

The Capital List
Investment Guide
Qtr 1 - 2017





What We Do

We are more than just a listings site...

The Capital List is the only portal dedicated to nightlife and entertainment in Abu Dhabi.

We deliver engaging content, photo & videos of events, interviews with high profile people in Abu Dhabi's nightlife scene and much more.

"We are **Abu Dhabi.** We are **nightlife.** We are **proud.**"



Our Reach



Website

50,000+ unique views on the only website dedicated to nightlife in Abu Dhabi. No Yoga enthusiasts, no best beach seekers, our nightlife pedigree is pure.



Newsletter

65,000+ subscribers receive our weekly nightlife newsletter keeping them constantly connected to what's happening in the capital.



Social Media

Over 800,000+ impressions per month including Facebook, Twitter & Instagram posts.



'Street teams'

We're out every night in Abu Dhabi's top nightspots with our photographers and Street Teams directly engaging with the night life crowd.



SMS

Over 6,000 SMS subscribers opted in to getting our events blasted directly to their pockets with SMS alerts.



18,200+ likes | 800,000+ Impressions per month



1,800+ followers | 47k-72k impressions per month



3,000+ followers sharing upcoming events and latest photos



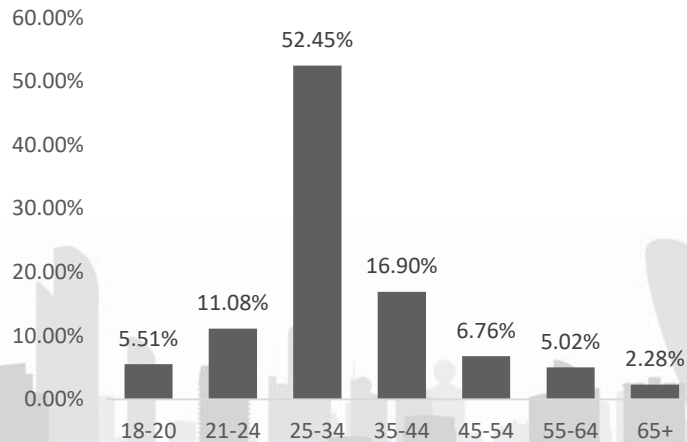
A typical 'Capitalite'



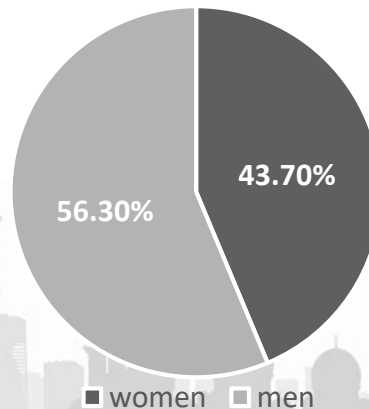
All of our subscribers are nightlife seekers, looking to understand what is happening in their city, every day. Each one is a potential customer of yours.

- **78% expats** living in the UAE, over **75% in Abu Dhabi**.
- **80% +** of users are between **21-44 years old**.
- **56% male** to female ratio, going out at least twice a week.
- **72% accessing on the move**; 68% mobile, 4% tablet.
- Key user interests: **Arts, Music Entertainment & Celebrities** Entertainment News; Sports/Team Sports/Soccer.

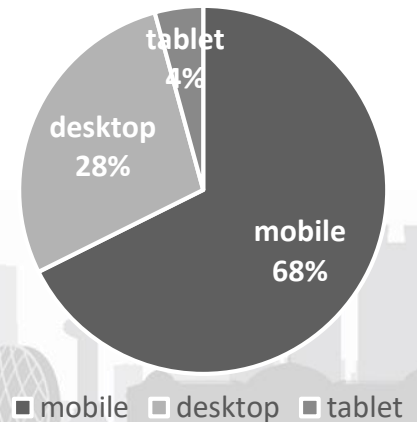
80% + of users are between 21-44 years old



