

SANCTOUM

BEYOND
THE
SURFACE

THE INTELLIGENT WELLNESS REVIEW

BRAND BOOK

AN INVITATION TO COLLABORATE

THE RETURN OF
ANCIENT INTELLIGENCE

WHERE TIMELESS
WISDOM MEETS
CONTEMPORARY
SCIENCE.

DIGITAL LAUNCH • SEPTEMBER 2026

UAE-BASED • GLOBAL PERSPECTIVE

DIGITAL • SOCIAL • PRINT

WHY SANCTOUM

A NEW VOICE IN INTELLIGENT WELLNESS

Never before have we had access to so much information, so many trends and so many promises surrounding health and wellbeing. Yet it has become increasingly difficult to distinguish between credible knowledge, lived experience, passing hype and persuasive marketing.

SANCTOUM — The Intelligent Wellness Review is an independent, UAE-based editorial platform with an international perspective. It brings together timeless healing knowledge, contemporary science, consciousness, longevity and the future of human wellbeing.

SANCTOUM is not being created simply to add more content to an already crowded landscape. Our purpose is to look more closely, provide context across different perspectives and make space for questions that cannot be resolved with quick answers.

Through journalistic rigour, aesthetic intelligence and intellectual openness, SANCTOUM creates an editorial environment for readers, experts and brands seeking depth, credibility and meaningful distinction.

BEYOND THE SURFACE.



LAUNCH 2026

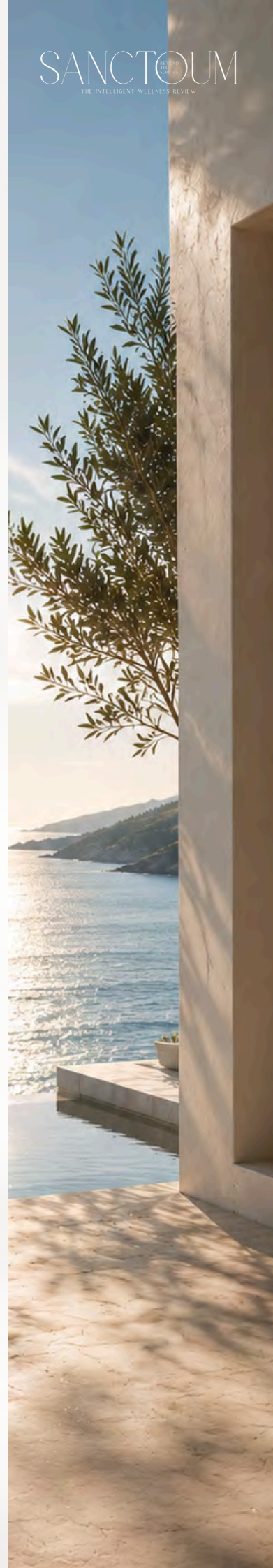
A NEW PLATFORM. BUILT FOR LONG- TERM RELEVANCE.

SANCTOUM launches in 2026 as a digital-first editorial platform rooted in the UAE and created for an internationally connected audience.

The inaugural phase establishes the foundation of SANCTOUM's editorial ecosystem — bringing together original journalism, expert perspectives, digital distribution, social storytelling and selected brand partnerships.

From launch onward, SANCTOUM will measure and report verified audience data across its website, newsletter and social channels. This gives inaugural partners the opportunity to enter at the beginning, secure early visibility and build a meaningful association with the platform as its audience and influence develop.

Rather than relying on projected reach, SANCTOUM focuses on the quality of its editorial environment, the relevance of its audience and the strength of the partnerships it builds from day one.



THE INAUGURAL EDITION

THE RETURN OF ANCIENT INTELLIGENCE

Why timeless systems of healing are being reconsidered through the lens of contemporary science.

Across cultures, knowledge about health, healing and human potential has been preserved for generations. Today, many of these systems are being revisited—not as alternatives to science, but as subjects of renewed research, critical inquiry and deeper understanding.

