

dohasawa

ARCHITECTURE | PEOPLE | PERSPECTIVES





ARCHITECTURE | PEOPLE | PERSPECTIVES

doha sawa

QATAR TOLD DIFFERENTLY

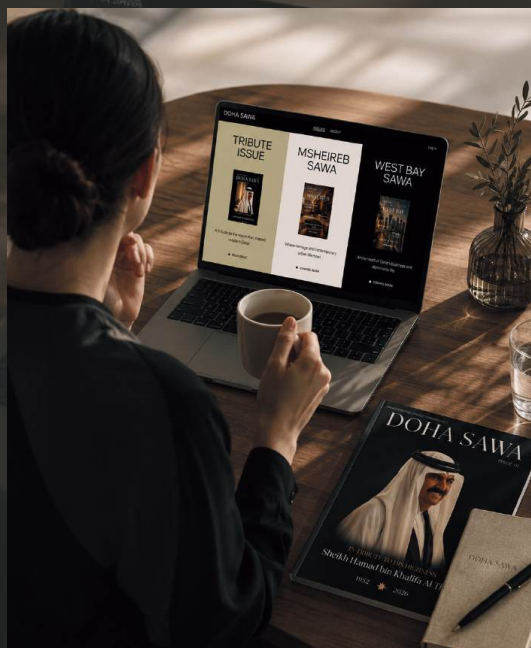
DOHA SAWA is an independent bilingual French–English magazine dedicated to architecture, culture and lifestyle in Qatar.

Each issue explores the places, stories and perspectives shaping contemporary Doha — one district, one destination and one experience at a time.

Through considered storytelling and strong visual direction, DOHA SAWA offers a distinctive editorial perspective on the people and places shaping Qatar today.

DOHA SAWA EDITION

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DOHA SAWA EDITION

dohasawa

ARCHITECTURE | PEOPLE | PERSPECTIVES

THE EDITOR



INDEPENDENT
EDITORIAL MEDIA

BILINGUAL
FRENCH · ENGLISH

QATAR-FOCUSED
CULTURE · LIFESTYLE

ABOUT THE EDITOR

DOHA SAWA was founded by Nassima Boumessaoud, an entrepreneur, strategist and editor with an international perspective shaped across Europe, Mauritius and Qatar.

Her approach combines editorial storytelling, cultural observation and strategic thinking to offer a distinctive perspective on contemporary Qatar – its places, people and evolving identity.

EDITORIAL VISION

DOHA SAWA was created from a simple conviction: Qatar deserves to be experienced beyond the expected narratives.

The magazine looks beyond landmarks to explore the ideas, people, places and experiences shaping the country – with curiosity, independence and a strong sense of place.

QATAR TOLD DIFFERENTLY

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Each issue explores the places, stories and perspectives shaping contemporary Doha – one district, one destination and one experience at a time.

Through considered storytelling, strong visual direction and a grounded perspective, DOHA SAWA looks beyond expected narratives to reveal how Qatar is lived, experienced and continually reimaged.

PLACES

Architecture, districts, destinations, hospitality and the spaces shaping contemporary Qatar.