Both, male and female, **go out at least twice a week**



72% access the website on the move



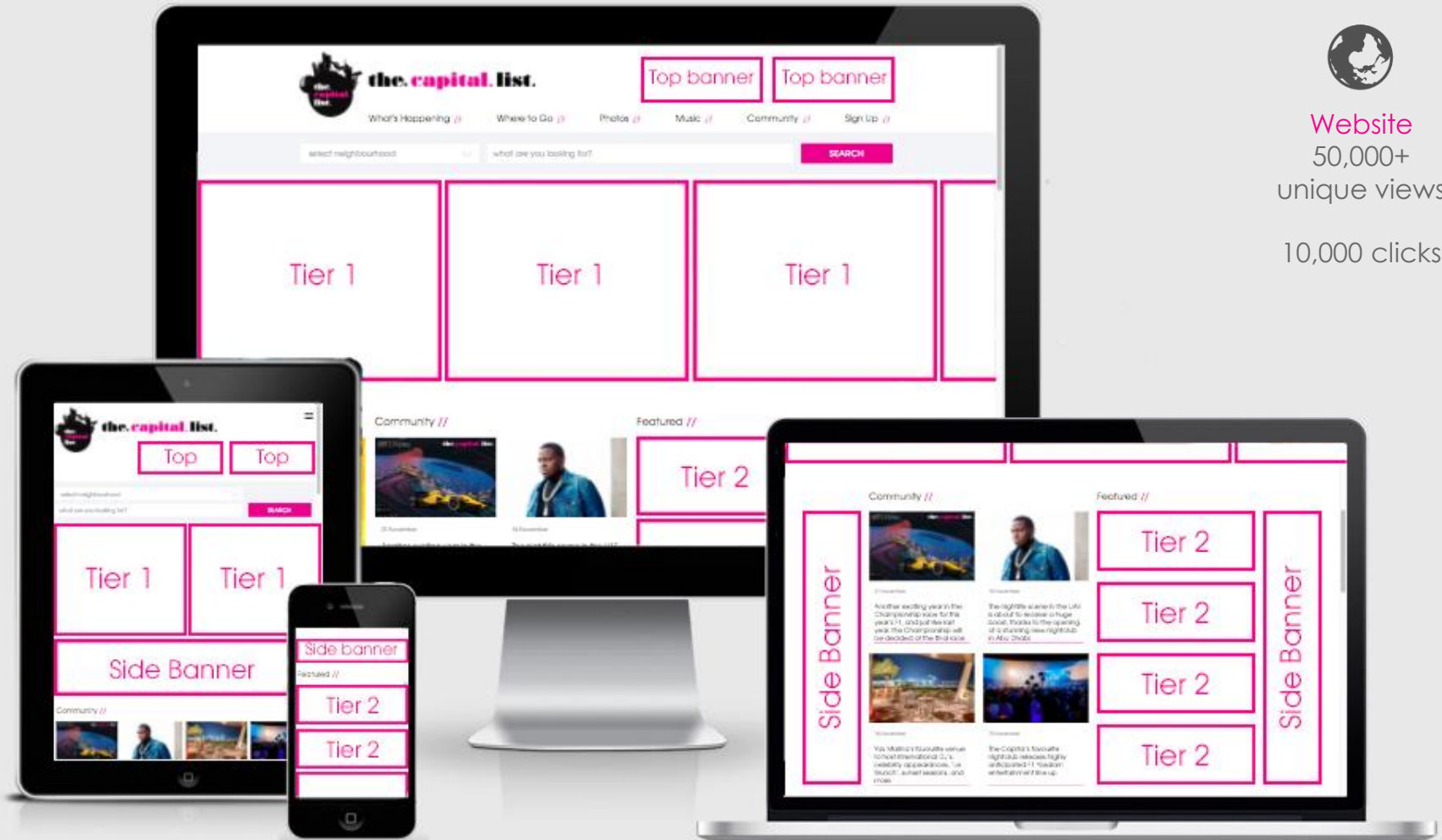
Website Advertisement

We have advertisement space for every type of event and campaign from cradle to grave, whether creating awareness for a new venue activation all the way to a festival with major international artists. We have the appropriate approach to engage.