SANCTOUM's inaugural edition brings together practitioners, researchers and leading voices to explore what becomes possible when inherited knowledge and contemporary evidence are examined side by side. Rather than romanticising the past or accepting every new claim, the issue asks a more discerning question:

What deserves to be preserved, what can be validated—and what must be reconsidered?

CONTENT FOCUS

- ANCIENT HEALING SYSTEMS
 - LONGEVITY & SCIENCE
 - EMOTIONAL WELLBEING
 - WAY OF LIVING
 - WELLNESS INTELLIGENCE
 - ARCHITECTURE & SPACE
 - WELLNESS DESTINATIONS
 - SPIRITUAL INQUIRY
 - INDUSTRY INSIGHTS
-

ADVISORY BOARD

INTERDISCIPLINARY EXPERTISE

SANCTOUM brings together specialist perspectives across contemporary science, human movement, traditional healing systems and consciousness.

Our Advisory Board reflects SANCTOUM's commitment to examining wellbeing from more than one point of view. Each member contributes a distinct field of expertise, helping to broaden the publication's perspective and support an editorial environment shaped by depth, discernment and interdisciplinary thinking.

EXPERT PERSPECTIVES

Dr. Hajo Horst [↗ IG](#)

Internationally recognized cognitive Neuroscientist | EMDR psychotherapist | Developer of *The NeuroCode System*

Dr. Ridvan Kir [↗ IG](#)

Human Movement Specialist (HMS) / MT / PT

Dr. Purnima Siddhanta

Ayurvedic physician | Clinical psychology scholar | Wellness strategist

Martial Nesselbusch [↗ IG](#)

Chinese Energetics Practitioner & Trainer

Sai Ganesh Nagpal [↗ IG](#)

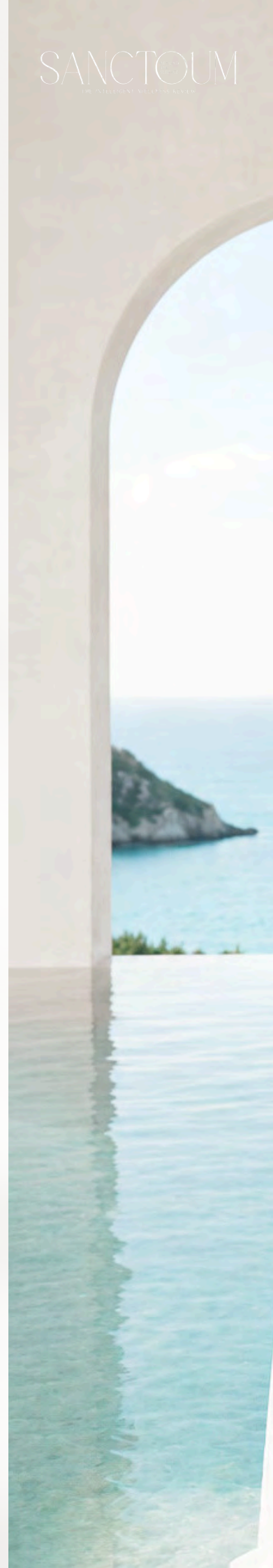
Vedic Astrology Counsellor

Dr. Khalid Shukri [↗ IG](#)

MD / FCCM / ABAARM / BCQM / BCNM

Bastian Orthenburger

Breathwork Facilitator [↗ IG](#)



EDITORIAL UNIVERSE

A BROADER VIEW OF WELLBEING

Exploring the sciences, traditions, environments and experiences shaping how we live and heal.

SANCTOUM brings together fields that are often considered separately—creating space for evidence, inherited knowledge, lived experience and thoughtful design to be examined side by side.