PEOPLE

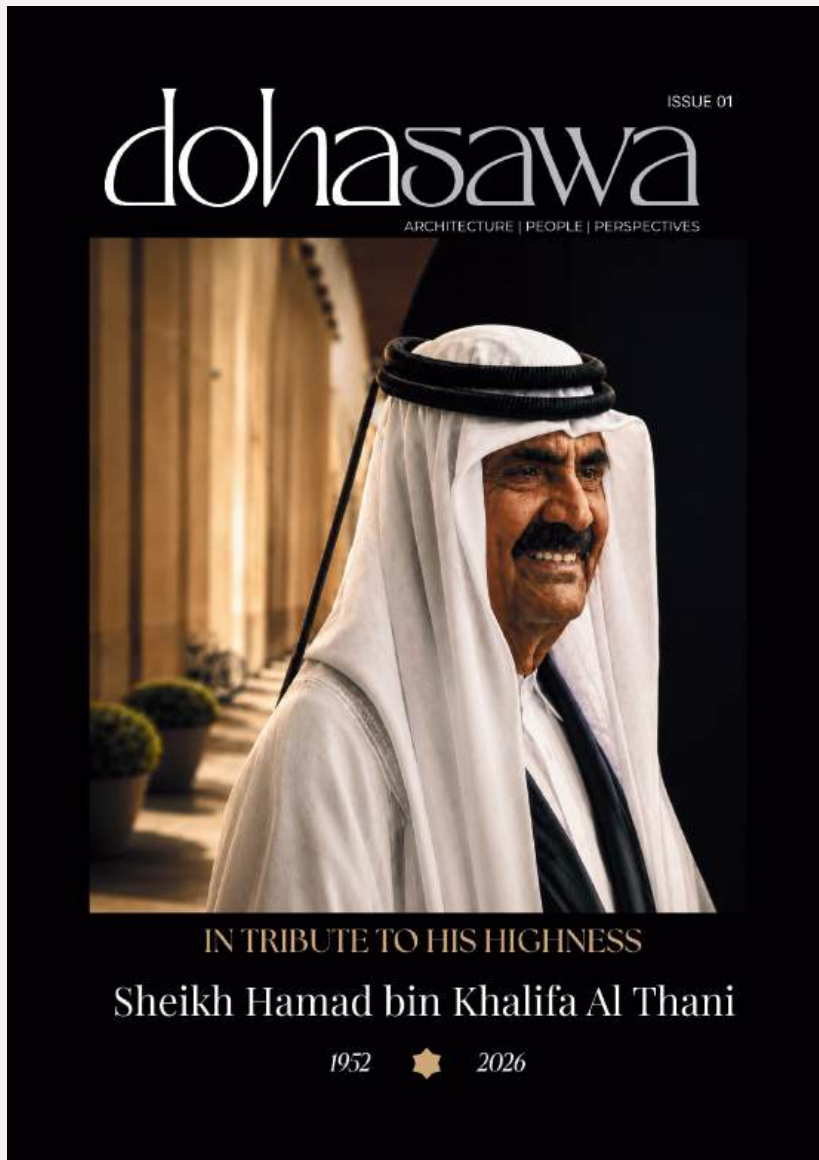
The voices, talents and perspectives contributing to Qatar's cultural and creative landscape.

PERSPECTIVES

Culture, design, lifestyle and experiences interpreted through an independent editorial lens.



Not simply where Qatar is going – but how it is being lived.



A TRIBUTE

THE EDITORIAL STATEMENT THAT LAUNCHED DOHA SAWA

Published in August 2026, the inaugural issue of DOHA SAWA pays tribute to H.H. Sheikh Hamad bin Khalifa Al Thani and the transformation of Qatar during his leadership.

Through architecture, education, culture, diplomacy, media and sport, the issue explores the foundations of contemporary Qatar and the vision that helped shape the country's modern identity.

Conceived as an editorial statement before a commercial proposition, Issue 01 was intentionally published without advertising or sponsorship – establishing DOHA SAWA's editorial voice, visual language and positioning before opening the magazine to selected partnerships.

