

Media Pack
2011-12

emei

In Focus

The only global, multi format
Muslim lifestyle brand

emel is the world's premier Muslim lifestyle brand. A media house that is as unique as the opportunities it brings for both readers and advertisers, emel has a global reach with subscribers in over 60 countries, and distribution in the UK, US, Middle East and South East Asia. With a readership of 100,000, emel celebrates the very best of UK Muslim society with inspiring stories and practical ideas for living Islam with creative and imaginative ideas for every aspect of contemporary living- from interior decor to finance, fashion, health, sports and much more. emel has featured high-profile individuals in the Muslim world, including world heavyweight champion Muhammad Ali, entrepreneur and TV celebrity James Caan, BBC news presenter Mishal Hussain, premier league footballer Nicolas Anelka and many more.

Our Products

Originally launched as a bi-monthly title, emel has grown to become an international consumer brand.

Our products maintain their own individual reach — stemming from specific readership groups, to multiple platforms within a singular product.

At emel, we are constantly expanding our product range — committed to fulfilling the needs of our readership as best we can.



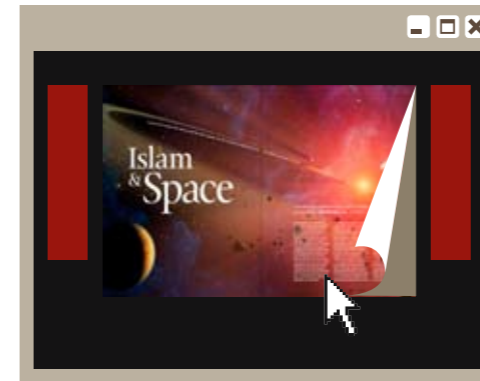
emel Magazine

100,000 readership
20,000 circulation



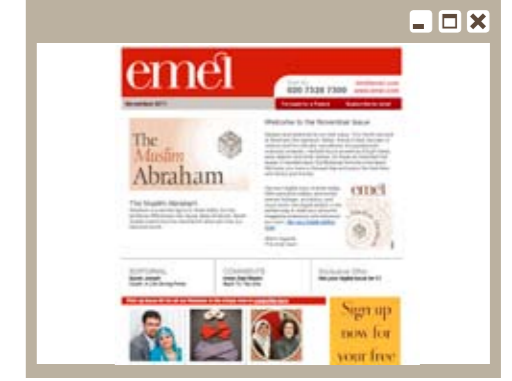
emel.com

2,000,000 page views since launch
40,000 visits a month



Digital Editions

Exclusive interactive content
International reach



e-zine

Distributed monthly
74,000+ reach



Embox — the Muslim Student Magazine

50,000 distribution
Termly publication



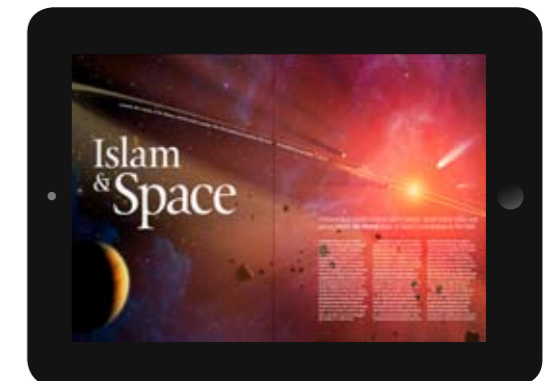
embox.co.uk

Full content website
Partnerships with prominent student bodies



Modestyle — the modest fashion guide

20,000 sign up in two weeks
Weekly newsletter



iPad App

Currently in development

Why Us?

emel celebrates a rich and diverse community that provides distinct and untapped opportunities for advertisers.

With emel you can reach British Muslim professionals, business people and especially today's Muslim woman. No other magazine captures the UK Muslim lifestyle market so extensively.

Our advertising department can help you access UK Muslims. Having received positive media coverage including features on the BBC, CNN and Aramco magazine, we know what works.

