

**Darkened**  
auditorium

**Captive**  
audience



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



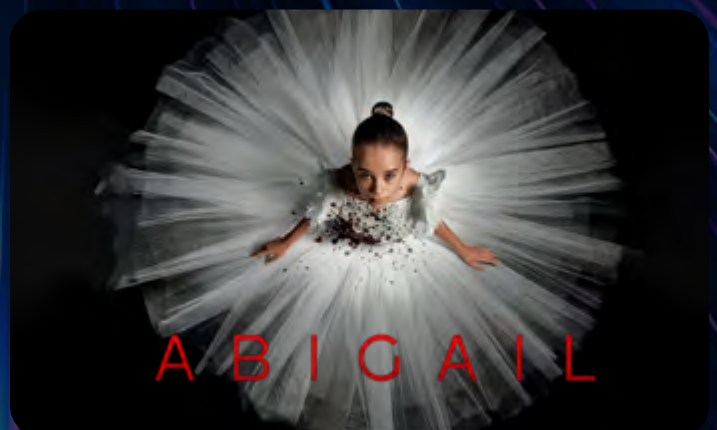
**Cinema**  
**Media Rates 2024**  
unrivalled advertising impact

**Cinema**  
turns audiences  
into customers

# Follow an English Blockbuster Movie

## 30-Second Four Weekly Film Advertising Rates

Cinema Operator	Cinema Location	AED
<b>Cinemacity</b>	Alqana	34,375
	Arabian Centre	22,250
	Zero 6 Mall	31,625
	Fountain Views	23,750
	Rahmania	6,875
<b>Cinépolis</b>	Oasis Mall	28,375
	Circle Mall	10,375
<b>Royal Cinemas</b>	Khalidiyah Mall	31,625
	Dalma Mall	39,625
	Deerfields Mall	34,625
	Ruwais Mall	12,625
<b>VOX Cinemas</b>	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	
<b>Reel Cinemas</b>	The Dubai Mall	71,200
	Dubai Marina Mall	39,600
	The Springs Souk	14,300



• 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 April - June 2024

Movie Title	Genre	Release Date
<b>Godzilla X Kong: The New Empire</b>	Action, Adventure, Sci-Fi	April 11
<b>The Ministry of Ungentlemanly Warfare</b>	Action, Drama, War	April 18
<b>Abigail</b>	Horror, Thriller	April 18
<b>Civil War</b>	Action, Adventure, Thriller	April 25
<b>Challengers</b>	Drama, Romance, Sport	April 25
<b>The Fall Guy</b>	Action, Comedy, Drama	May 2
<b>Ghostbusters: Frozen Empire</b>	Adventure, Comedy, Fantasy	May 2
<b>Kingdom of the Planet of the Apes</b>	Action, Adventure, Sci-Fi	May 9
<b>IF</b>	Comedy, Drama, Family	May 16
<b>Furiosa: A Mad Max Saga</b>	Action, Adventure, Sci-Fi	May 23
<b>Bad Boys: Ride or Die</b>	Action, Adventure, Comedy	June 6
<b>The Watchers</b>	Fantasy, Horror, Mystery	June 6
<b>A Quiet Place: Day One</b>	Drama, Horror, Sci-Fi	June 27



Movie release dates are subject to change



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