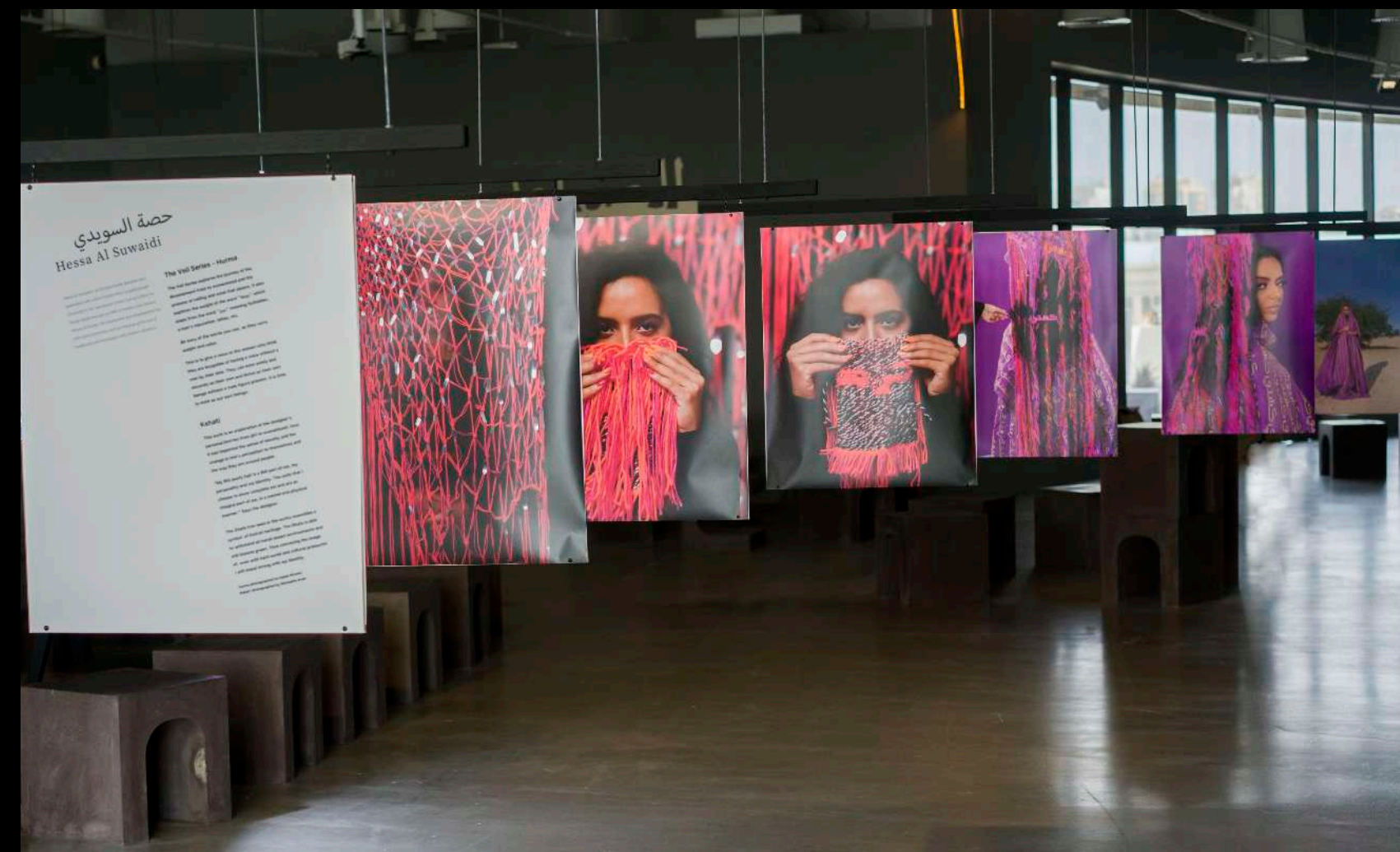
Social media



VIP gifting

INSPIRATIONAL EVENTS

Sekka's LIVE and virtual events celebrate creatives and inspire ideas.