“emel is on the rise”
CNN

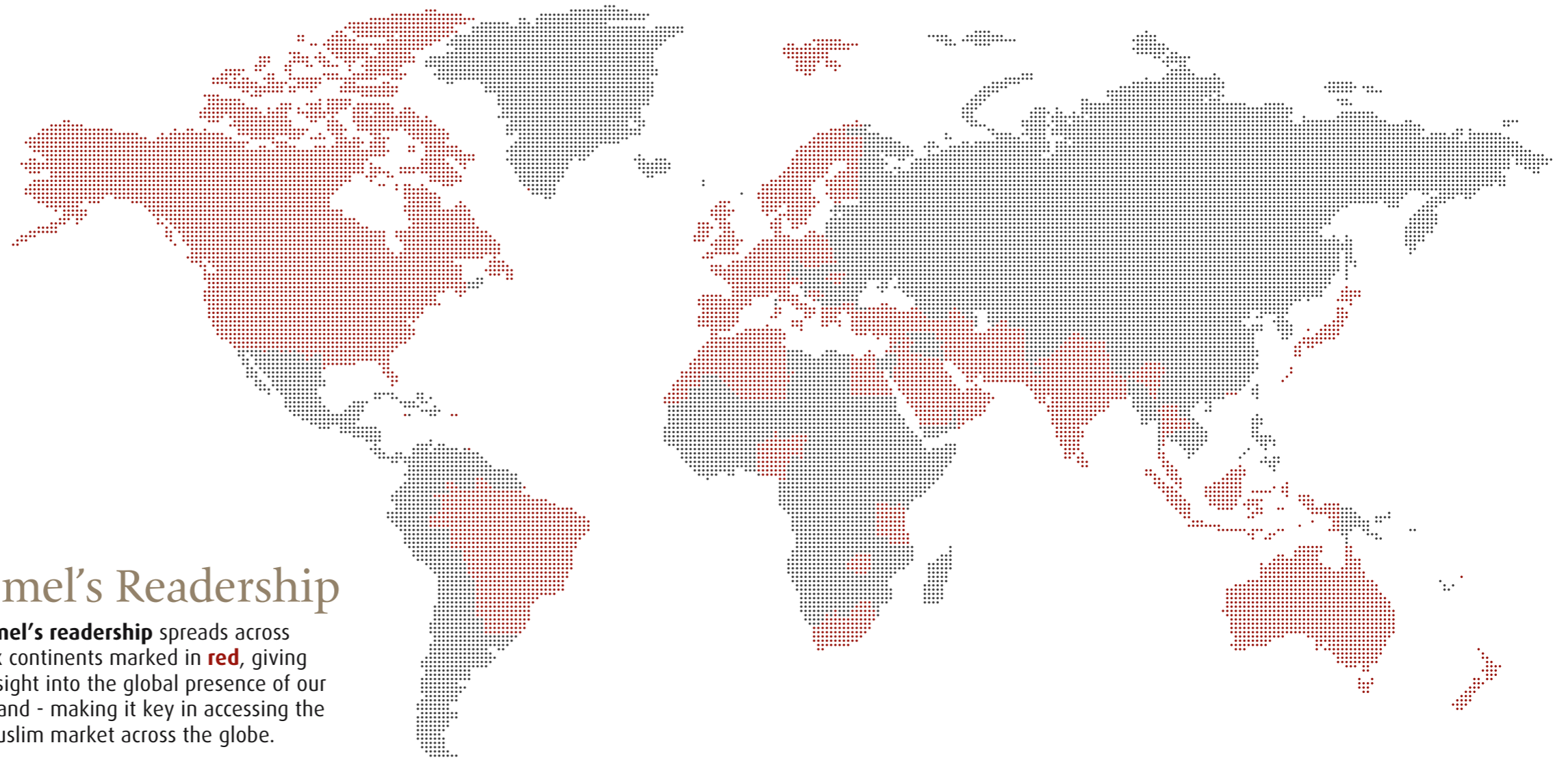
“emel has managed to produce a blend of current affairs, sport, politics, history, culture and even humour, and has got to the High Street without compromising itself”
Benjamin Zephaniah