ISSUE 01 A TRIBUTE

INAUGURAL ISSUE
PUBLISHED AUGUST 2026

BILINGUAL EDITION
FRENCH · ENGLISH

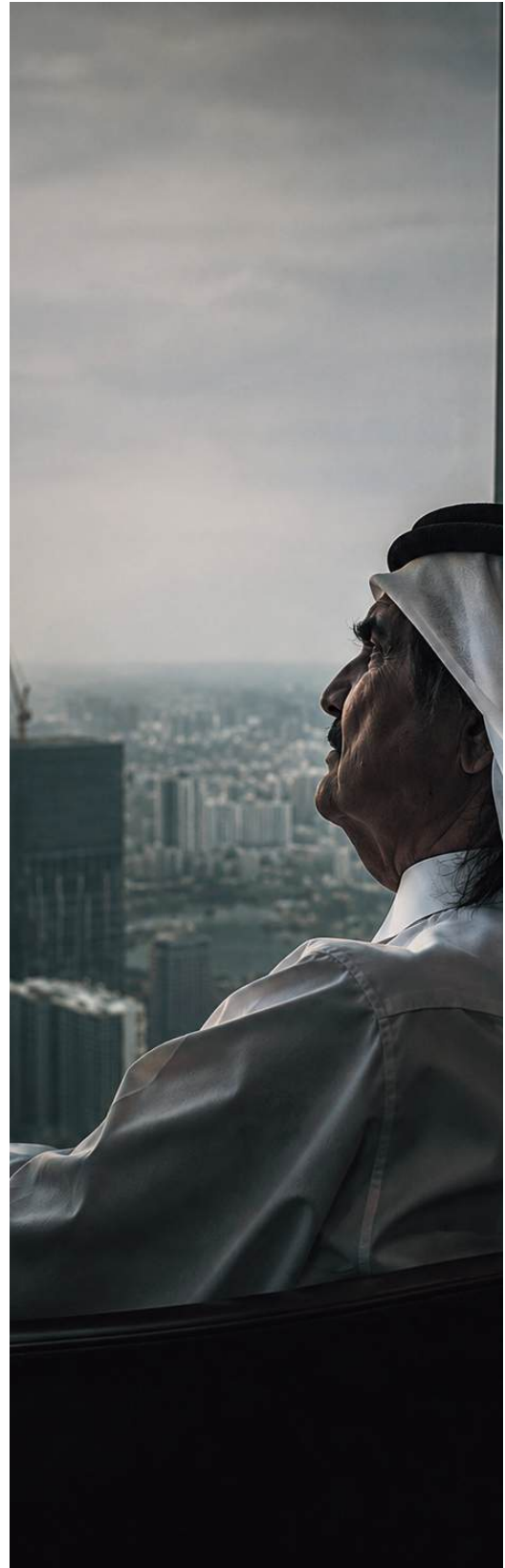
EDITORIAL - FIRST
NO ADVERTISING · NO SPONSORSHIP

INSIDE THE ISSUE

LEGACY & LEADERSHIP
THE FOUNDATIONS OF MODERN QATAR

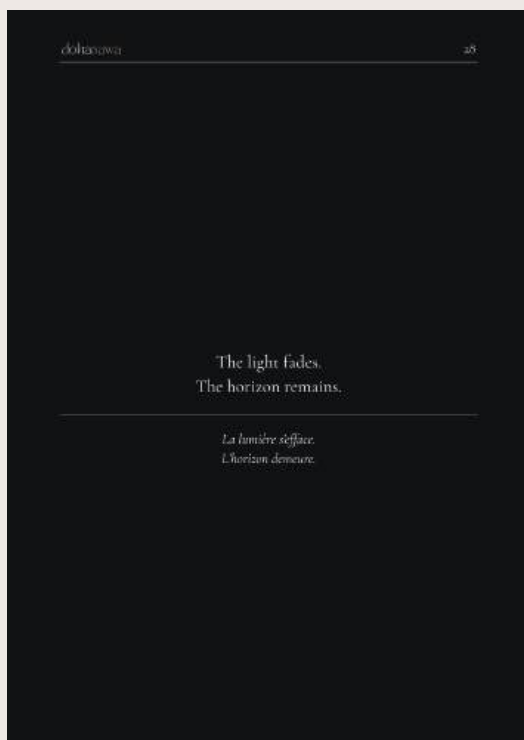
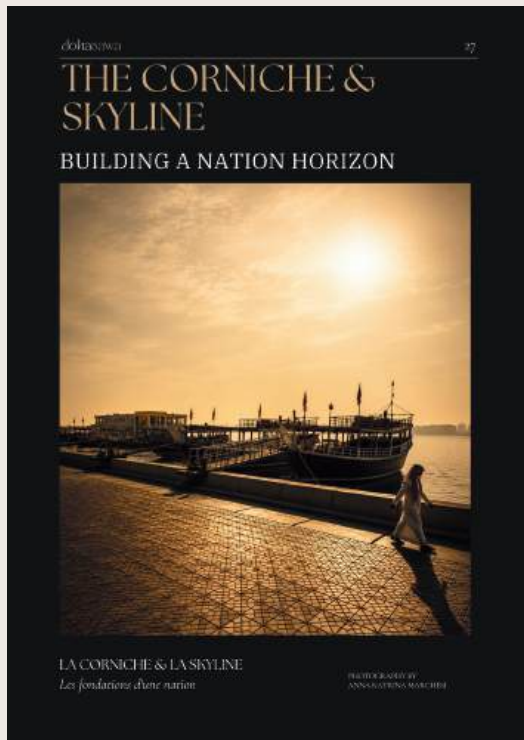
ARCHITECTURE & EDUCATION
INSTITUTIONS THAT SHAPED A NATION

