

An aerial photograph of the Dubai skyline at sunset. The Burj Khalifa is the central focus, with other skyscrapers and the city's infrastructure visible in the background. The sky is a mix of orange, yellow, and blue.

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

In Challenging Times... We Shine!

In Good Times...We Excel!
Your Brand Deserves a Partner For Every Season.

GO! Dubai Press & Media — the UAE's largest, independent, family-operated press and media house — is here to strengthen and amplify your brand **right now**. Challenging times are not a reason to pause — they are the most powerful opportunity to lead.

A circular logo with a gold gradient. Inside the circle, the text "GO!" is written in a large, bold, serif font. Below it, the word "DUBAI" is written in a smaller, sans-serif font, flanked by two horizontal lines.

GO!
— DUBAI —

Made with **GAMMA**



The Hidden Opportunity Inside **Every Challenge**

When times are tough, most businesses panic, cut back, and go silent. That silence is not safety — it is a fast track to being forgotten. Challenging times are when the strongest brands are built.



Pulling Back Hurts More Than It Helps

Cutting marketing spend and going silent during challenging times guarantees that when good times return, your brand will be buried under the noise of every competitor who kept moving. You will not just lose ground — you will lose your audience entirely.



Challenging Times Are Positioning Opportunities

When your competition freezes, the space opens up for your brand to be seen, heard, and remembered. Smart businesses double down on brand presence precisely when others retreat — and they reap the rewards when the market turns.



Your Brand Momentum Cannot Be Rebuilt Overnight

Years of effort building your brand can be undone in months of silence. Maintaining your presence through every market condition is the most important investment you will ever protect. The window to act is always now.

GO! Dubai Press & Media — Who We Are



The Largest Independent Media House in UAE

We own our platforms. We control our reach. We deliver results in **good times and challenging times alike** — on our own trusted channels, not through brokers, middlemen, or questionable influencers.

- Established **1983** — headquartered in Dubai since 2016
- Operations across **10 countries**: Dubai, Singapore, Bangkok, Kuala Lumpur, Manila, Copenhagen, Sweden, Mumbai & more
- **98.7%** client satisfaction rate with over **1,400 clients** in Dubai and UAE
- **4,000+** successful campaigns delivered in the last 10 years
- Printed magazine reaching **673,000 readers** — 160,000 copies distributed yearly to 4 & 5 star hotels

They Stayed the Course. The Results Spoke for Themselves.

Before

- Low impact on the market
- No visibility
- Limited conversions
- Minimal brand recognition

The Campaign

Building brand visibility locally and internationally during a challenging period — editorial storytelling, branding towards high-end luxury consumers, showcasing the watches and the story that set the brand apart from competition.

After — The Results

263%

Growth in Sales

21.9K

New Customers

6x

Brand Recognition



✓ This client trusted GO! Press & Media and maintained their brand presence. No panic. No cutbacks. In challenging times, they shone — and the results proved it.

From Declining Sales to **Record-Breaking Growth**.

Before

- Declining ticket sales
- No visibility in the market
- Underperforming conversions
- Customer acquisition cost sky high — with zero results

The Campaign

Instead of retreating, this venue leaned in — editorial storytelling, branding towards new target groups, showcasing ambience and the story that set the venue apart from all competition during a difficult market period.

After — The Results

>400%

Growth in Sales

16.3K

New Customers

12x

Brand Recognition



They chose to shine in challenging times. The result was transformational growth — in a matter of days after launch.

What Happens When You **Go Silent** in Challenging Times?

Before

- Declining sales, guests and bookings
- Underperforming footfall
- No media plan, no reach in media

The Campaign (Proposed)

A collaboration was proposed to maintain brand visibility and positioning through a challenging period. The client panicked, made cutbacks, and could not commit to protecting their brand presence. Weeks passed. Nothing moved.

⊗ — **After: Closed. Bankruptcy. Out of Business.**

All the years of effort spent building their brand were wasted. They went silent, their competition took their clients and revenue, and they were forgotten — entirely.