“emel is more than just a ‘lifestyle magazine’; it is a statement made by British Muslims to say that we are proud and fully integrated members of this society”
Sami Yusuf

“The layout is striking and the content absorbing”
Sunday Times

“emel is a fascinating combination of lifestyle and faith”
Baroness Sayeeda Warsi

“A glossy that ranks up there with all the others, and with appeal well beyond the Muslim community”
Mishal Husain, BBC



“When emel was born, Islam around the world was gripped by fear and upheaval. Into this atmosphere stepped this bright, different magazine with excellent production values”
Rageh Omaar

“It is difficult to think of any publication which captures the kaleidoscope of our diverse society in such an engaging way as emel”
Michael Mansfield, QC

“emel led the way as the first lifestyle glossy in the British market, identifying itself fearlessly as a magazine of Muslim Lifestyle”
Professor Reina Lewis, London College of Fashion

The Muslim Market

The British Muslim consumer base of 1.8 million represents a spending power of £20.5 billion (Mintel)

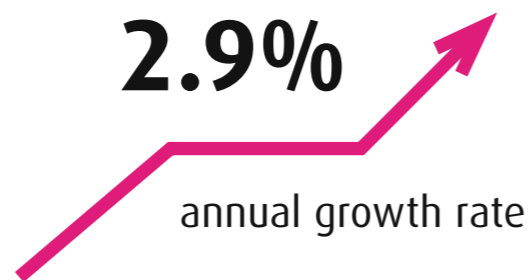
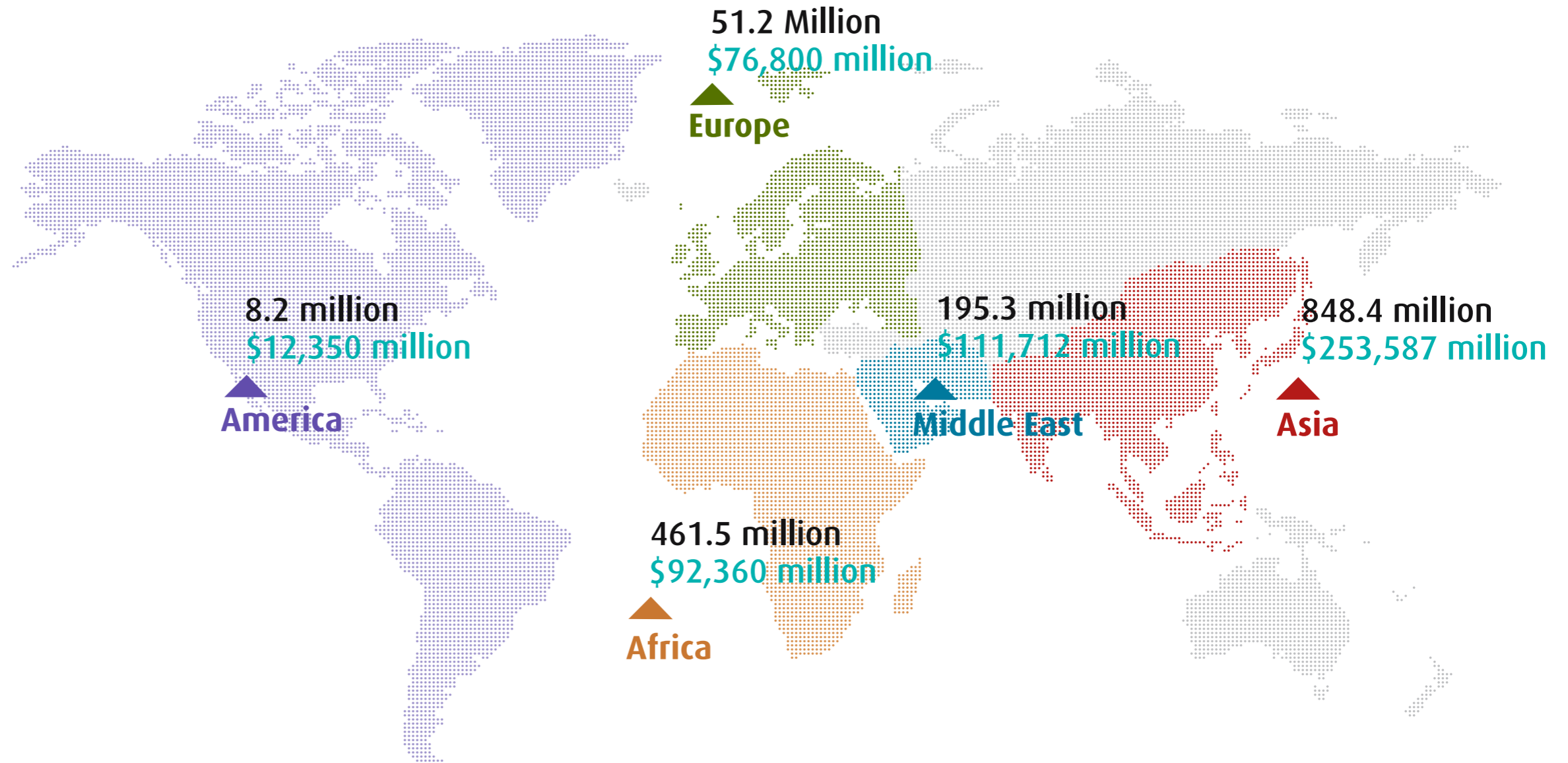
The Muslim consumer is viewed as a critically important segment for marketers, with the halal segment alone worth US\$2.1 trillion, and growing at US\$500 billion annually.

