

GO! DUBAI PRESS & MEDIA · EST. 1983 · 10 COUNTRIES

DEMOGRAPHICS

Know Exactly Who You're Reaching.

Real numbers. Real people. Real results.

**The audience intelligence that puts your business ahead of
every competitor in the region.**

GO! Dubai Press & Media · Editorial · Digital · Print · Social



Made with **GAMMA**

TWO POWERFUL POSTING STRATEGIES

Public Posting vs. Target Specific Posting

Not all content is created equal. GO! Dubai operates two distinct, precision-engineered strategies — each designed to achieve a different goal for your business.



Public Posting

General inspiration-driven content showcasing the ambience, energy, and soul of a specific area, venue, or district. Builds broad awareness and attracts a diverse mix of residents and visitors.



Target Specific Posting

Precision content spearheaded toward a defined audience — highlighting a client's specific event, venue, or offer. Reaches residents with a clear interest, scope, and intent to act.

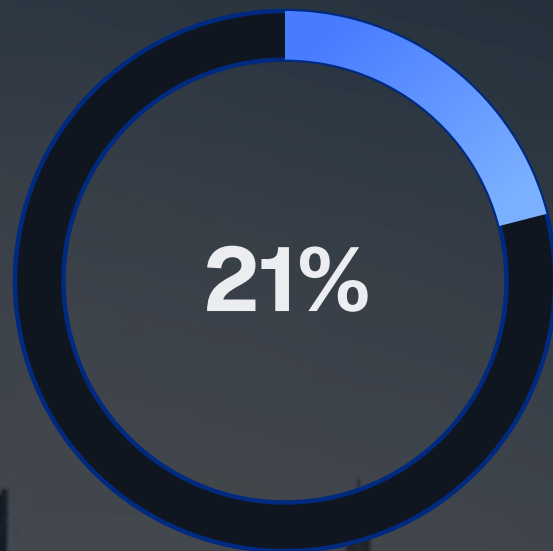


Age demographics shift based on the content published and the age-specific activities being featured. This is the science behind GO!'s targeting power.



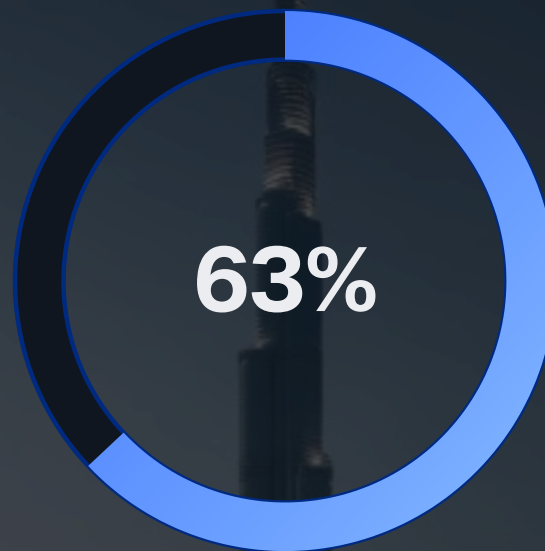
Who Sees Your Public Posts?

A broad, diverse, and highly engaged audience across age groups, genders, and residency status.



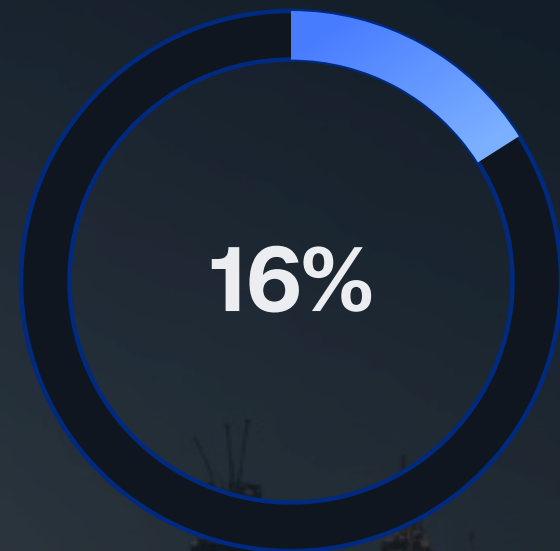
Age 18–30

Young adults, trendsetters, and explorers discovering Dubai's lifestyle scene.



Age 31–65

The decision-makers. Professionals, families, and high-spending consumers.



Age 66+

Experienced, loyal, and affluent — a segment rarely targeted, powerfully reached.

52%

Female

Majority female reach across public content.

48%

Male

Strong balanced male representation.

56%

Residents

Local community — recurring, loyal, high-value.