SCIENCE, LONGEVITY & HUMAN HEALTH

- Longevity Science
- Stem Cells & Regeneration
- Functional Medicine
- Neuroplasticity
- Nervous System Health
- Sleep Optimisation
- Nutrition as Medicine

ANCIENT WISDOM, CONSCIOUSNESS & INNER WORK

- Ayurveda & TCM
- Indigenous Wisdom
- Meditation
- Consciousness
- Spiritual Inquiry
- Rituals & Mantras
- Energy & Bodywork

EMOTIONAL WELLBEING & WAY OF LIVING

- Trauma Recovery
- Burnout
- Resilience
- Daily Rituals
- Herbs & Essential Oils
- Conscious Leadership
- Personal Growth

WELLNESS INTELLIGENCE, SPACES & DESTINATIONS

- Emerging Research
- Thought Leadership
- Industry Insights
- Therapy Glossary
- Spa & Wellness Design
- Healing Spaces
- Retreats
- Resorts
- Thermal Experiences

OUR AUDIENCE

A CURATED GLOBAL COMMUNITY

SANCTOUM is created for discerning, internationally minded readers seeking a considered approach to health, consciousness and wellbeing. Our audience is defined by shared interests and values rather than geography alone — bringing together people who seek credible knowledge, meaningful experiences and brands distinguished by quality, integrity and innovation.

PRIMARY READERSHIP

CONSCIOUS CONSUMERS

Readers who invest thoughtfully in their health, wellbeing and personal development.

PROFESSIONALS & ENTREPRENEURS

Executives, founders and decision-makers interested in longevity, performance and sustainable wellbeing.

WELLNESS TRAVELLERS

An international audience drawn to exceptional retreats, destinations, clinics and transformative experiences.

PRACTITIONERS & THOUGHT LEADERS

Experts working across science, integrative health, consciousness, longevity and traditional healing systems.

GEOGRAPHIC FOCUS

UAE & GCC • WORLDWIDE

With a UAE base and an international editorial perspective, SANCTOUM is created for a cross-cultural readership and a globally connected wellness community.

MULTI-PLATFORM PRESENCE

DIGITAL

Editorial content available through SANCTOUM's digital edition and online platforms.

SOCIAL

Launch communication, editorial storytelling and partner visibility across SANCTOUM's social channels.

PRINT

A premium inaugural edition with a print run of 5,000 copies, distributed through selected partners, destinations and professional networks.



TARGET AUDIENCE PROFILE

INFORMED, INTERNATIONAL, INTENTIONAL

Readers who view health, knowledge and quality of life as long-term priorities.

SANCTOUM is created for an affluent, highly educated audience aged 35–65, with a core focus on readers between 45 and 55. Based in the Gulf and across key international markets, they seek credible knowledge, considered experiences and brands defined by substance, quality and integrity.

MINDSET

Health is viewed as a long-term asset. Depth, evidence and meaningful insight are valued above passing trends and quick solutions.

PROFESSIONAL PROFILE

Entrepreneurs, executives, medical professionals, decision-makers and lifelong learners with an international outlook.

CORE INTERESTS

- Longevity
- Preventive & Functional Medicine
- Neuroscience
- Nutrition
- Sleep
- Emotional Resilience
- Conscious Leadership

LIFESTYLE & CULTURE

- Transformative Travel
- Exceptional Hospitality
- Architecture & Design
- Gastronomy
- Personal Growth
- Sustainable Luxury

WHY PARTNER WITH SANCTOUM

BECOME PART OF THE BEGINNING

A selective partnership opportunity within SANCTOUM's inaugural edition.

SANCTOUM invites a select group of aligned brands, destinations, clinics and practitioners to become part of its inaugural edition and the early development of a distinctive editorial platform.

PREMIUM EDITORIAL ENVIRONMENT

Position your brand within a carefully curated publication shaped by credibility, depth and a refined visual language.

CURATED INTERNATIONAL AUDIENCE

Connect with readers who actively invest in health, wellbeing and transformative experiences.

