

Real Readers | Real Families | Real Exposure



The Magazine

UNLOCK OPPORTUNITY

Print | Digital | Advertising | Features & more





About Us

WHO WE ARE & WHAT WE DO

We are a print and digital magazine produced under the Happy Families by Principal Lisa brand.

Published monthly, the magazine reaches a growing digital readership of nearly 5,000 families across the UAE. Our print editions are distributed at family-focused events, with our most recent event attracting more than 1,000 attendees.

Created for families living in the UAE, the magazine is packed with engaging, practical and entertaining content. Readers enjoy games, colouring activities, competitions, opportunities to be featured as Family of the Month, book and product recommendations, family-friendly places to visit, exclusive event invitations, expert guidance, parenting advice and much more.

Our mission is simple: to inform, inspire and connect families across the UAE while creating a trusted resource that parents and children look forward to each month.



**TRUSTED BY
THOUSANDS OF
UAE FAMILIES**



Who is Lisa?

TRUSTED FAMILY EXPERT

- Founder of Happy Families and creator of The Potty Queen Method™
- Known across the UAE as Principal Lisa, a trusted parenting expert
- Former Principal of one of Dubai's largest nurseries
- Decades of experience supporting children and families
- Popular and engaged Instagram community of 21K & growing
- Frequent guest speaker at major events, including Baby Expo and Wiyana
- Provides practical, compassionate guidance on parenting and family life
- Host of the popular Bounty Beets Happy Families events
- Connects thousands of families through education, support and community
- A respected family authority trusted by parents across the UAE





The Big Why:

WHY CHOOSE HAPPY FAMILIES MAGAZINE?

Lisa has a highly engaged online community and the magazine is advertised and sent to them for readership via her email and social media channels. With a high open rate, alongside print copies being distributed, you're getting real exposure to real families.



21,000+ organically grown Instagram followers built through trust, consistency, and genuine family engagement, with a 9% engagement rate, significantly above the normal industry benchmark of 1.5%–3.5% for accounts of this size.



9,500+ monthly interactions with strong audience engagement and genuine community connection, proving the audience is highly active rather than passive.



588,000+ monthly views across content, reaching far beyond follower count and placing Happy Families in front of hundreds of thousands of families monthly, more than double the typical reach expected from a 20K account.



1,181 shares and 394 saves on Reels in the last 30 days alone, well above normal engagement benchmarks, proving content is not just consumed, but recommended, revisited, and acted upon.



36% of engagement comes from non-followers, above the standard 20%–30% benchmark, showing strong organic discovery and continued audience growth beyond the existing community.



Meta Verified account status, a family email database of nearly 5,000 and 30,000+ website page views a month further strengthen credibility and sponsor visibility.



Who's Reading?

YOUR AUDIENCE

The Happy Families Community is an already large, and growing, online and physical community made up of 21K Instagram followers, nearly 5,000 email subscribers and hundreds of event attendees.

Demographics

Parents aged 25 to 45, based across the UAE. Working parents and Generation Shapers. Primarily Mums.

Psychographics

Driven to provide the best possible quality of life for their children and create a happy family unit. Seeking authentic, trusted and reassuring guidance that does not add pressure.

Influence behaviour

Financially stable with the ability to invest in products and services they genuinely trust. Highly influenced by the recommendations of Lisa and the wider Happy Families community. Value authenticity, credibility and proven results.





Our Content

PILLARS AND INTERESTS

Our readers are parents who are invested in raising happy, thriving children and creating strong, connected and wholesome family lives. They actively seek trusted advice, engaging events and meaningful experiences that support overall family wellbeing.



Events

Families are always looking for exciting ways to spend quality time together and value recommendations for family-friendly events, activities and experiences across the UAE.



Brands

Our readers enjoy discovering trusted brands, innovative products and services that make family life easier, more enjoyable and more enriching.



Advice

Parents actively seek practical, expert-led advice on child development, education, behaviour, wellbeing and everyday family life from trusted sources they can rely on.



Distribution

HOW IT GETS IN THE RIGHT HANDS...

The Happy Families Magazine is both a print and digital production.

Digitally:

- Emailed to nearly 5,000 families, and often forwarded on
- 1,200+ families open every email
- Shared as a reel on my 21k Instagram (9% click-through) and on my website (30,000+ page views a month)

Print:

- Handed out at Happy Families events, like my summer party with over 1,000 people
- It can be displayed in your own setting as a point of interest, conversation starter and endorsement of your brand in connection to Happy Families, a known and trusted brand in the UAE.

