

WHY RUSSIANS INVEST IN DUBAI

- Russians have traditionally been attracted to Dubai's premium real estate, which offers relatively lower prices compared to markets such as London, New York or Hong Kong.
- Dubai's sunny climate, tax-free environment, good flight connections, health and transport infrastructure, an abundant leisure facilities attract Russians to the emirate.
- Dubai's average price for property in central districts is given at \$4,422 (Dh16,239) per square metre, far below the average prices in New York (\$19,177), London (\$26,681), Paris (\$11,167) and Moscow (\$5,297).
- Annual rental yield in Russia ranges from 4.19 %, compared to Dubai's more lucrative 7.23% per annum.
- Many of the ultra-rich investors in Russia have their wealth parked outside the country are looking to invest in international property destinations such as Dubai.

MEDIA PLAN

Media	Frequency	April 2019																					Exhibition				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Fri	Sat	Sun		
BROADCAST MEDIA																											
Radio Mayak																											
Radio Rossii	90																										
Vesti FM	90																										
PRINT MEDIA																											
The Moscow Times	1																										
Kommersant	2																										
Moskovskij Komsomolets																											
OUTDOOR MEDIA																											
Billboards	50																										
DIGITAL MEDIA																											
Vk.com																											
Ok.ru																											
Facebook																											
Google.com																											
Yandex.ru																											
Instagram																											
Homeoverseas.ru																											
Third Party Websites & Apps																											
OFFLINE MEDIA																											
High-End Communities	56																										
	10																										
EMAIL CAMPAIGN																											
SMS CAMPAIGN																											

SUMMARY

Broadcast Media
Radio spots spread across leading radio channels in Russia

Print Media
Insertions in leading newspaper/magazines in Russia

Outdoor Media
50 outdoor bus displays in Moscow located in HNI concentrated areas

Digital Media
3 Week Extensive Campaign

Offline Media
3 Week Extensive Campaign

Email Campaign
2 Week Extensive Campaign

SMS Campaign
2 Week Extensive Campaign