MULTI-PLATFORM VISIBILITY

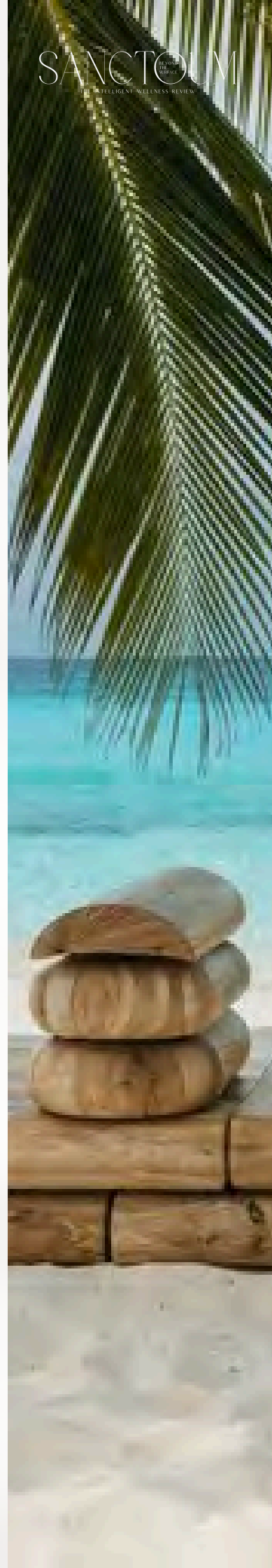
Build presence across digital, social and selected print environments.

LONG-TERM BRAND ASSOCIATION

Create an early relationship with SANCTOUM and benefit from the value of founding-stage association.

SELECTIVE PARTNERSHIP APPROACH

SANCTOUM works with a limited number of partners whose values, quality and positioning are aligned with the publication.



PUBLISHING EXPERIENCE

EXPERIENCE BEHIND THE VISION

A proven publishing background in international luxury travel and hospitality.

SANCTOUM builds on publishing experience developed through **Horizon & Beyond – Luxury Travel and Lifestyle Magazine.**

This background includes previous work with leading international hospitality brands and an established understanding of premium editorial environments, global audiences and refined brand presentation.

SELECTED PREVIOUS PUBLISHING WORK

AMAN

AMANPURI · AMANJENA ·
AMANZOE

FOUR SEASONS

SERENGETI · BALI AT
SAYAN · DUBAI AT
JUMEIRAH BEACH · DOHA

ANANTARA

JABAL AKHDAR · KIHAVAH
MALDIVES

NIYAMA PRIVATE ISLANDS
MALDIVES

MANDARIN ORIENTAL

BANGKOK · BODRUM ·
PARIS

CHEVAL BLANC

RANDHELI · MALDIVES

AND MANY MORE

PREVIOUS PUBLISHING WORK THROUGH
HORIZON & BEYOND. THE BRANDS
LISTED ARE NOT CURRENT SANCTOUM
PARTNERS.



PUBLISHING EXPERIENCE

THE VALUE OF COLLABORATION

It has been a true privilege to work with KARINE LACKNER and to be featured twice in her exceptional luxury magazine, HORIZON & BEYOND, during my tenure as General Manager of Conrad Dubai and Conrad Istanbul. Karin possesses a remarkable understanding of the world of luxury, combined with an outstanding ability to present exceptional destinations and experiences with elegance, sophistication and authenticity. Horizon & Beyond was an exclusive, beautifully produced high-end glossy magazine, created specifically for discerning consumers who appreciate quality and the finer things in life.

The editorial excellence, stunning photography, refined design and overall execution showcased both properties in the best possible way, capturing their distinctive character and luxury positioning perfectly. Karin's professionalism, creativity and attention to detail made each feature a memorable collaboration. I remain truly appreciative of the exposure and exceptional presentation she provided to both Conrad Dubai and Conrad Istanbul, and I wholeheartedly recommend Karine to any luxury brand seeking world-class editorial representation.



ANDREAS JERSABECK
General Manager



PARTNERSHIP OPPORTUNITIES

CHOOSE HOW YOUR BRAND BECOMES PART OF SANCTOUM

Flexible partnership formats across editorial, digital, social and selected print environments.

SANCTOUM offers selected partners a range of opportunities to build meaningful presence within its editorial ecosystem — from individual partnered features to longer-term Founding and Category Partnerships.