ART EVENT: AHLAM EL-ASR

Ahlam El Asr was an art exhibition that featured four Omani artists. It was the first event to be held at Muttrah Fort, a 16th century fort located at the heart of Muscat, Oman. Sekka collaborated with Omani initiatives, companies, and artists to bring the community together in an event like no other. It was attended by royals, ministers, diplomats, and proved to be one of Oman's most successful art events in 2022.

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PROGRAMME DEVELOPMENT: SHARJAH ENTREPRENEURSHIP FESTIVAL 2022

Sekka partnered with Sheraa- Sharjah Entrepreneurship Center, to develop and execute the Creative Economy Stage programme at Sharjah Entrepreneurship Festival, to be held in December 2022. Sekka's team developed a programme featuring keynotes, panel discussions, presentations, masterclasses, activations, and performances.



ART EVENT: THE WOMEN SERIES

The Woman Series was an art exhibition executed by Sekka and 1971 Design Space in Sharjah, United Arab Emirates. Held in March 2022 in celebration of International Women's Day, the exhibition featured the works of three GCC female artists: Budoor Al Riyami, Maha Al Asaker, and Hessa Al Suwaidi.

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SEKKA MAGAZINE

Our magazine issues are published three times a year in print and digital formats and are available through our network of global stockists in the USA, Europe, and internationally. Sekka is also available for flyers onboard the following airlines: Etihad, Qatar Airways, British Airways, Cathay Pacific, Jet Blue, Air Canada, Turkish Airlines, and more.

WE EMPOWER ARAB TALENTS



We work with over **100 Arab journalists** and creatives who are dedicated to our mission.



All projects and content produced by Sekka help empower talents from the region.