CULTURE & GLOBAL PRESENCE
FROM HERITAGE TO INTERNATIONAL
INFLUENCE

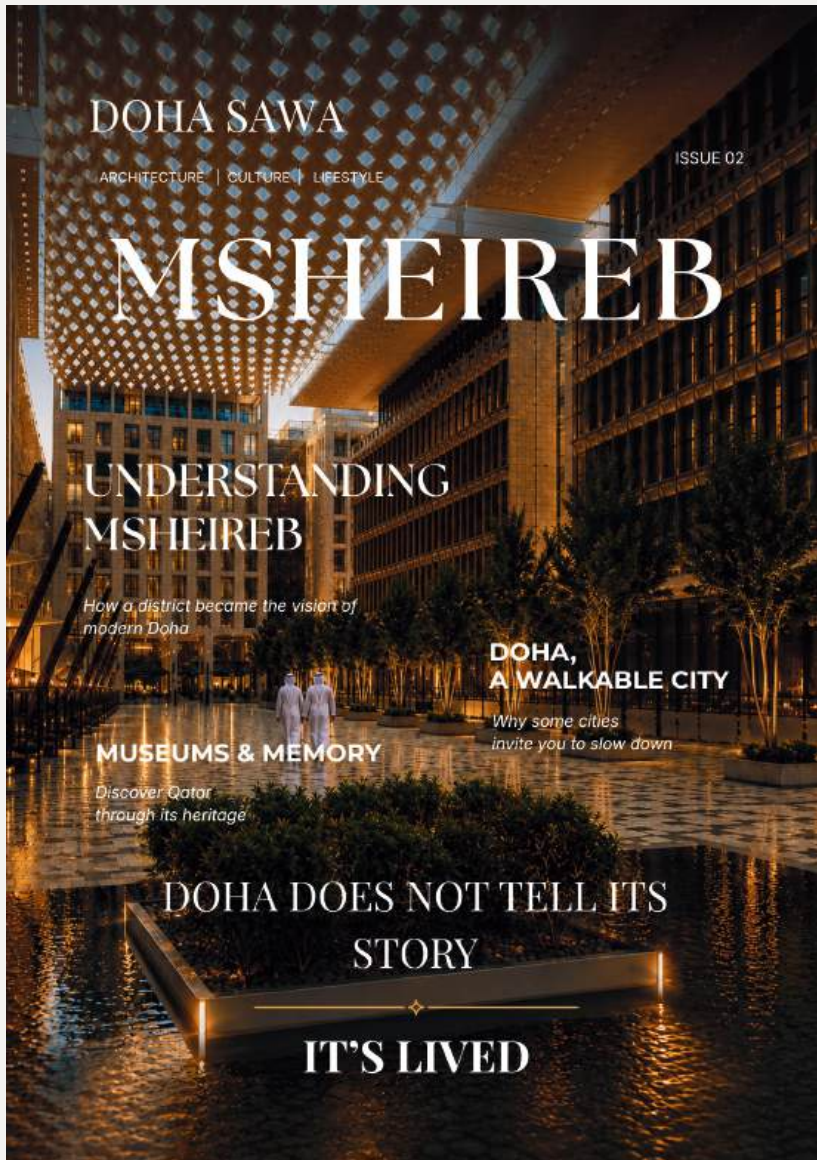


BEFORE INVITING BRANDS INTO DOHA SAWA, WE ESTABLISHED
WHAT DOHA SAWA STANDS FOR.

EDITORIAL · ARCHITECTURAL · CULTURAL · IMMERSIVE · REFINED · TIMELESS



A VISUAL IDENTITY DESIGNED TO LET EACH STORY FIND ITS OWN RHYTHM —
WHILE REMAINING UNMISTAKABLY DOHA SAWA



MSHEIREB

SAWA

DOHA, REIMAGINED FROM WITHIN

Scheduled for October 2026, Issue 02 turns its focus to Msheireb Downtown Doha – a district where heritage, architecture, sustainability, culture and contemporary urban life converge.

MSHEIREB SAWA explores not only how the district was designed, but how it is lived—through its architecture, museums, creative spaces, hospitality, businesses, people and everyday experiences.

