

haws
haws



WHO ARE WE?

Fastest growing Online Lifestyle Magazine in the region with daily updates about everything you need to know, **LIKE A BAWS.**

BAWS is a lifestyle brand and a movement that will improve your life and knowledge.



BIGGER AUDIENCE

baws.ae has a far greater reach than the classical print-magazines and wider worldwide audience, which in turn means a larger audience for revenue.

BETTER INTERACTION

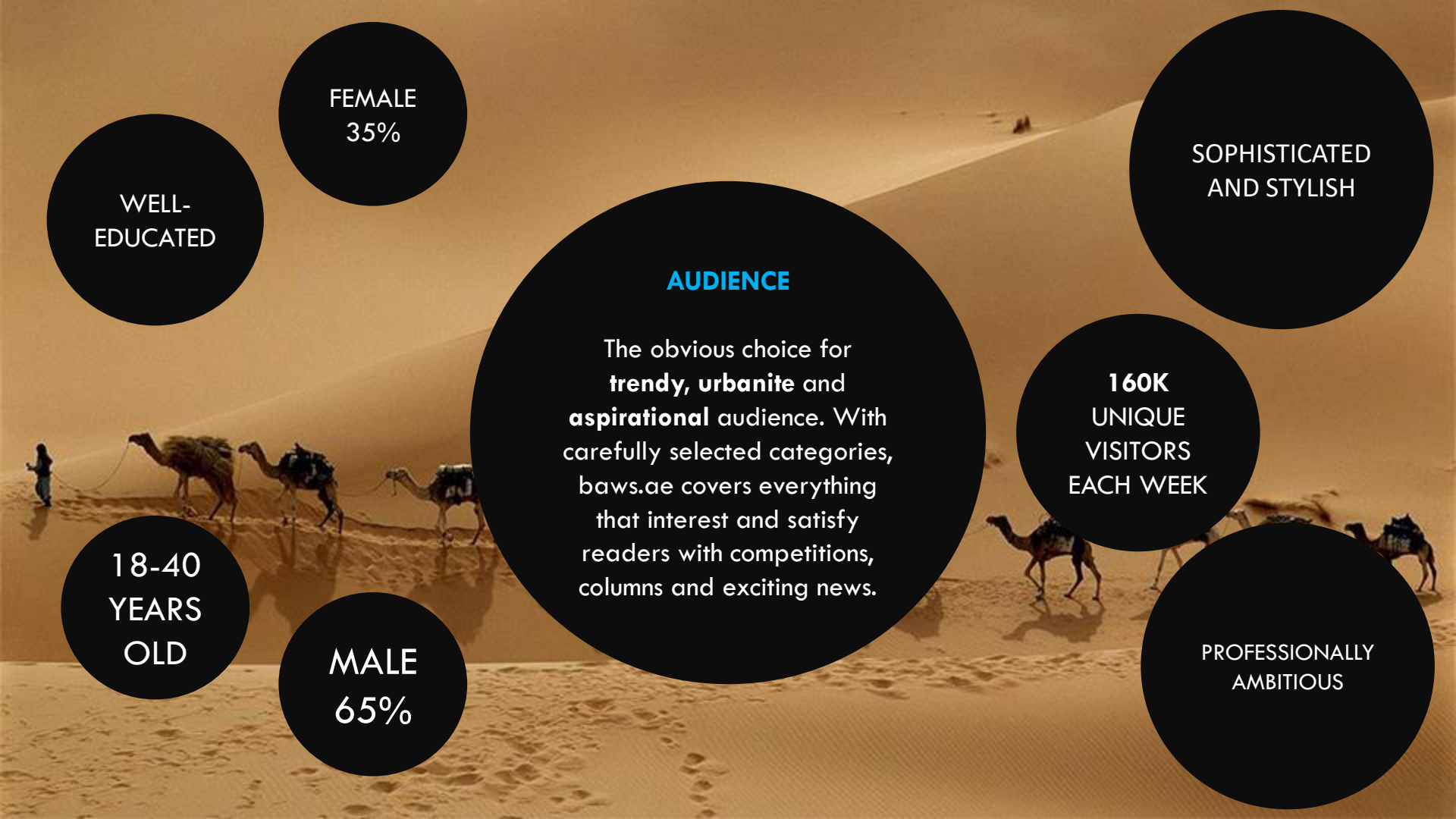
With online we adapt to the reader – you don't like what we are doing, tell us and we can change it. That said; we always set the trends.

WHY ONLINE?

CONVENIENCE

Readers no longer have to wait a week or a month for an update on the latest trends, releases, the must-have & must-know advices and events.

Updated daily, *baws.ae* brings fresh and engaging content that can be assessed on the reader's laptop, tablet or smartphone.



FEMALE
35%

WELL-
EDUCATED

SOPHISTICATED
AND STYLISH

AUDIENCE

The obvious choice for **trendy, urbanite** and **aspirational** audience. With carefully selected categories, baws.ae covers everything that interest and satisfy readers with competitions, columns and exciting news.