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CELEBRATING CHANGEMAKERS



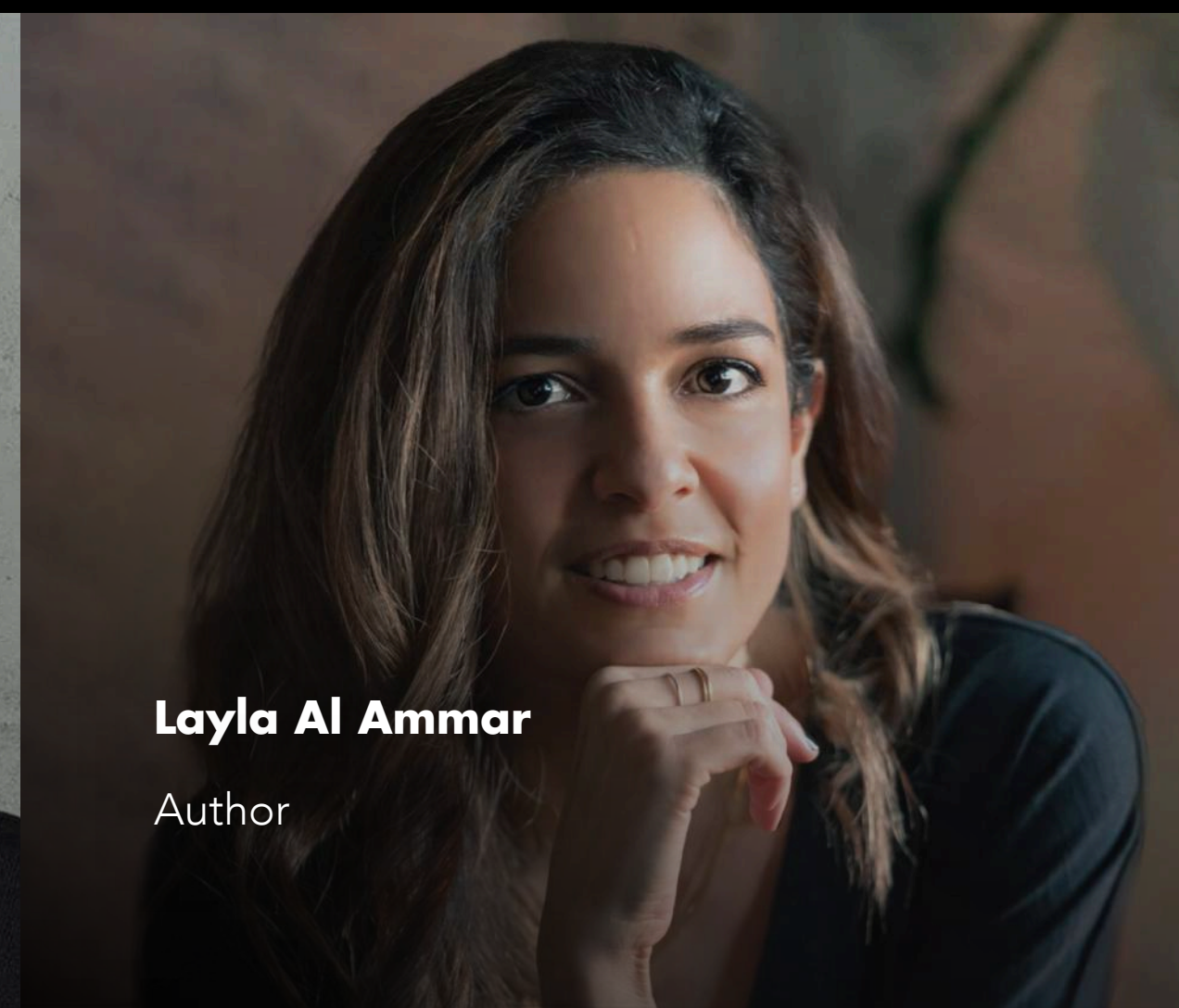
H.H. Sheikha Bodour Al Qassmi

President of the International Publishers Association



Humood Al Khudher

Pop singer



Layla Al Ammar

Author



Omar Farooq

Media personality



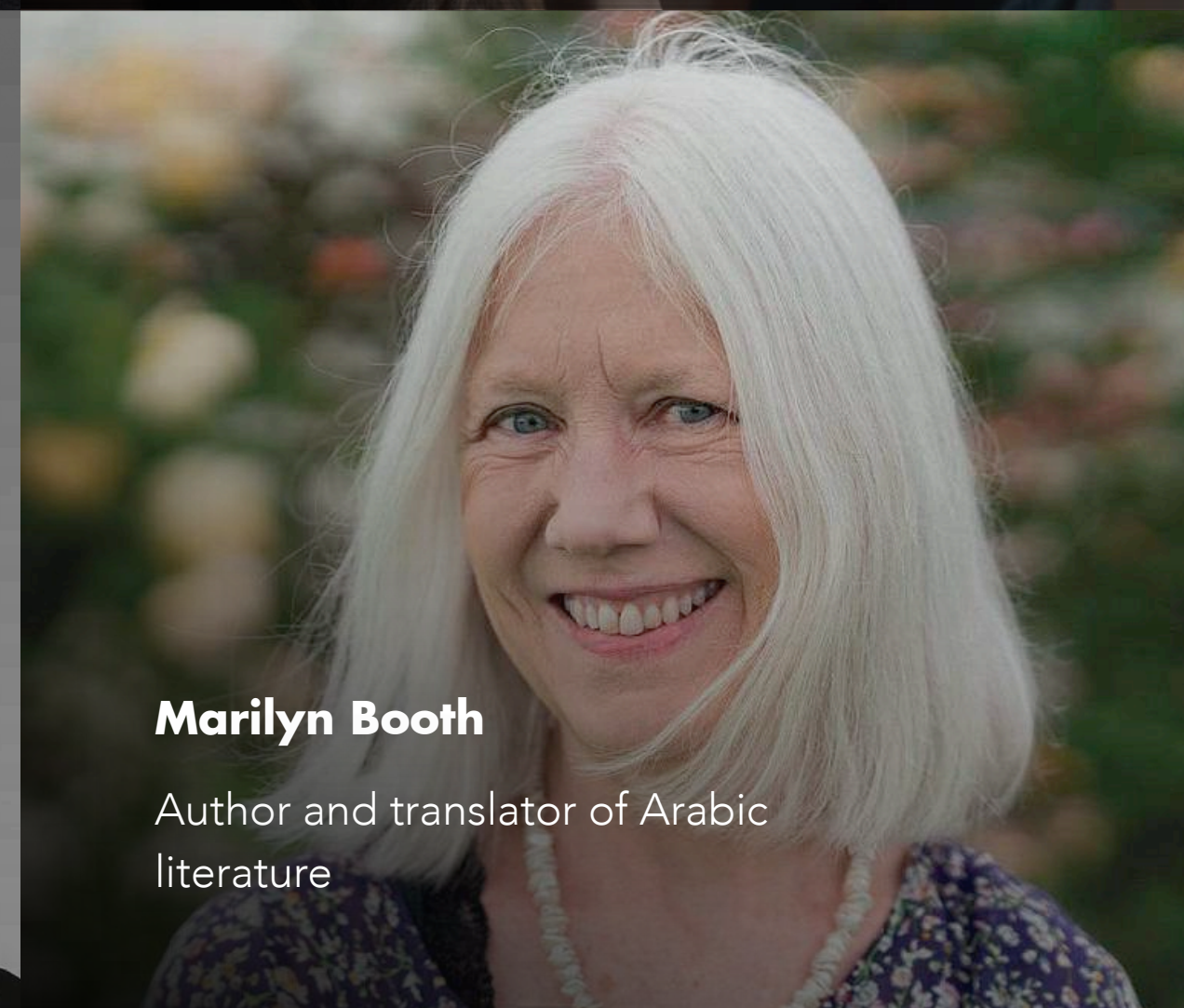
H.H. Sayyida Meyyan Shihab Al Said

Artist



H.E. Noura Al Kaabi

Minister of Culture and Youth for the UAE



Marilyn Booth

Author and translator of Arabic literature



H.E. Zaki Nusseibah