ISSUE 02 MARKS THE OPENING OF DOHA SAWA TO SELECTED BRAND AND INSTITUTIONAL PARTNERSHIPS.

ISSUE 02 MSHEIREB

PUBLICATION
OCTOBER 2026

DESTINATION ISSUE
MSHEIREB DOWNTOWN DOHA

PARTNERSHIPS
NOW OPEN

INSIDE THE ISSUE

ARCHITECTURE & HERITAGE
REIMAGINING THE HEART OF DOHA

CULTURE & CREATIVE LIFE
**WHERE HERITAGE MEETS CONTEMPORARY
CULTURE**

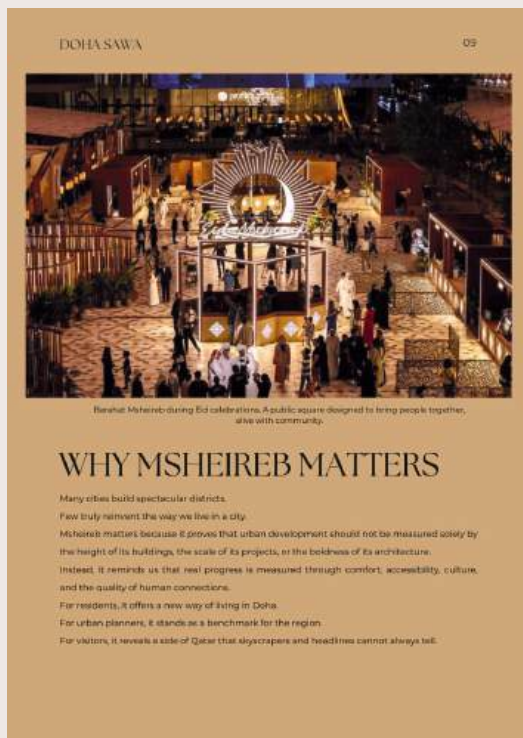
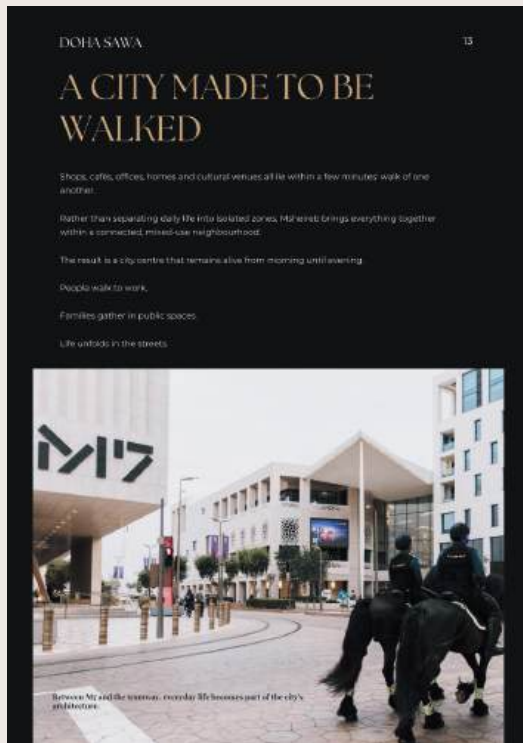
LIFESTYLE & EXPERIENCE
HOW THE DISTRICT IS LIVED



WITH MSHEIREB SAWA, SELECTED PARTNERS BECOME PART OF THE STORY.

DOHASAWA EDITION

HERITAGE · ARCHITECTURE · SUSTAINABILITY · CULTURE · LIFESTYLE · PEOPLE



BEYOND THE ARCHITECTURE, MSHEIREB SAWA EXPLORES HOW A DISTRICT
BECOMES A WAY OF LIVING.

DOHA SAWA EDITION

AUDIENCE & DISTRIBUTION

A SELECTIVE AUDIENCE. A MULTI-CHANNEL EDITORIAL PRESENCE.

OUR AUDIENCE

DOHA SAWA speaks to culturally curious, internationally minded readers with an interest in Qatar, architecture, culture, hospitality, design and contemporary lifestyle.

Its bilingual French–English approach creates a distinctive bridge between Qatar and French-speaking and international audiences.