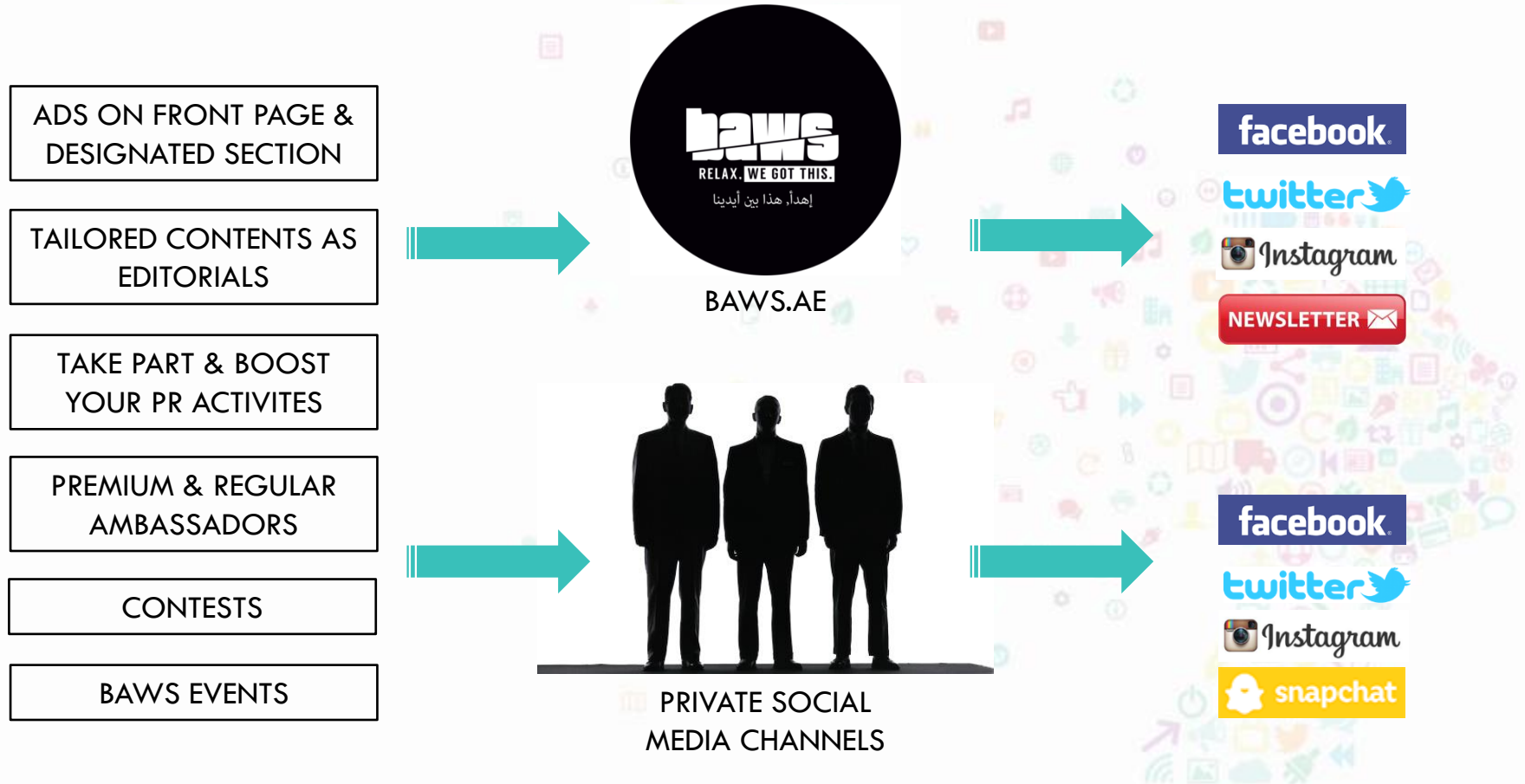
160K
UNIQUE
VISITORS
EACH WEEK

18-40
YEARS
OLD

MALE
65%

PROFESSIONALLY
AMBITIOUS

FLOW CHART OF BAWS.AE



Audience Overview

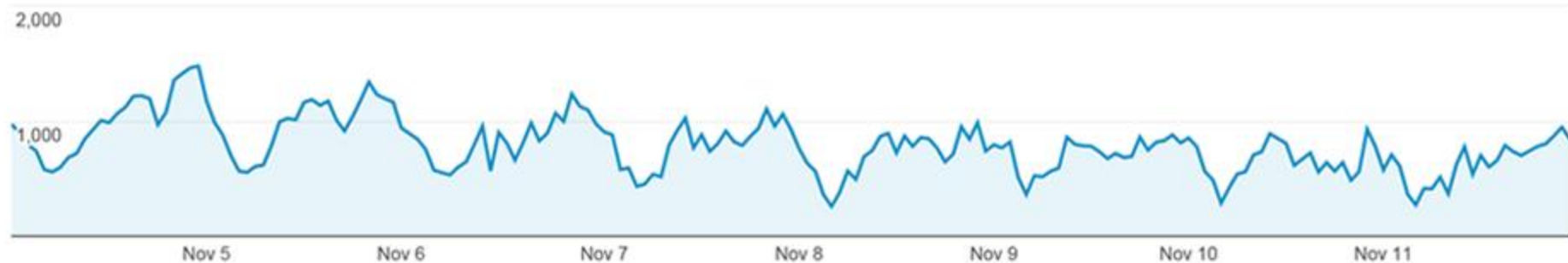
Nov 4, 2016 - Nov 11, 2016



All Users
100.00% Sessions

Overview

Sessions



Sessions

171,691

Users

164,049

Pageviews

898,929

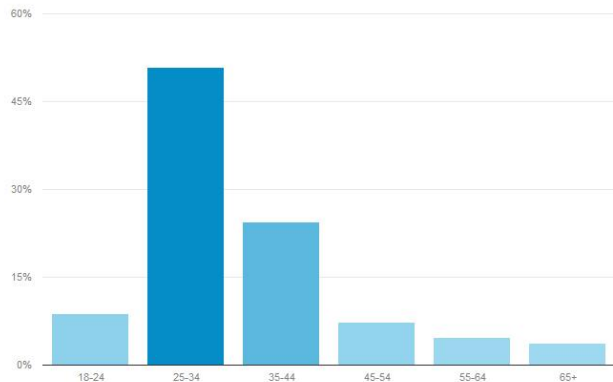
Pages / Session

5.86

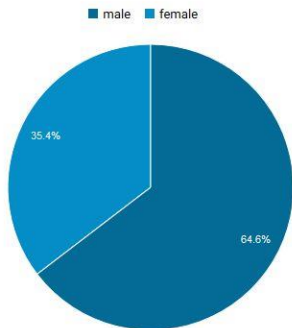
Avg. Session Duration

00:03:11

Age



Gender



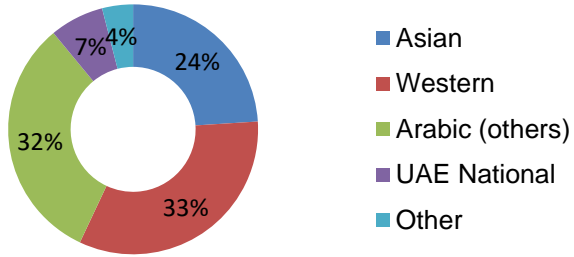
Country ?	Acquisition
	Sessions ? ↓
	164,049 % of Total: 100.00% (164,049)
1. United Arab Emirates	112,965 (68.86%)
2. Saudi Arabia	28,134 (17.15%)
3. Qatar	13,895 (8.47%)