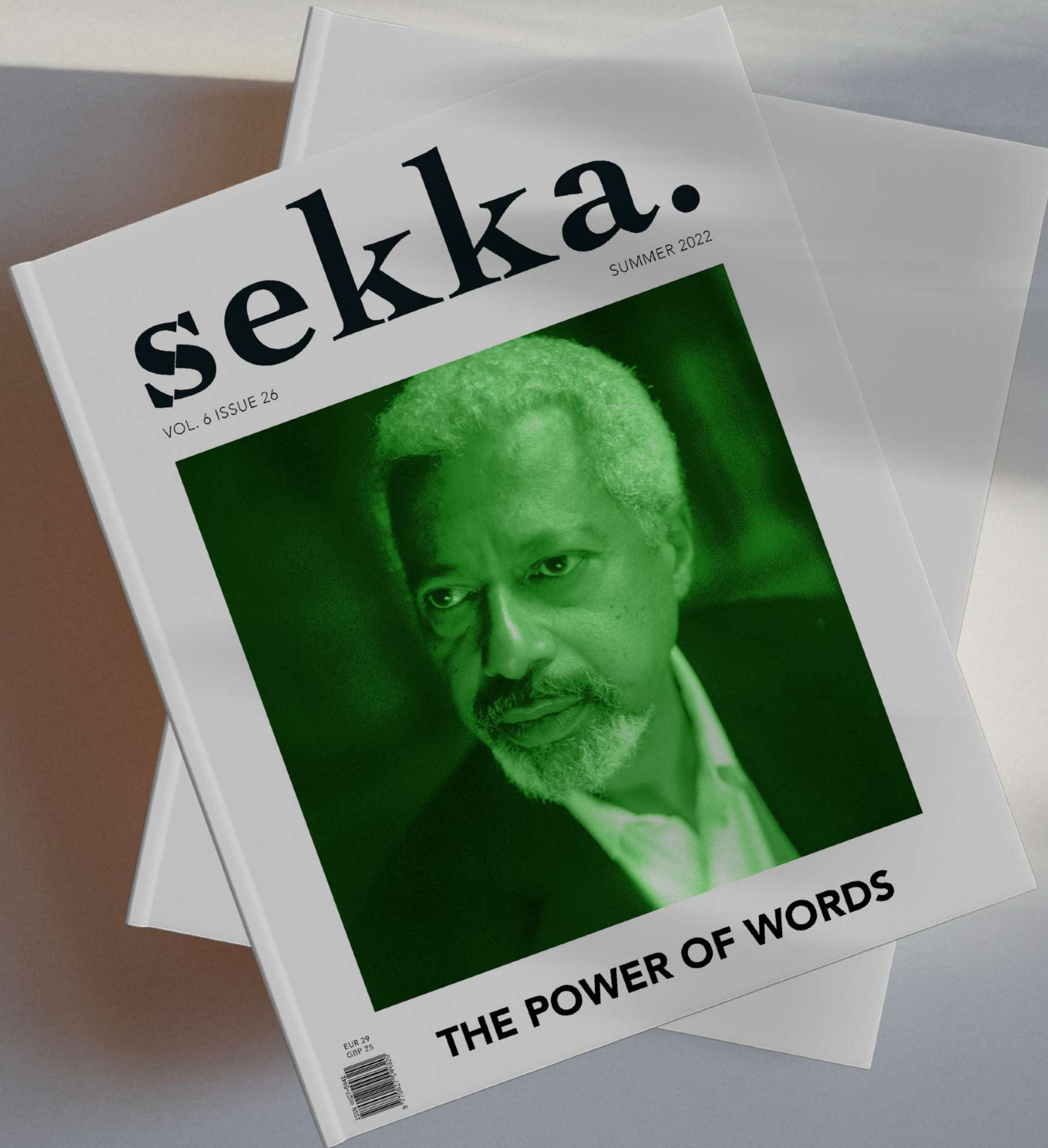
Cultural adviser to the President of the UAE

SEKKA CLUB

Sekka Club is the international society for Sekka's readers. Club members receive our exclusive newsletter as well as invitations to exclusive co-branded and happenings around the world.

Brand collaborations:





SEKKA LITERARY PRIZE

Sekka holds an annual literary prize competition, with the goal of empowering creative writers, and introducing emerging Arab pens to an international audience. The shortlisted and winning entries are published in our annual literature issue.

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ADVERTISERS



Government of Sharjah
Finance Department

حكومة الشارقة
دائرة المالية المركزية

MAGAZINE ADVERTISEMENT RATES

Advertisement Placement	Rate
Inside front cover - single page	USD 6000
Inside front cover - double page spread	USD 7000
Outside back cover	USD 7000
Inside back cover - single page	USD 6000
Inside back cover - double page speed	USD 7000
Inside double page spread -first 20 pages	USD 3500
Inside single page spread - first 20 pages	USD 2000
Inside double page spread	USD 2500