PRIORITY AUDIENCES

FRENCH-SPEAKING COMMUNITY

Residents, professionals, entrepreneurs and decision-makers connected to Qatar.

INTERNATIONAL RESIDENTS

An internationally minded audience living and working in Qatar.

BUSINESS & INSTITUTIONAL NETWORKS

Executives, entrepreneurs, diplomatic communities and organisations engaged with Qatar.

HOSPITALITY & LIFESTYLE AUDIENCES

Readers interested in destinations, residences, hotels, design, dining and contemporary experiences.

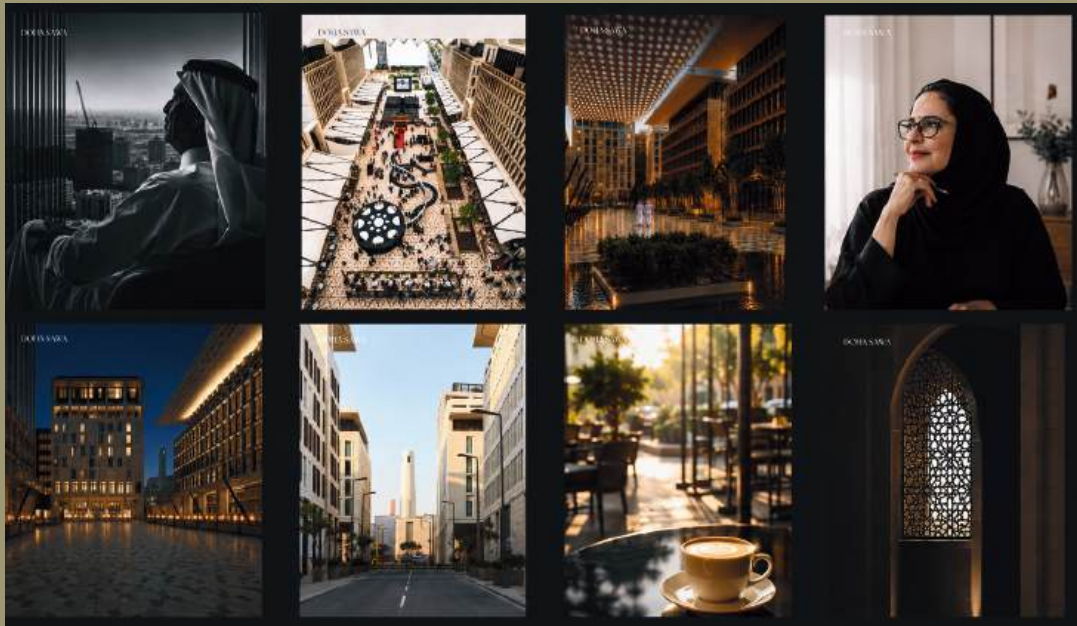
CULTURAL & CREATIVE AUDIENCES

People interested in architecture, heritage, art, design and Qatar's evolving creative landscape.



DISTRIBUTION

DIGITAL



DIGITAL MAGAZINE

Bilingual issues accessible online.

DOHASAWA.COM

Editorial content and magazine access.

INSTAGRAM & LINKEDIN

Editorial amplification, issue launches and partner visibility.

DIRECT EDITORIAL
CIRCULATION

Targeted sharing across selected professional, institutional and business networks.

DOHA SAWA EDITION

DISTRIBUTION

SELECTIVE PRINT

Selective print editions and targeted physical distribution are being developed for future issues and selected partnerships.



BILINGUAL

French · English

LIMITED PRINT

Issue-led editions

SELECTIVE

Targeted circulation

REACH IS NOT ONLY ABOUT SCALE. IT IS ABOUT RELEVANCE, CONTEXT AND CONNECTION.

EDITORIAL CALENDAR

20 26

ONE ISSUE. ONE PLACE. ONE DISTINCT PERSPECTIVE ON QATAR.

ISSUE 01 — A TRIBUTE

August 2026

Legacy · Leadership · Modern Qatar

PUBLISHED

ISSUE 02 — MSHEIREB SAWA

October 2026

Heritage · Architecture · Culture ·
Urban Life

PARTNERSHIPS OPEN

ISSUE 03 — WEST BAY SAWA

WINTER 2026/27

Architecture · Business · Hospitality ·
Residences · Urban Lifestyle

IN DEVELOPMENT



PARTNER

WITH DOHA SAWA

BECOME PART OF THE STORY.