The Muslim market in the UK is certain to grow: it comprises 3% of the population, is Britain's second-largest faith group and has the youngest age profile.

According to the Global CEO of Ogilvy and Mather Worldwide, "Muslim consumers offer enormous potential to businesses around the world – but only if their values are fully understood."

With emel's balanced portrayal of an ethical and sustainable lifestyle, we are the gateway to the endless potential of the Muslim market.

Muslim Population
Market size US\$



is the annual growth rate of the Muslim population - the fastest to date.

"Seeking to tap the huge market, non-Muslim multinationals like Tesco, McDonald's and Nestlé have expanded their Muslim-friendly offerings and now control an estimated 90% of the global halal market."

TIME

£20.5 billion

is the combined spending power of 1.8 million British Muslim consumers.

www.emel.com/article?id=77&a_id=2150&c=2

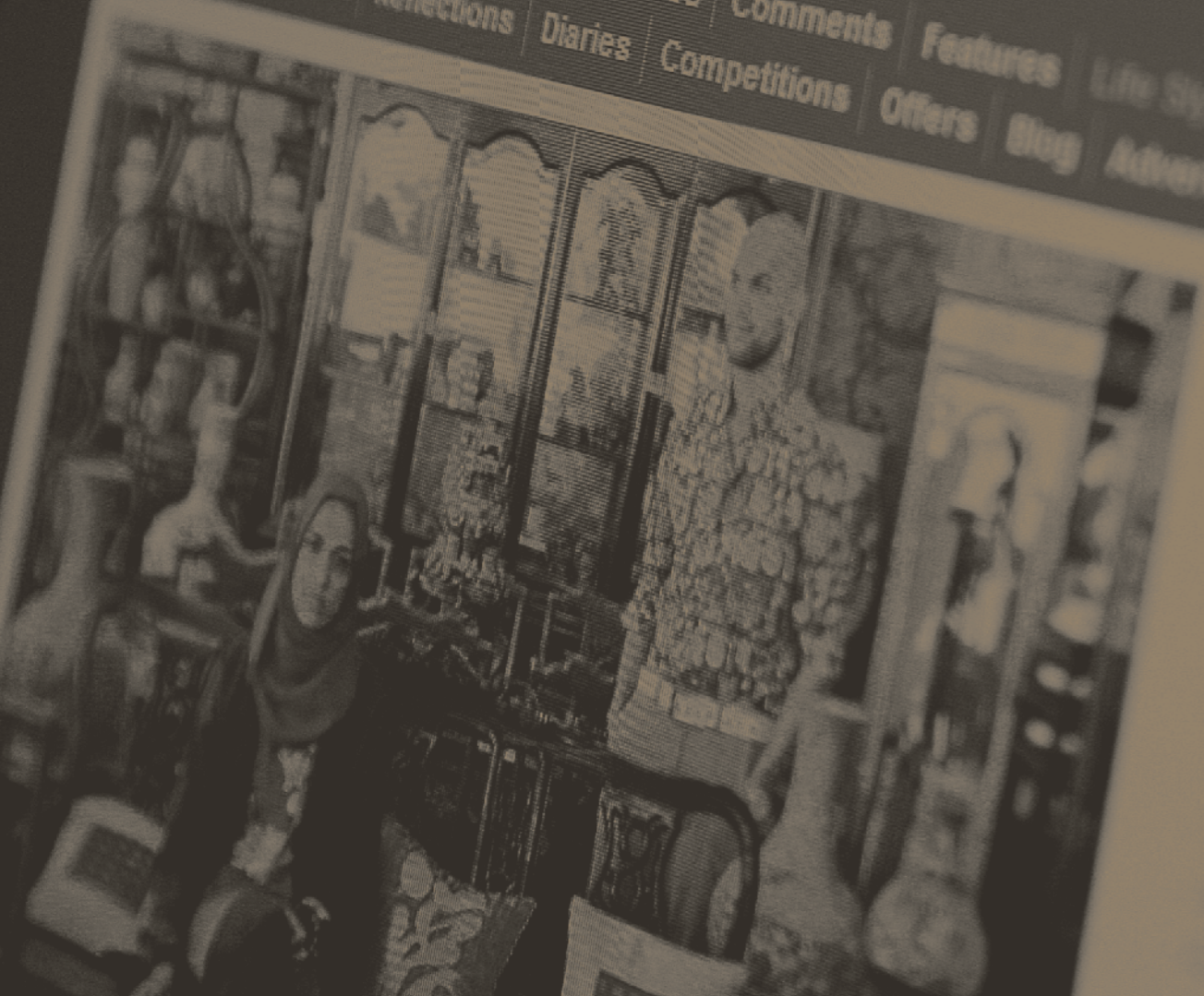
Suggested Sites: Web Slice Gallery Flash CS3 and CS4 A...

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Thursday, 30th September 2010

emel

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Online

emel.com launched in 2009. Since then we have witnessed an increase in page views, with 30% returning visitors and 70% new visitors. To date, emel.com has received over 2,000,000 page views.

emel.com receives on average, 45,000 global visits a month.

emel.com offers direct access to key features and articles at the click of a button, with an average monthly click-thru rate of 10%.

By advertising on emel.com, you have the opportunity to reach your core audience with guaranteed results - well above the industry standards through our targeted approach.

Our brand exposure through social networks is incredibly lucrative, with over 19million impressions on Facebook alone.

Our social media following, primarily on Facebook, is at 250,000, and rising every day.



Consultancy

emel can act as an interface between the Muslim market and your brand.

With in depth knowledge of Muslim demographics and purchasing habits, we can reach an audience which marketers recognise as one of the largest growth areas within the next three to five years.

emel utilises traditional methods of marketing such as print advertising, leaflets and much more, as well as in depth knowledge of new and social media formats.

Through our extensive knowledge and understanding of the Muslim market, we can build a campaign for your brand.



Motoring

Brand loyal, the Muslim consumer is after safety and value for money but also wants their car to reflect their aspirations.

emel Motoring covers a range of cars from sustainable, eco-friendly vehicles, to the in-town run around, as well as the high-end market of luxury motoring.

With an average of three children and residing in an extended family system, a 5-seater saloon will often not suffice for the Muslim family. People carriers with a larger seating capacity are often the vehicle of choice.

