

**Darkened**  
auditorium

**Captive**  
audience



**MOTIVATE VAL MORGAN**  
c i n e m a   a d v e r t i s i n g



**Cinema**  
**Media Rates 2024**  
unrivalled advertising impact

**Cinema**  
turns audiences  
into customers



# Follow an English Blockbuster Movie

## 30-Second Four Weekly Film Advertising Rates

Cinema Operator	Cinema Location	AED
Cinemacity	Alqana	34,375
	Arabian Centre	22,250
	Zero 6 Mall	31,625
	Fountain Views	23,750
	Rahmania	6,875
Cinépolis	Oasis Mall	28,375
	Circle Mall	10,375
Royal Cinemas	Khalidiyah Mall	31,625
	Dalma Mall	39,625
	Deerfields Mall	34,625
	Ruwais Mall	12,625
VOX Cinemas	City Centre Mirdif	51,375
	City Centre Deira	63,250
	Mall of the Emirates	77,500
	Mercato	27,000
	Burjuman	34,625
	MEGAPLEX	25,000
	City Centre Shindagha	15,625
	Nakheel Mall	39,625
	Wafi City	33,250
	Yas Mall - Abu Dhabi	51,375
	Nation Towers - Abu Dhabi	19,750
	Abu Dhabi Mall	23,625
	The Galleria Al Maryah Island	41,000
	Reem Mall	39,875
	Al Jimi Mall	20,625
	City Centre Sharjah	39,625
	City Centre Al Zahia	31,625
	Dubai Festival City Mall	41,250
	City Centre Ajman	10,125
	City Centre Fujairah	13,500
	Al Hamra Mall Rak	13,500
Reel Cinemas	The Dubai Mall	71,200
	Dubai Marina Mall	39,600
	The Springs Souk	14,300

DIG UP SOMEONE SPECIAL



- Rates not inclusive of taxes.
- If the movie runs for less than 4 weeks, you will have the option of playing your ad with another movie that is currently playing in cinemas, in order to complete the 4 weeks guarantee.
- The campaign has to play continuously for 4 weeks (without any breaks).



# Follow an English Blockbuster Movie - Packages

## MVM Circuit

The commercial will play for as long as the movie runs across the **32** Cinemacity, Cinépolis, Royal, Oscar and VOX locations (on every screen the movie plays) for a guaranteed period of **4 weeks** for AED **791,400**.

## VOX Cinemas

The commercial will play for as long as the movie runs across the **21** VOX locations (on every screen the movie plays) for a guaranteed period of **4 weeks** for AED **570,500**.

## Reel Cinemas

The commercial will play for as long as the movie runs across the **3** Reel locations (on every screen the movie plays) for a guaranteed period of **4 weeks** for AED **100,080**.



- Rates not inclusive of taxes.
- If the movie runs for less than 4 weeks, you will have the option of playing your ad with another movie that is currently playing in cinemas, in order to complete the 4 weeks guarantee.
- The campaign has to play continuously for 4 weeks (without any breaks).



# Blockbuster Movie Release Dates



## Blockbusters Releasing January - March 2024

Movie Title	Genre	Release Date
The Iron Claw	Biography, Drama, Sport	January 4
Night Swim	Horror, Thriller	January 4
The Beekeeper	Action, Thriller	January 12
The Color Purple	Drama, Musical	January 18
Argylle	Action, Thriller	February 1
Lisa Frankenstein	Comedy, Horror, Romance	February 8
Madame Web	Action, Adventure, Sci-Fi	February 14
Bob Marley: One Love	Biography, Drama, Music	February 22
Dune: Part Two	Action, Adventure, Drama	March 1
Imaginary	Horror	March 7
Arthur the King	Adventure	March 22
Ghostbusters: Frozen Empire	Adventure, Comedy, Fantasy	March 28



Movie release dates are subject to change





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