NOT EVERY BRAND NEEDS TO BE EVERYWHERE.
IT NEEDS TO BE IN THE RIGHT STORY.

DOHA SAWA EDITION

DOHA SAWA works with selected brands, institutions and destinations whose presence naturally connects with the places, people and perspectives explored in each issue.

Partnerships are designed to create meaningful visibility within a considered editorial environment – through advertising, branded storytelling, dedicated features and tailored collaborations.

Every partnership is approached with the same principle: relevance before presence.

» **ADVERTISING**

Premium placements within the digital and selected print editions.

» **BRANDED CONTENT**

Partner-led stories developed within the visual language of DOHA SAWA.

» **EDITORIAL PARTNERSHIPS**

Tailored collaborations connected to an issue, destination or relevant editorial theme.

» **CROSS-CHANNEL VISIBILITY**

Extended presence across the magazine, website and selected social channels.

Editorial independence remains at the discretion of Doha Sawa.
Sponsored and branded collaborations are clearly identified.

ADVERTISING

ADVERTISING FORMATS

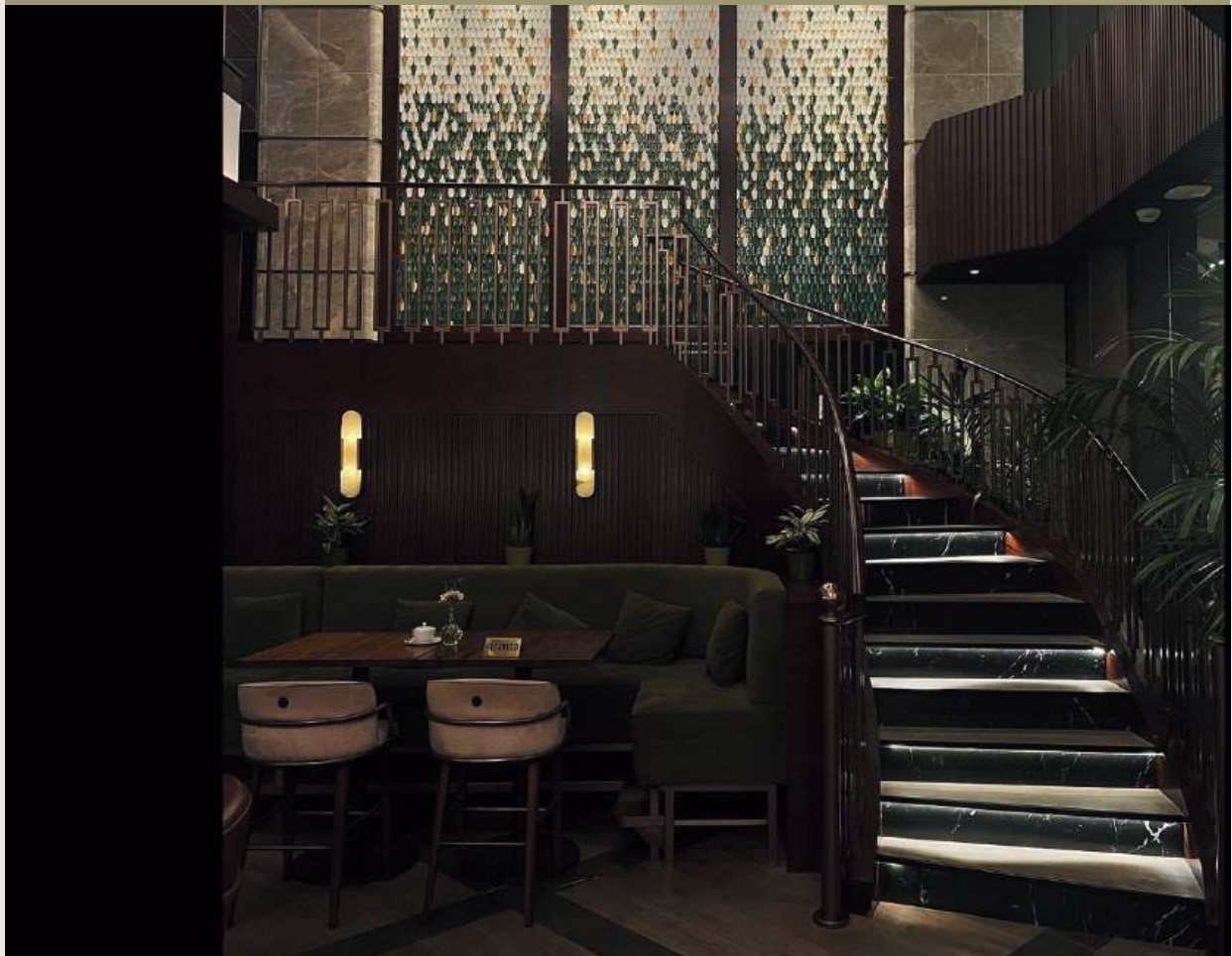
FORMAT	INCLUDES	POSITIONING
FULL PAGE	1 full-page advertisement	Standard premium placement
DOUBLE-PAGE SPREAD	2 facing pages	High-impact placement
INSIDE FRONT COVER	Premium full page	High visibility
INSIDE BACK COVER	Premium full page	High visibility
BACK COVER	Premium exterior placement	Signature position