DIGITAL PARTNERSHIPS

Integrated visibility across SANCTOUM.com, social media, newsletter and selected multimedia formats.

PARTNERED EDITORIAL

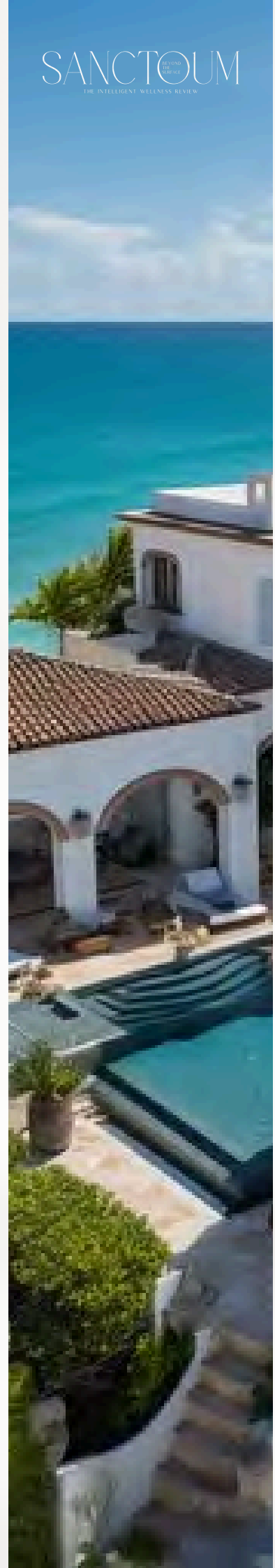
Professionally developed features, interviews and brand stories presented within SANCTOUM's editorial environment.

FOUNDING PARTNERSHIPS

Longer-term collaborations created for selected organisations wishing to establish a visible relationship with SANCTOUM from its inaugural phase.

PRINT EDITION

Selected editorial and premium advertising opportunities within SANCTOUM's inaugural print edition.



DIGITAL-FIRST PLATFORM

A CURATED DIGITAL PRESENCE

SANCTOUM's digital platform is the primary environment for ongoing editorial discovery, audience engagement and partner visibility.

Through editorial storytelling, considered design and coordinated digital visibility, SANCTOUM presents selected partners within a refined online environment shaped by credibility, depth and aesthetic intelligence.

Digital partnerships can extend across SANCTOUM's core platforms — creating a connected presence rather than isolated placements.

THE PARTNERSHIP INCLUDES

WEBSITE

Long-form editorials · Interviews · Expert perspectives · Partner profiles

SOCIAL MEDIA

Editorial carousels · Reels · Stories · Contributor amplification

NEWSLETTER

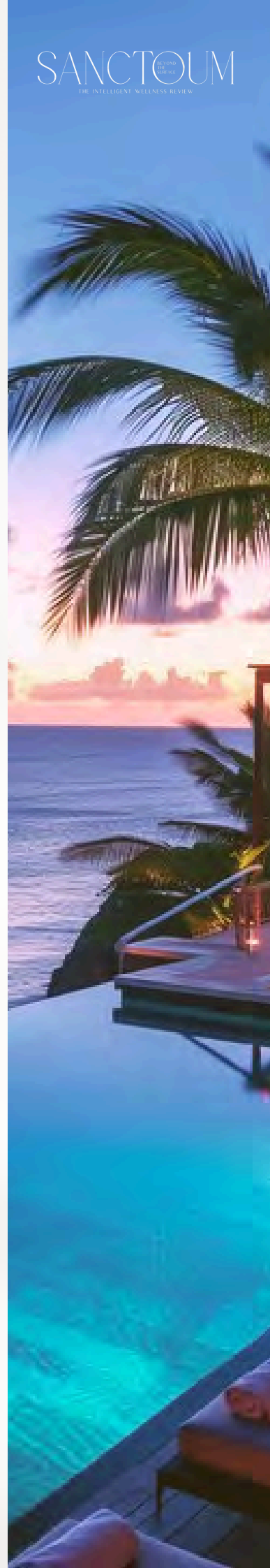
Curated editorial content · Direct audience communication · Selected partner integration

VIDEO & PODCAST

Interviews · Expert conversations · Selected partnered formats

CONTENT PARTNERSHIPS

Partnered editorials · Branded storytelling · Multi-platform campaigns



DIGITAL PARTNERSHIPS

THREE LEVELS OF PARTNERSHIP

From a focused editorial collaboration to an exclusive category position, SANCTOUM offers three levels of inaugural digital partnership.