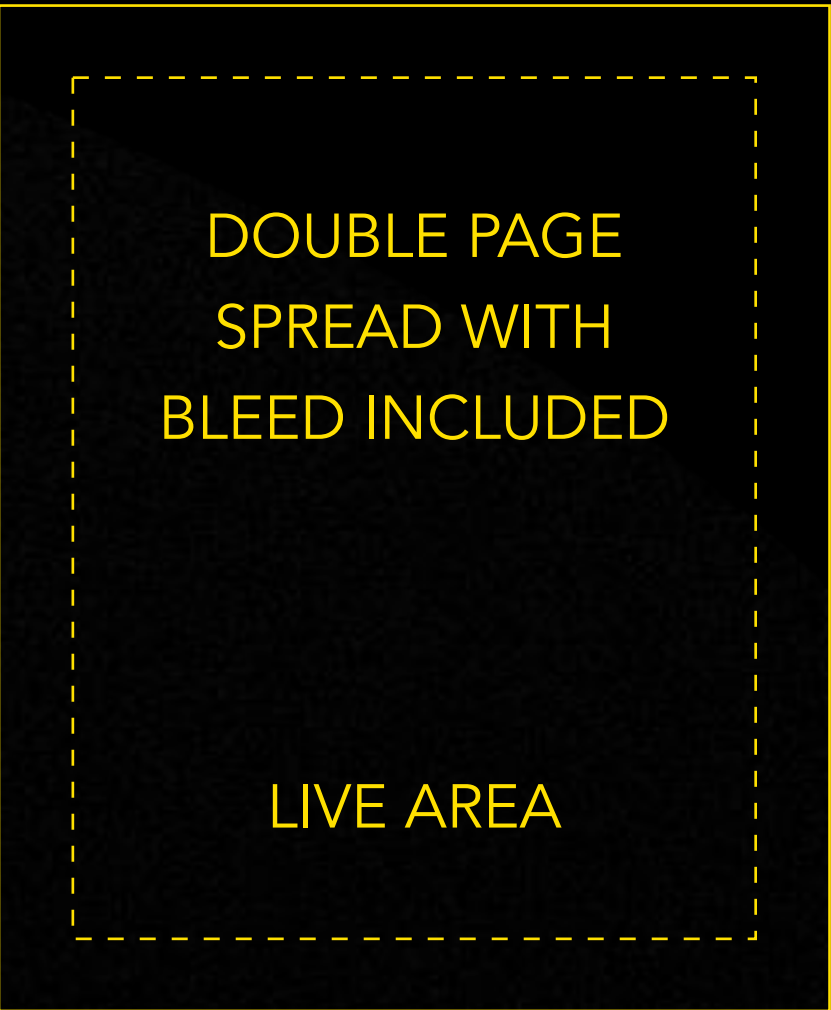
Advertisement Placement	Rate
Inside single page	USD 1400
Double page advertorial content by client in the first 20 pages	USD 3500
Double page advertorial content by Sekka in the first 20 pages	USD 4000
Single page advertorial content by client in the first 20 pages	USD 2000
Single page advertorial - content by Sekka	USD 2500

PRINT ADVERTISEMENT SPECS



Ad shape

Double Page Spread with bleed	Inches
+ Trim size	10.24" x 7.87"
+ Live area (per page)	09.84" x 7.09"
+ Bleed	08.11" x 7.87"
+ Gutter: 0.333" /0p ⁴	+0.2" from spine



Ad shape

Double Page Spread with bleed	Inches
+ Live area	9.84" x 7.09"
+ Gutter: 0.333" /0p ⁴	+0.2" from spine

BRAND AND PUBLISHING PARTNERSHIPS

In line with our mission of building bridges between the Arab Gulf States and the wider Arab region, and the rest of the world, we welcome partnerships with international publishing houses to produce foreign-language editions of all our publications.

We seek collaborations with mission-driven brands interested in co-creating impactful projects that cater to our inquisitive Sekka audiences around the world.