Website
50,000+
unique views

10,000 clicks



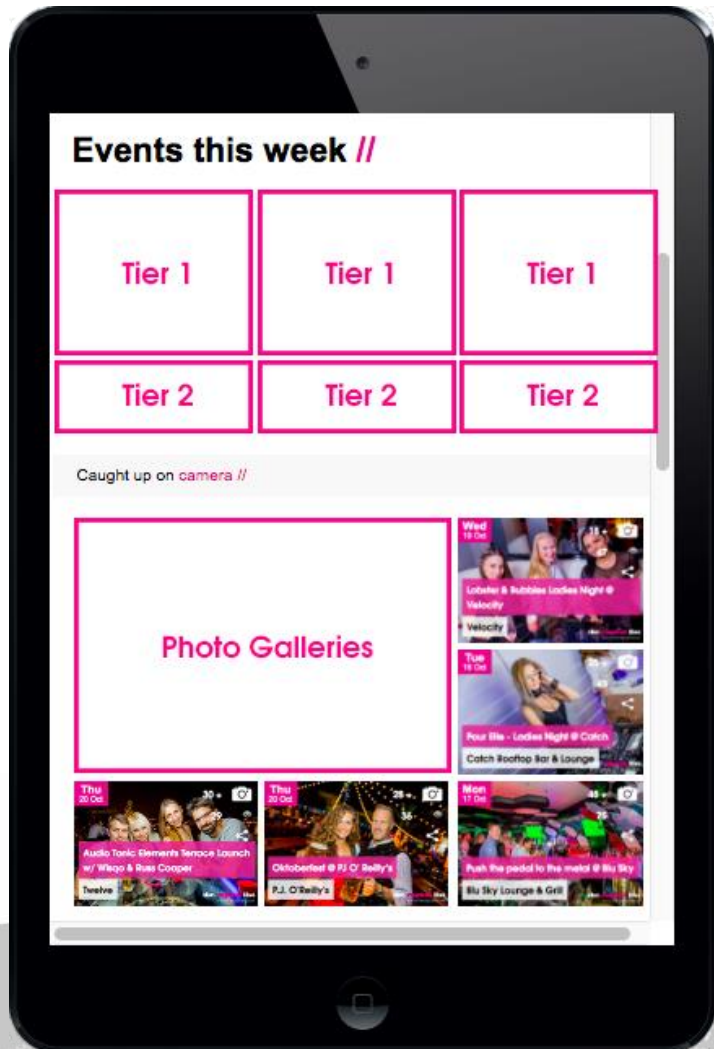
Newsletter & Direct HTML

We have advertisement space for every type of event and campaign from cradle to grave, whether creating awareness for a new activation, all the way to a festival with major international artists.



✉ **Newsletter - 65,000+ subscribers** receive our weekly nightlife newsletter.

✉ **Direct HTML –** Your personal message, direct to your customers inbox.



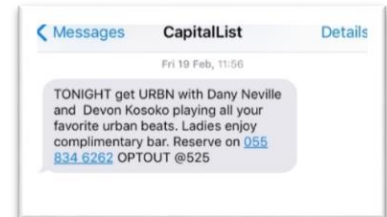
Social, SMS, Competitions, Video



We have advertisement space for every type of event and campaign from cradle to grave, whether creating awareness for a new activation all the way to a festival with major international artists.



18,200+ likes | 800,000+ Impressions per month

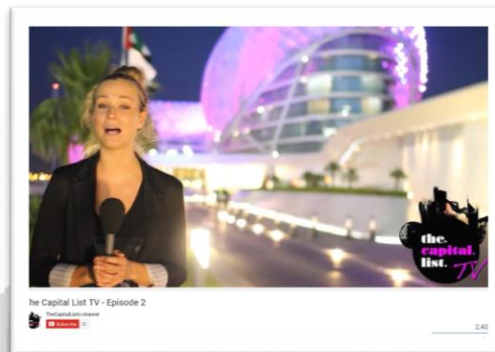


SMS Contacts

6,000+ SMS subscribers opted in



3,000+ followers
sharing upcoming events



1,800+ followers | 47 -72,000 impressions per month

Back of House



A team of highly dedicated, professional and culturally aware professionals are waiting to understand, advise and deliver what you want to achieve.