PARTNERED EDITORIAL

A focused editorial collaboration within the SANCTOUM digital environment.

- Online feature, interview or brand story
- Editorial development & design
- SANCTOUM.com publication
- Social amplification & Stories
- Performance reporting

AED 5,500 + 5% VAT

FOUNDING PARTNERSHIP

Six-month partnership for organisations seeking a visible position from SANCTOUM's founding phase.

- Founding Partner designation
- Dedicated partner profile
- Premium website visibility
- Major editorial feature or interview
- Social, video & newsletter integration
- Campaign reporting

AED 12,500 + 5% VAT

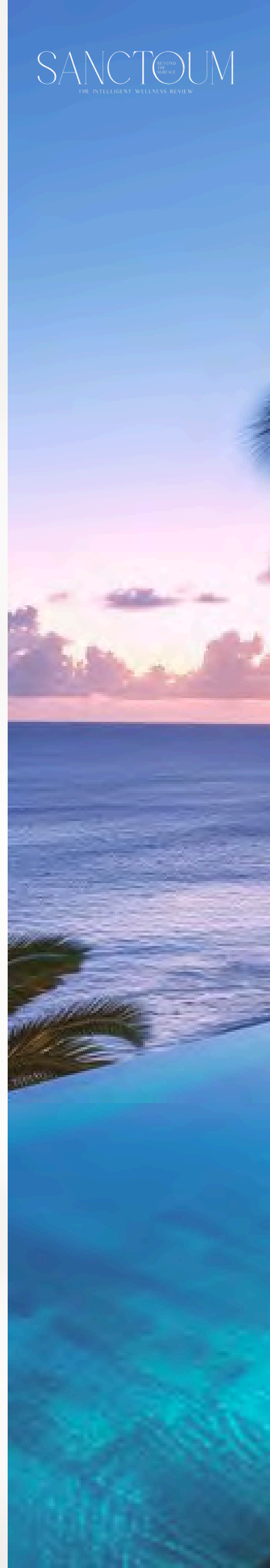
CATEGORY PARTNERSHIP

Exclusive six-month positioning within an agreed category.

- Category exclusivity
- All Founding Partner benefits
- Premium category & website positioning
- Enhanced editorial, social & video integration
- Strategic partnership planning
- Campaign reporting

AED 26,500 + 5% VAT

Only three Category Partnership positions are available across SANCTOUM. Each is exclusive within one approved category and applies across digital and print.



PRINT EDITION OPPORTUNITIES

DESIGNED FOR YOUR BRAND

**Selected partnership opportunities combining
SANCTOUM's inaugural print edition with extended digital
and social visibility.**

PRINT FOUNDING PARTNERSHIP

A multi-platform partnership combining SANCTOUM's inaugural print edition with extended digital and social visibility.

- Two-page editorial feature
- Professional editorial writing or editing
- Editorial design and layout
- Integration of approved photography
- Full-page premium advertisement
- Inclusion in the print and digital editions
- Company profile in the print and digital editions
- Dedicated partner profile on the SANCTOUM website
- One dedicated Instagram post or carousel
- Three supporting Instagram Stories
- Founding Partner designation

AED 20,000 + 5% VAT

CATEGORY EXCLUSIVITY — LIMITED TO 3 FOUNDING PARTNERS

A category-exclusive partnership limited to three founding partners, each representing a different sector and securing a distinctive position within SANCTOUM across three editions.