44%

Visitors

Tourists and travelers actively spending in the city.

TARGET SPECIFIC POSTING · PRECISION AUDIENCE

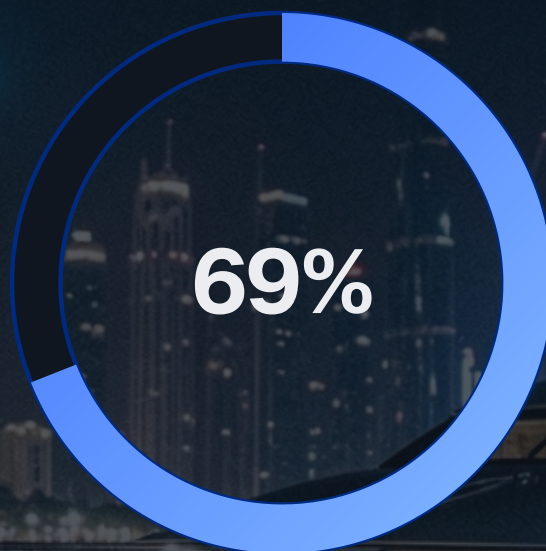
Who Sees Your Targeted Posts?

A refined, high-intent audience laser-focused on your exact offer — more residents, more relevance, more results.



Age 18–30

A younger segment still engaged but now filtered toward specific interests and activities.



Age 31–65

The dominant group. Prime-age spenders with high purchasing power and brand loyalty.



Age 66+

Targeted toward experience-driven, quality-focused activities and venues.

54%

Female

Slightly higher female concentration in targeted content.

46%

Male

Engaged, intent-driven male audience.

71%

Residents

Dominant local reach — the people who return again and again.

29%

Visitors

High-value tourists with focused intent during their stay.

FOLLOWER LOYALTY · THE GO! ADVANTAGE

Followers Who Actually Follow.

Most platforms drown in ghost followers, bots, and passive scrollers. GO! Dubai's audience is different — it is an active, loyal, and highly engaged community that shows up every single time.

Public Posting

66%

Follower engagement rate on general public content — far above any regional platform average.

Target Specific Posting

89%

Follower engagement rate on targeted content — an extraordinary figure that speaks for itself.



A **23-point jump** in follower engagement when switching from public to targeted posting. That is the precision difference only GO! can deliver.

The Numbers Don't Lie.

Metric	🌐 Public Posting	🎯 Target Specific
Age 18–30	21%	17%
Age 31–65	63%	69%
Age 66+	16%	14%
Female	52%	54%
Male	48%	46%
Residents	56%	71%
Visitors	44%	29%
Followers	66%	89%

Demographics are consistent across all GO! branches in 10 countries. Your audience travels with the brand.

GENERAL CONVERSION RATE

One Number That Changes Everything.

Across both public and target specific posting, GO! Dubai Press & Media delivers a verified general conversion rate that crushes the industry standard.

6.9%

General Conversion Rate

The industry average for social media conversion hovers between 1–3%. GO! delivers more than double — consistently, across every campaign, every client, every market.

No Guessing

Every post reaches the demographic your business needs — not a mass of unqualified eyeballs.

No White Noise

Zero mass posting fatigue. Zero generic communication. Pure signal, every time.

Bulls Eye

The right age, the right gender, the right residency status — on target, every single time.



WHY GO! DUBAI OUTPERFORMS EVERY PLATFORM IN THE REGION

No Other Platform Does This.

Direct Contact. Zero Middlemen.

You directly reach the specific age, gender, and target your business wants. No algorithm gambling. No media buyer mark-ups. No surprises.

No Mass Communication Fatigue

Generic mass posting exhausts audiences and dilutes your brand. GO! delivers focused, relevant, high-impact content to people who are already primed to respond.

Pure Results. Every Time.

With a 6.9% conversion rate, 89% follower engagement on targeted posts, and 40+ years of trusted editorial authority — the results speak louder than any promise.

40+

Years of Excellence

Established 1983. The most trusted independent press & media house in the region.

10

Countries

Consistent demographics across every GO! branch worldwide.

1,400+

Satisfied Clients

Across the UAE and beyond — businesses that chose precision over guesswork.

EST. 1983 · 10 COUNTRIES · 40+ YEARS OF EXCELLENCE

GO! Dubai Press & Media

**Your audience — Our precision.
Your results — Our mission.**

**Editorial · Features · Interviews · Content Creation
Marketing · Brand Building
Print · Digital · Social**

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Visit godubaimedia.ae

Get in Touch — Now



Demographics don't lie. Your ideal customer is already in our audience. The only question is — when do you start?



Made with **GAMMA**