

Herve Cuviliez

Diwanee



COUNTRY	Lebanon
INDUSTRY	Technology
YEAR SELECTED	2012
PARTNER	Delphine Edde
WEBSITE	www.diwanee.com

COMPANY SNAPSHOT

In an increasingly digitized age, Diwanee (Arabic for “e-gathering”) seeks to bring the topics Arab women might discuss amongst themselves to the online platform. By 2015, Arabic is expected to be the fourth most widely used language on the internet, yet only 1.5% of total online content is in Arabic today. Diwanee’s specialized web portals 3a2ilati.com (motherhood, health) and Yasmina.com (beauty, fashion, gossip) satisfy its readership with information tailored to their lifestyle and life stage. In just three years, Diwanee has become the market leader in women’s lifestyle web content in the Arab language, attracting 4.8 million unique visitors a month with an average of three page views per visit, in an environment where advertisers – such as L’Oréal, Chanel, Cartier and Piaget – are eager to target customer segments with high spending power.