

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 2025
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
	Al Dhannah 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



- 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 2025

Movie Title	Genre	Release Date
The Monkey	Horror	April 3
Mickey 17	Sci-Fi, Adventure, Comedy	April 10
The Amateur	Action, Thriller	April 10
Black Bag	Drama, Romance, Thriller	April 17
Sinners	Drama, Horror, Thriller	April 17
Drop	Drama, Mystery, Thriller	April 24
The Accountant 2	Action, Crime, Drama	April 24
Thunderbolts*	Action, Adventure, Crime	May 1
The Alto Knights	Biography, Crime, Drama	May 1
Final Destination: Bloodlines	Horror	May 15
Mission: Impossible - The Final Reckoning	Action, Adventure, Thriller	May 22
Lilo & Stitch	Sci-Fi, Adventure, Action	May 22
Karate Kid: Legends	Action, Drama, Family	May 29
Ballerina	Action, Thriller	June 5
How to Train Your Dragon	Action, Adventure, Comedy	June 12
28 Years Later	Horror, Thriller	June 19
F1	Drama, Sport	June 26
M3GAN 2.0	Horror, Sci-Fi, Thriller	June 26



Movie release dates are subject to change



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SCREEN ADVERTISING WORLD ASSOCIATION