Ideas Guy



Darrell Jacques
Founding Partner

Makes it happen



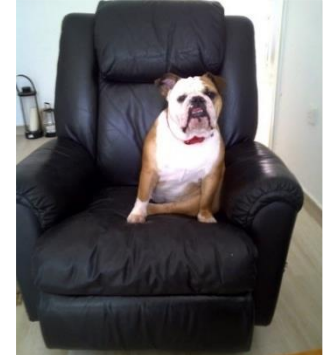
Jonny McCarthy
Managing Partner

Gets it Delivered



Anna Volovik
General Manager

Positive Thinker



Nessa The Bulldog
Inspiration Consultant

Code Boffin



Drewster
Head of Development

Crayon Man



Andrew Thompson
Lead Design

The Shy Ones

Caroline McKenna - **Administration**
Raji S - **Head of Finance**
Faisal - **Driver**
Ms Habib - **Local Partner**



Constantly Investing in Our Industry



Nightlife in Abu Dhabi is constantly evolving, which means our service offering has to keep up to provide greater analytics, increased engagement.

Our new website is engaging and dynamic, with increased functions to encourage users to become involved and engage with you and your events.

Search

Industry leading **search functionality** supporting our customers to find YOU quicker and easier, also highlighting your events\venues in that search above the rest.

Social Media

Enhanced social integration helping customers connect, share and broadcast about events across more platforms.

Most Viewed //

- 1 Brunch Fridays @ Blu Sky Blu Sky Lounge & Grill
- 2 Release Me Thursdays Ladies Night by DJ Isabel Figueira @ Catch
- 3 Australia Day Brunch! P.J. O'Reilly's
- 4 The Diamond Show @ MAD MAD on Yas Island
- 5 Ladies night @ Turquoise Turquoise

Share the Love //

You and 482 other trends like this

Latest Tweets //

DJ Merriflo, a global house DJ returns to @israelskies this Friday, 13 January. See you on the dance floor! It's t... <https://t.co/mqhmW1v5oV>

Ray's Bar on Level 62 @JEtihadPowers invites you, tonight, for a blend of the most innovative cocktails & extensive... <https://t.co/1Vh0Ukq2a>

Instagram //

Tell People You are Going !



Design Your Night

Remove the noise, only see the offers you want, on the **nightings you want**, at the locations you want.

Night type >

Neighbourhood >

Offer >

Engagement activities



"Street Teams" - engaging directly with the party crowd.

In-Event Photo and Insta-booths at events.

Engagenightlife - initiative to increase social engagement.

Link Ins – teacher reachout , Etihad intranet, tripadvisor, expatwomen, grapesheisha

Brunch with The Capital List



Seen as an integral part of the UAE social scene, brunch is a must for anyone living or visiting Abu Dhabi. With the launch of the new site, we will also see the inclusion of a new Brunch section, dedicated to the party brunches across the city.

Whether you are looking for the newest party brunches on the scene, a hidden gems you may not have tried before, or simply up-to-date details of the city's well known favourites, you will find them all on The Capital List.

The Capital List 'Brunch' section will offer the same up to-date-date accurate information - just as we do with our nightlife listings.

Party Brunches only – There is a huge variety of choice across the city. With our core demographics interest in nightlife, we will continue to offer our readers the information they demand. That's why we are looking to include only those brunches with a focus on the party and entertainment elements.

It's all about the Party - We can provide you with a dedicated platform to promote the beverage and party elements of your brunch, delivering your message to those looking for a livelier alternative to the regular brunch environment.

Post Brunch Party – If you're looking to combine the brunch and post-brunch party as one event, or looking to increase external guests to your venue from other brunches, then we can help.



Why Us



The Capital List was born out of frustration. From trying to deliver events using ineffective companies, to service providers that had a huge subscribership but was diluted by Dubai and family audiences.

Nightlife Industry Leaders – an agile organisation with the ability to engage quickly, responsibly and directly to your target market.

Cost Effective Measured Engagement - How effective was that print advertising? How many conversions can you measure against your previous campaigns? Why not target your exact market and generate bookings with affordable yearly packages and receive a monthly return on investment report allowing you to understand and analyse the success of your campaign.

Return on Investment (ROI) Report – Use your monthly ROI report to measure your success and work with us to tailor your campaign based on requirements, engagement and response.

Generate bookings. The Capital List Ticketing solution, bringing the most intuitive ticketing and booking engine in the market. *Coming Soon.*

“We are **Abu Dhabi**. We are **nightlife**. We are **proud**.”





www.thecapitalist.ae

You can visit us on the web and across social media.

If you would like to see how The Capital List can help your venue become a success and for details of our packages contact us on;

@: info@thecapitalist.ae

T : 02 657 3497

M: 050 561 1968



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