TOP
ONLINE
AUDIENCE



United Arab
Emirates



United States of
America



Oman

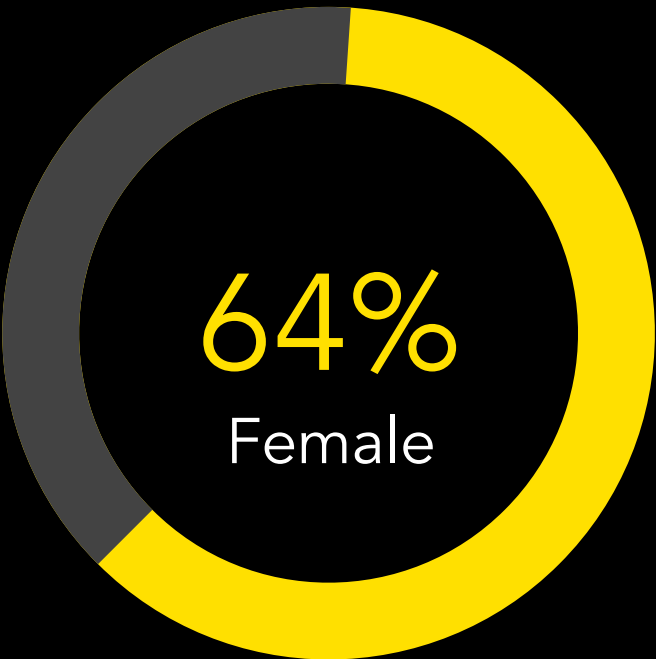
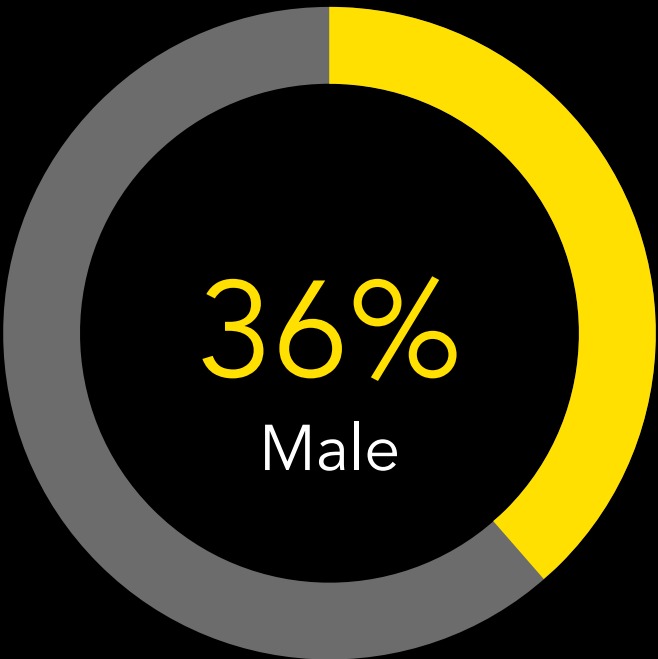


United
Kingdom



Saudi
Arabia

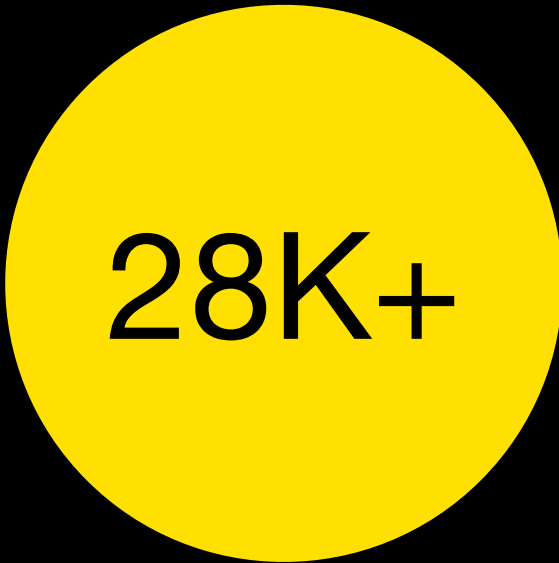
GENDER



AGE

25-34	45.1%
18-24	28.9%
35-44	17%
45-54	4%
13-17	2.6%
55-64	1%

SOCIAL
MEDIA
AUDIENCE



Instagram



Facebook



Twitter

35K+

Total



CONTACT US



www.sekkamag.com



admin@sekkamag.com



London, United Kingdom

FOLLOW US



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