

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
Reel Cinemas	City Centre Ajman	10,125
	City Centre Fujairah	13,500
	Al Hamra Mall Rak	13,500
	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**.



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- The campaign has to play continuously for 4 weeks (without any breaks).

Blockbuster Movie Release Dates



Blockbusters Releasing July - September 2025

Movie Title	Genre	Release Date
Jurassic World: Rebirth	Action, Adventure, Sci-Fi	July 3
Superman	Action, Adventure, Fantasy	July 10
I Know What You Did Last Summer	Horror	July 17
The Fantastic Four: First Steps	Action, Adventure, Sci-Fi	July 24
The Naked Gun	Action, Comedy, Crime	July 31
Freakier Friday	Comedy, Family, Fantasy	August 7
Nobody 2	Action, Comedy, Crime	August 14
Materialists	Comedy, Romance	August 14
Caught Stealing	Comedy, Crime, Thriller	August 28
The Conjuring: Last Rites	Horror, Mystery, Thriller	September 4
Downton Abbey: The Grand Finale	Drama, Romance	September 11
A Big Bold Beautiful Journey	Adventure, Drama, Fantasy	September 18
Him	Horror, Sport	September 18
One Battle After Another	Action, Crime, Drama	September 25
The Strangers: Chapter 2	Horror, Mystery	September 25



Movie release dates are subject to change



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SCREEN ADVERTISING WORLD ASSOCIATION