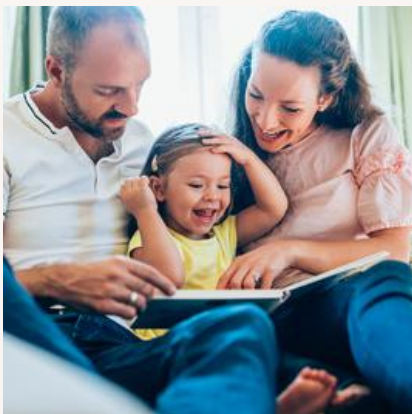
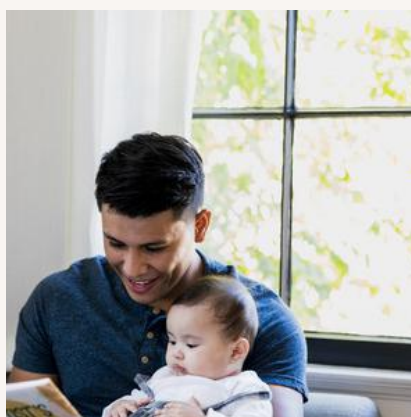


**REAL FAMILIES
REAL READERS
REAL EXPOSURE**



Gallery

PICTURE THIS, YOUR BRAND IN THE HANDS OF REAL FAMILIES, HAVING REAL CONVERSATIONS AND MAKING REAL CHOICES...





Discover

THE HAPPY FAMILIES BRAND

For those unfamiliar with the Happy Families brand, take a few moments to browse our social media and online hubs to quickly see how impactful our presence is in the children and family sector.

SCAN



JOIN 21 THOUSAND HAPPY, ENGAGED FAMILIES ON MY INSTAGRAM PAGE.

SCAN



EXPLORE MY HUB OF EVENTS, DOWNLOADS AND MORE AT LINKTREE.

SCAN



JOIN MY COMMUNITY WHATSAPP TO SEE REAL FAMILIES IN CONVERSATION.





Opportunities

ADVERTISING

Explore our range of advertising options and prices.

Option	Price
Quarter Page	AED 250
Half Page (A5 Landscape)	AED 350
Full Page (A4 Portrait)	AED 625
Double Page	AED 1,000

All prices include professional design from my designer and distribution costs. This is a flat rate for design, inclusion, distribution and marketing of the publication. No hidden costs.



Opportunities

FEATURES

Explore our range of feature options and prices.

Option	Price
Editor's Pick (Your Brand)	AED 900
Brand Spotlight	AED 900
Full Double Page Review (Your Setting) Endorsement	AED 1,600

All prices include professional design from my designer and distribution costs. This is a flat rate for design, inclusion, distribution and marketing of the publication. No hidden costs.



Opportunities

SPONSORSHIP

Explore our range of sponsorship options and prices.

Option	Price
Main Sponsor (Logo on cover, multiple pages + full page double spread feature)	AED 2,500
Silver Sponsor (Logo on cover + one page feature)	AED 1,000
Bronze Sponsor (Logo within magazine pages + quarter page feature)	AED 750

All prices include professional design from my designer and distribution costs. This is a flat rate for design, inclusion, distribution and marketing of the publication. No hidden costs.



Snapshot

WHAT YOU GAIN, AT A GLANCE:

- Real-world exposure to an active, engaged family audience across print, digital, and live event environments
- **Direct access to a database of nearly 5,000 families, with 1,200+ opening every email and content often forwarded beyond the core list**
- Social reach of 21,000+ engaged Instagram followers, with an average 9% click-through rate from reel to readership
- **Combined digital reach of 25,000+ followers and subscribers, plus 30,000+ website page views a month**
- In-person brand visibility at large-scale family events, including activations reaching 1,000+ families per event, creating real-time conversations and brand engagement
- **Association with a trusted, established parenting and family platform, strengthening credibility through aligned editorial positioning**
- Multi-channel amplification of your brand story across print magazine, digital campaigns, and social content in a cohesive narrative
- **High-trust, high-intent audience environment, where content is consumed by decision-making parents and caregivers**
- Content longevity beyond publication, with ongoing shares, forwards, and re-engagement over time
- **Editorial-style brand integration, allowing partners to be presented within a premium, trusted storytelling framework rather than traditional advertising**
- Opportunities for organic word-of-mouth growth, both online and within real-world parent communities
- **Strong conversion potential driven by warm audience engagement, not cold advertising impressions**

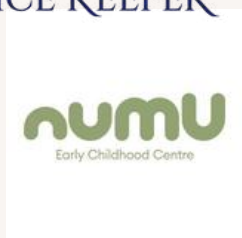


Partners

WHY CHOOSE HAPPY FAMILIES MAGAZINE?

Join the ranks of highly credible and successful family brands who have partnered with the Happy Families Magazine past and present.

There is a range of ways to showcase your brand in this publication from sponsorship through to advertising, competitions and full page features.



Ready to Collaborate?



Let's Connect

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