

Waseet

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UAE MEDIA KIT | 2017

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CIRCULATION

AD SIZES

PRICE LIST

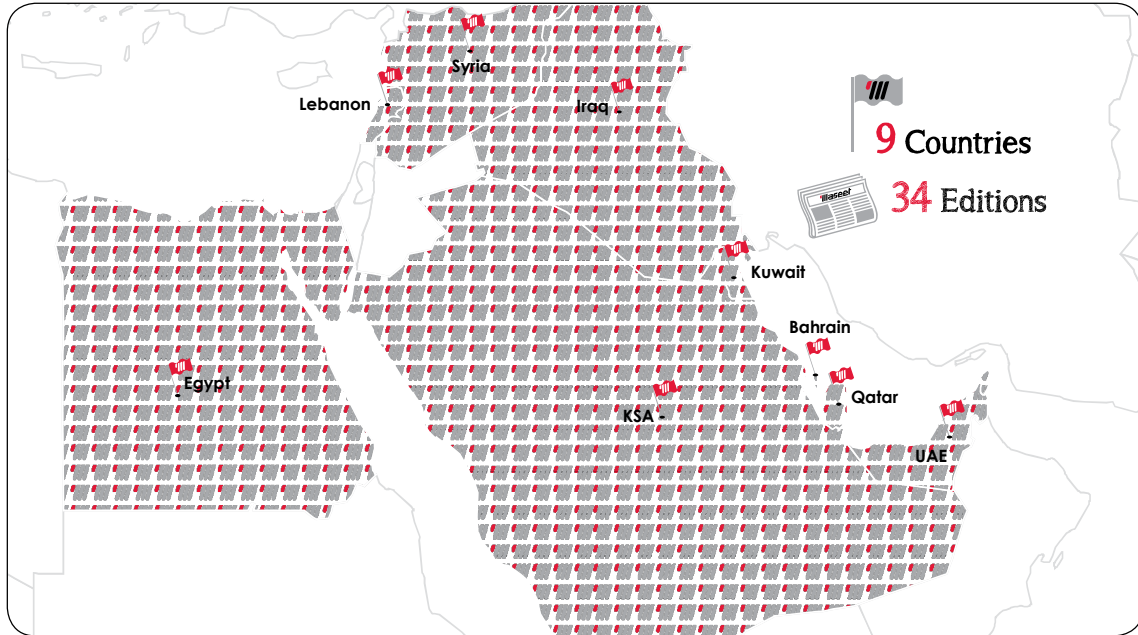


MENA's Leading Free . Weekly . Classified

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FREE . WEEKLY . CLASSIFIED .

Waseet offers its **“readers”** a combined content of **classified** and **commercial ads**, provides its **“advertisers”** optimal **advertising solutions**, and presents an attractive mix to every reader

BAHRAIN: Manama

EGYPT: Alexandria | Alexandria Friday | Cairo | Cairo Classified | Delta | Upper Egypt

IRAQ: Erbil | Sulaymania | Basra | Dohuk | Baghdad Karkh | Baghdad Rusafa

KSA: Assir | Dammam | Ehsaa | Hael | Jeddah | Madinah | Riyadh | Tabouk | Qasim

KUWAIT: Ashira | Jahraa | Kuwait | Kuwait Classified

LEBANON: Beirut

QATAR: Doha

SYRIA: Damascus

UAE: Abu Dhabi | Al Ain | Dubai | Fujairah | Ras Al Khaima

READERSHIP



Total Weekly Readers: **Local and Arabs**

Bahrain		88.8%
Kuwait		62.23%
Lebanon		59.1%
Qatar		41.8%
UAE		38.8%
Egypt		27.3%
KSA		22.95%



Total Weekly Readers: **Expats**

Kuwait Classified		17.4%
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VIP WEEKLY PUBLICATION READERSHIP