Young men living at home with high disposable incomes reflect their aspirational identity with fast moving, exciting cars, leaving the average Muslim family household with 2+ cars (53% of emel readers own at least 2 or more cars, with 90% owning at least one).

76% of emel readers cited environmental credentials as being important in purchasing a car, whilst 94% cited safety as a key factor in their decision making process.

Fashion

emel's fashion pages are unique in themselves, catering for a modest fashion market whilst largely incorporating mainstream brands and trends.

emel has featured collections from mainstream brands such as French Connection, Fred Perry and Hackett; high street brands featured include Laura Ashley, Next and Debenhams as well as independent boutiques such as Shanghai Tang, Joy: the store and Jeannie McQueeny.

Our fashion pages are some of the most popular on the emel website, with emel's Lifestyle Editor and in-house stylist being featured in mainstream publications like Grazia.

Health and beauty is of importance in Muslim lifestyle, with 84% of emel readers having spent up to £100 on fragrances, toiletries and hair products in the course of three months, with 30% stating they'd spent up to £200. Similarly, 77% of emel readers have spent up to £1000 on wedding outfits, with 37% citing up to £5,000 of expenditure.





Interiors

emel's interiors pages provide a unique insight into Muslim living - pairing contemporary and global design concepts with an ethical outlook.

emel has run extensive features on the history of interior design, from the importance of Turquoise in Islam to the influence of ancient Islamic design on modern, 21st century architecture.

In the past, emel has covered up and coming interior designers, artists, furniture craftsman and innovative organisations around the globe that are working to merge creativity with ethical, sustainable living ideas.

Entertainment

emel has worked with various arts and culture organisations including The French Institute, The National Theatre, RichMix, The British Museum, The Barbican and The BFI to showcase forward thriving, innovative and young talent in the film and media industry.

Entertainment is an important part of Muslim lifestyle, with 69% of emel readers having spent up to £100 on cinema tickets in the last three months.

emel has covered major film festivals including BFI Film Festival, The Great Game: Afghanistan and Mosaïques 2010 Festival of World Culture.

Our Reviews and Listings pages provide an ideal platform for national and international events to gain recognition - not only through print, but also through online promotion.





Food

emel's food pages are inclusive of the wide scope of readers we reach, stretching across the globe. The recipes cater to the tastes of many, ranging from Middle Eastern cuisine, to classic British dishes.

Ingredients are tailored to our Muslim clientele, so recipes which may often be made with alcohol, emel provides practical and enjoyable alternatives for.

emel showcases upcoming and/or newly launched eateries in special food features, which focus not only on the food but the restaurant as a dining experience.

The market for halal products stands at over USD 2 trillion, with the UK's halal industry worth £700 million alone.

It is estimated that 70% of Muslims worldwide follow halal food standards, thus it is no wonder that mainstream companies like Tesco and Nestle have invested in the Global Halal Products Market.



Travel

emel's travel features are distinctive, diverse and aim to cater specifically to the needs of the Muslim consumer.

From adventure holidays to mountainous retreats, emel covers destinations that are rich with cultural, historical and relaxing experiences.

Our readership survey suggests that 67% of emel readers prefer travelling to a Muslim country and almost 70% would enjoy partaking in a Muslim cruise.

Our coverage of worldwide destinations, however, provides an extensive glimpse into various cultures, whilst still maintaining the highly-valued ethics of a Muslim lifestyle.



Charities

emel reaches a professional audience with a large donation capacity.

Muslims are required to give 2.5% of their annual excess wealth to charity, otherwise known as zakat. Muslims are also recommended to give sadaqah, which is an extra charity, as the Prophet Muhammad exhorted, "Wealth does not diminish by charity" (Muslim).

Our reader survey shows that 30% give to charity several times a month, 30% give every month and 30% give at least once a year

72% of emel readers would donate to a children's charity, 61% to an overseas/disaster aid appeal and 53% to health related charities.

9/10 emel readers would donate to a non-Muslim charity.



emel

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