The difference between Case Study 1 & 2 and Case Study 3 is simple: **Cases 1 and 2 chose to shine in challenging times. Case 3 went silent and disappeared.**

Holding back and panicking in challenging times **destroys brands and venues**. Your competition will not wait for you to recover your nerve.

Our Platforms & Reach — **Everywhere That Matters**

We deliver content and brand positioning in real time, on our own trusted platforms — in challenging times and good times alike. No media brokers. No influencer guesswork. Full control — guaranteed results within days of launch.



Instagram & TikTok

High-impact posts, reels, and stories crafted for maximum reach and engagement on our own social platforms.



GO! Dubai/Abu Dhabi Magazine

160,000 copies yearly · 673,000 readers · Distributed to most 4 & 5 star hotels across the UAE.



Best of Dubai/Abu Dhabi

Premium coffee table booklet distributed to participating venues and available print-on-demand worldwide.



Event Coverage & Live Streaming

The only press & media house in the UAE offering live streaming with pay-per-view and pay link for your events.



godubaimedia.ae

Special editorial content, reels, and interactive features highlighting selected venues and individuals across the UAE.



Specialty Digital Channels

GO! Girl · What's Cooking · The Beaten Track · Splash & Dash — niche platforms targeting your ideal audience.

Why GO! Press & Media — Your Partner Through Every Season

We are professionals within press, marketing and media with more than 40 years of experience. When times are challenging, we help you shine. When times are good, we help you excel. No freelancers. No headaches with agencies. No chasing promised results.

Fast, Efficient, Productive, Engaging

We operate under the rule: "**Fast, efficient, productive, engaging**" — guaranteeing results within days of launch. In any market condition, overdelivery is our target, always.

Owned Platforms = Real Control

We own and operate every platform we publish on. That means we guarantee reach, engagement, and results — not empty promises from third parties, whatever the market climate.

40 Years. 4,000+ Campaigns. 98.7% Satisfaction.

More than 1,400 clients in Dubai and UAE — through good times and challenging ones. We always deliver. Always have. Always will.

10 Countries. One Trusted Voice.

From Dubai to Singapore, Bangkok to Copenhagen — our global presence means your brand stays visible and strong, everywhere that matters, in every season.

Your Brand, Protected & Amplified — Starting Today

What's Included in Every Collaboration Package

1

Discovery & Audience Insight

Understanding your brand, guests, and market — defining motivations, habits, and digital behaviour to craft content that truly connects, regardless of market conditions.

2

Narrative & Content Creation

A unique brand voice with compelling posts, reels, and stories tailored to your audience across the UAE and beyond — keeping you present and powerful at all times.

3

Multi-Platform Activation

Full coverage across Instagram, TikTok, and godubaimedia.ae — reaching hundreds of thousands of engaged followers and keeping your brand front of mind.

4

Measurable Impact & ROI

Tracking engagement, reach, and conversions — so you see exactly how your investment translates into real footfall and revenue growth, even in challenging times.

The Investment

One collaboration. Unlimited reach. Real results — in any market.

AED 8,899

Starting Package — Full Coverage

Includes social media coverage across Instagram, TikTok and our website, editorial content, publishing, and performance tracking across GO! Dubai Press & Media's full digital ecosystem.

✔  In challenging times, we shine. In good times, we excel. Partner with GO! Dubai Press & Media and protect your brand — starting now.

THE TIME IS NOW

We Shine.

In Challenging Times, We Shine.

In Good Times, We Excel.

With 40+ years of press and media excellence, 4,000+ successful campaigns, 98.7% client satisfaction, and operations across 10 countries — GO! Dubai Press & Media is your ultimate brand partner through every market condition. The businesses that stayed visible are thriving. The ones that went silent are gone.

40+

Years of Excellence

Established 1983 — the UAE's most trusted independent media house, through every season.

98.7%

Client Satisfaction

1,400+ clients in Dubai and UAE. We always deliver — always have, always will.

4,000+

Successful Campaigns

10 years in Dubai with a proven track record of revenue boosts and brand recognition — in good times and challenging ones.

www.godubaimedia.ae · Instagram · TikTok · Print · Live Events

Visit godubaimedia.ae

Get in Touch — Now

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— DUBAI —

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