

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 July - September 2026

| Movie Title | Genre | Release Date |
|-------------------------------|----------------------------|--------------|
| Moana | Action, Adventure, Comedy | July 9 |
| Evil Dead Burn | Fantasy, Horror, Mystery | July 9 |
| The Odyssey | Adventure, Drama, Fantasy | July 16 |
| Spider-Man: Brand New Day | Action, Adventure, Fantasy | July 30 |
| One Night Only | Comedy, Drama, Romance | August 6 |
| The End of Oak Street | Action, Adventure, Mystery | August 13 |
| Insidious: Out of the Further | Horror, Mystery, Thriller | August 20 |
| Mutiny | Action, Thriller | August 20 |
| How to Rob a Bank | Action, Crime, Thriller | September 3 |
| Mayday | Action, Adventure, Comedy | September 3 |
| Practical Magic 2 | Fantasy, Romance | September 10 |
| Resident Evil | Action, Horror, Sci-Fi | September 17 |
| Heart of the Beast | Action, Adventure, Drama | September 24 |



Movie release dates are subject to change



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