

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 2026
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	38,125
	Arabian Centre	24,375
	Zero 6 Mall	35,000
	Fountain Views	26,250
	Rahmania	7,500
Cinépolis	Oasis Mall	31,250
Royal Cinemas	Khalidiyah Mall	35,000
	Dalma Mall	43,750
	Deerfields Mall	38,125
	Al Dhannah Mall	14,375
	WTC - Abu Dhabi	48,125
VOX Cinemas	City Centre Mirdif	56,875
	City Centre Deira	69,375
	Mall of the Emirates	85,625
	Mercato	29,375
	Burjuman	38,125
	MEGAPLEX	27,500
	City Centre Shindagha	16,875
	Nakheel Mall	43,750
	Wafi City	36,875
	Yas Mall - Abu Dhabi	56,875
	Nation Towers - Abu Dhabi	21,875
	Abu Dhabi Mall	25,625
	The Galleria Al Maryah Island	45,000
	Reem Mall	43,750
	Al Jimi Mall	23,125
City Centre Sharjah	43,750	
City Centre Al Zahia	35,000	
Dubai Festival City Mall	45,625	
City Centre Ajman	11,250	
City Centre Fujairah	15,000	
Al Hamra Mall Rak	15,000	
Reel Cinemas	The Dubai Mall	78,500
	Dubai Marina Mall	43,500
	The Springs Souk	15,500



• 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 **902,500**.

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 **629,000**.

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 **110,000**.



• 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 2026

Movie Title	Genre	Release Date
The Drama	Comedy, Romance	April 2
Ready or Not 2: Here I Come	Comedy, Horror, Thriller	April 2
Lee Cronin's The Mummy	Horror	April 16
Michael	Biography, Drama, History	April 23
The Devil Wears Prada 2	Comedy, Drama	April 30
The Sheep Detectives	Action, Comedy, Mystery	May 7
Mortal Kombat II	Action, Adventure, Fantasy	May 7
Star Wars: The Mandalorian and Grogu	Action, Adventure, Fantasy	May 21
Masters of the Universe	Action, Adventure, Family	June 4
Power Ballad	Comedy, Musical	June 4
Animal Friends	Drama, Romance	June 4
Scary Movie 6	Comedy, Horror	June 11
Disclosure Day	Sci-Fi	June 11
Supergirl	Action, Adventure, Fantasy	June 25



Movie release dates are subject to change



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