- Category exclusivity within the respective sector
- Partnership across three print editions
- 25% value advantage across the three-edition commitment
- One Outside Back Cover (OBC) placement
- Inclusion in the digital editions
- International online visibility through SANCTOUM
- Social media integration
- Reels and selected video content
- Podcast integration

AED 45,000 + 5% VAT



PRINT EDITION OPPORTUNITIES

DESIGNED FOR YOUR BRAND

**Defined opportunities across founding partnerships,
editorial features and premium advertising.**

Selected editorial and advertising opportunities for SANCTOUM's inaugural print edition — with extended digital and social visibility for Founding Partners.

EDITORIAL FEATURES

ONE-PAGE EDITORIAL FEATURE

A concise editorial profile for a brand, destination, clinic or practitioner, professionally written or edited and published across the print and digital editions.

AED 6,500 + 5% VAT

DOUBLE-PAGE EDITORIAL FEATURE

An extended two-page editorial feature, professionally written or edited, including editorial design and publication across the print and digital editions.

AED 9,000 + 5% VAT

PREMIUM ADVERTISING

FIRST DPS · DOUBLE-PAGE SPREAD	AED 14,500 +5% VAT
STANDARD FULL PAGE	AED 7,200 +5% VAT
INSIDE BACK COVER · IBC	AED 12,500 +5% VAT
OUTSIDE BACK COVER · OBC	AED 18,000 +5% VAT

All placements are subject to availability, brand alignment and final editorial approval. Partner features will be identified appropriately within the publication. Rates are quoted in AED and exclude applicable taxes. Detailed technical specifications, production deadlines, and distribution breakdown are available upon request.

THE PRINT EDITION

PRINT PRODUCTION & DISTRIBUTION

A considered physical expression of SANCTOUM.

PRINT SCHEDULE

Inaugural Edition 01 ·
November 2026

Edition 02 · March 2027
Edition 03 · September 2027

SELECTED DISTRIBUTION

Selected 5-star hotels and spas
across the UAE · Golf & beach
clubs · Luxury automotive ·
Clinics & beauty destinations ·
Ladies' clubs · Fitness &
wellbeing environments

PRINT SPECIFICATIONS

Cover · 350 gsm laminated
Inside · 135 gsm art glossy
Inside pages · 112
Full page · W 23 × H 30 cm
Double-page
spread · W 46 × H 30 cm

BOOKING & PAYMENT TERMS

Full payment is due upon
reservation confirmation
and receipt of the signed
reservation form.

Detailed artwork specifications and production deadlines will be
provided upon booking.

CONTACT & PARTNERSHIPS

LET'S BUILD SOMETHING MEANINGFUL TOGETHER

We welcome conversations with brands and partners who share SANCTOUM's commitment to credibility, quality and a more intelligent vision of wellbeing.

For partnership opportunities, available placements and tailored combinations across print, digital and social media, please contact the SANCTOUM founding team.

THE FOUNDING TEAM

KARINE LACKNER

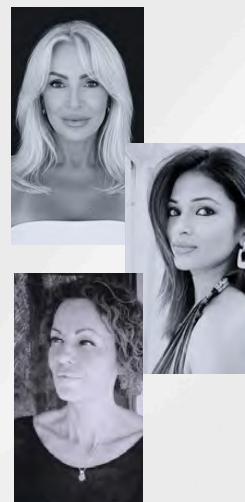
Founder · Publisher & Editor-in-Chief
Strategic Partnerships · UAE Network

DANICA D'SOUZA

Co-Founder · Deputy Editor-in-Chief
Marketing & Partnerships

SYLVIA BELLA SCHMÖLZER

Co-Founder · Creative Director
Brand · Web · Social Media · Strategic Concept



CONTACT

- Email: office@sanctoum.com
- Website: www.sanctoum.com
- Instagram: [@sanctoum.wellness](https://www.instagram.com/sanctoum.wellness)
- Digital platform launching September 2026
- WhatsApp & Phone: +971 52 785 9323

For tailored packages, distribution insights, and technical print specifications, please request our full publisher's brief. Our team will respond within one to two business days.