FORMAT	RATE
Full Page	QAR 4,500
Double-Page Spread	QAR 7,500
Inside Front Cover	QAR 7,500
Inside Back Cover	QAR 6,500
Back Cover	QAR 9,500

- All placements are subject to availability and editorial approval.

ADVERTISING RATES APPLY TO CLIENT-SUPPLIED, PUBLICATION-READY ARTWORK.
CREATIVE PRODUCTION IS AVAILABLE SEPARATELY UPON REQUEST.

BRANDED CONTENT



BRANDED STORY

**FROM QAR 8,500**

- 2-3 EDITORIAL-STYLE PAGES
- STORY CONCEPT
- COPYWRITING
- ART DIRECTION
- LAYOUT & DESIGN
- DIGITAL MAGAZINE PUBLICATION

● *Photography, videography, talent, travel and third-party production costs are quoted separately where required.*

SIGNATURE STORY

**FROM QAR 14,500**

- 4-6 EDITORIAL-STYLE PAGES
- EDITORIAL CONCEPT
- INTERVIEW AND/OR BRAND NARRATIVE
- COPYWRITING
- ART DIRECTION
- CUSTOM LAYOUT
- DIGITAL MAGAZINE PUBLICATION
- WEBSITE FEATURE
- SOCIAL AMPLIFICATION

● *Photography, videography, talent, travel and third-party production costs are quoted separately where required.*

FEATURE EXPERIENCE



FROM QAR 22,000

- 6-8 PAGES
- BESPOKE EDITORIAL CONCEPT
- INTERVIEW / DESTINATION / EXPERIENCE-LED STORYTELLING
- EDITORIAL PRODUCTION
- ART DIRECTION
- DIGITAL MAGAZINE PUBLICATION
- WEBSITE FEATURE
- SOCIAL CONTENT
- CROSS-CHANNEL AMPLIFICATION

● *Photography, videography, talent, travel and third-party production costs are quoted separately where required.*

PARTNERSHIPS

ISSUE PARTNERSHIP

Integrated presence within a selected DOHA SAWA issue.

DESTINATION PARTNERSHIP

Bespoke storytelling around a district, destination or experience.

INSTITUTIONAL PARTNERSHIP

Editorially aligned collaborations with institutions and organisations.

CROSS-CHANNEL PARTNERSHIP

Magazine · Website · Social · Selected activations



TAILORED PROPOSAL

Scope and investment are defined according to objectives, deliverables and level of integration.

TALK
LET'S

NASSIMA BOUMESSAOUD

Founder & Editor
DOHA SAWA Magazine

PARTNERSHIPS · ADVERTISING · COLLABORATIONS

Whether you are a brand, institution, destination or business looking to connect with DOHA SAWA, we welcome conversations around relevant and thoughtfully aligned opportunities.

LET'S CREATE THE RIGHT STORY TOGETHER.

WEBSITE
DOHASAWA.COM

EMAIL
CONTACT@DOHASAWA.COM

INSTAGRAM
@DOHASAWAMAGAZINE

LINKEDIN
DOHA SAWA