Based on the 2013 Business Elite Survey

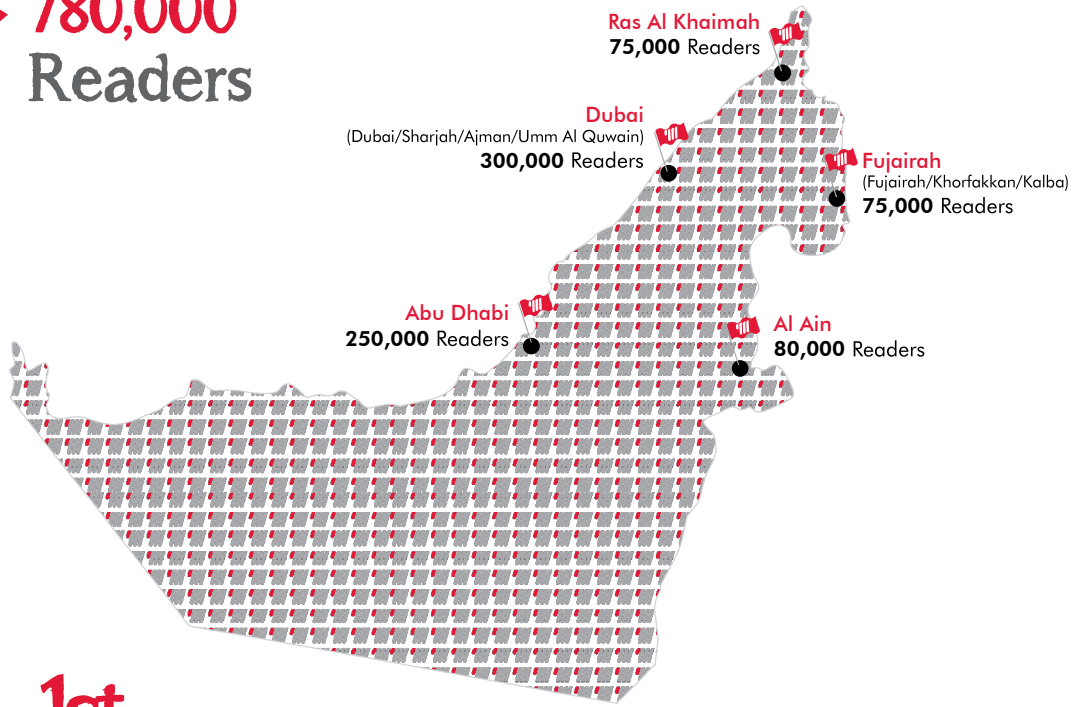
Waseet		24.8%
Waseela		7.78%
Al Ahram Al Iktisadi		6.12%
Al Ahram Friday		5.59%
Al Khaleej (Al Iktisadi 2)		4.4%
Al Goumhouriyah Thursday		4.19%
Forbes		3.66%
Newsweek		3.13%
The Economist		2.88%
Al Iktisadiya		2.51%



Business Elite Survey represents a sample of Businessmen population counted to 2,100 Senior Managers, Business Decision Makers, International Travelers, using the Face-To-Face methodology conducted in KSA, UAE, Kuwait, Qatar, Bahrain, Egypt, Jordan, and Lebanon.

The BE MENA covers questions about the businessmen's media consumption for TV, Print, Internet usage, and other marketing related questions.

 **780,000**
Readers

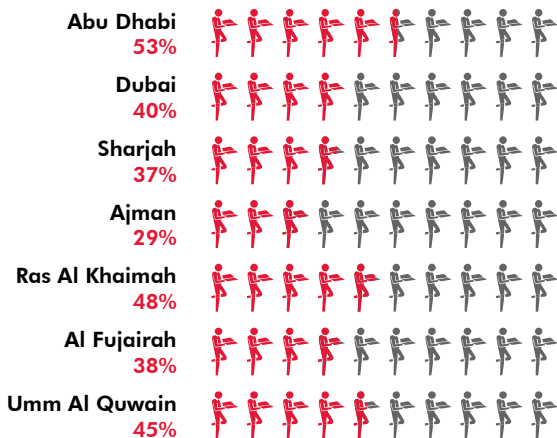


UAE's **1st** Weekly Classified
6,000 Weekly Published Classified
 The **only Weekly Classified**
 covering the **whole UAE**

FACTS 

Readership by City

Total Weekly Readers: Local & Arabs



Readership by Gender

Total Weekly Readers: Local & Arabs



Readership by Age

Total Weekly Readers: Local & Arabs