4. Kuwait	6,004 (3.66%)
5. Bahrain	3,051 (1.86%)

Default Channel Grouping	Acquisition
	Sessions ? ↓
	164,049 % of Total: 100.00% (164,049)
1. Direct	97,562 (59.47%)
2. Social	37,419 (22.81%)
3. Referral	14,583 (8.89%)
4. Organic Search	8,842 (5.39%)
5. (Other)	5,643 (3.44%)

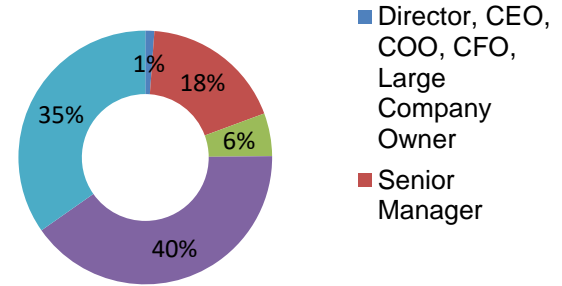
City ?	Acquisition
	Sessions ? ↓
	112,965 % of Total: 68.86% (164,049)
1. Dubai	65,396 (57.89%)
2. Abu Dhabi	24,299 (21.51%)
3. Sharjah	11,228 (9.94%)
4. Al Ain	7,739 (6.85%)
5. Ajman	4,303 (3.81%)



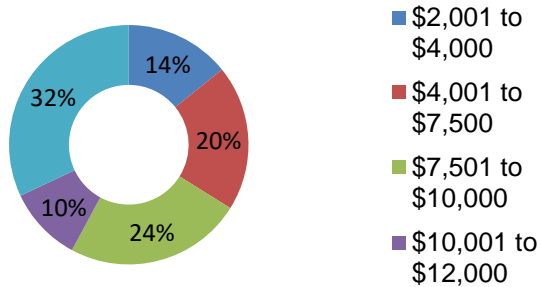
Nationality



Occupation



Income





DIGITAL MARKETING IS NO LONGER THE FUTURE.
THE FUTURE IS NOW.

JOIN THE MOVEMENT

WWW.BAWS.SE

WWW.BAWS.AE