



TheNational

THE NATIONAL

Sales information and rate card, 2019





TheNational

The National was founded in 2008, setting a new standard for quality journalism in the Middle East.

Each day The National reaches an influential, English-speaking audience to deliver the latest in news, business, arts, culture, lifestyle and sports while leading the region in analytical content and commentary.

The National is committed to serving the local UAE community while delivering a strong international perspective.

With an office in London and correspondents in key cities worldwide, The National has developed a reputation for providing in-depth coverage and a window into the region.

The National has been extensively awarded for its design, reporting, photography, and video work, while its indisputable reputation for excellence appeals to business leaders and decision makers.

Publishing across all digital platforms – with more than 10 million pageviews per month – The National harnesses the latest multimedia tools while continuing to produce a print edition six days a week.

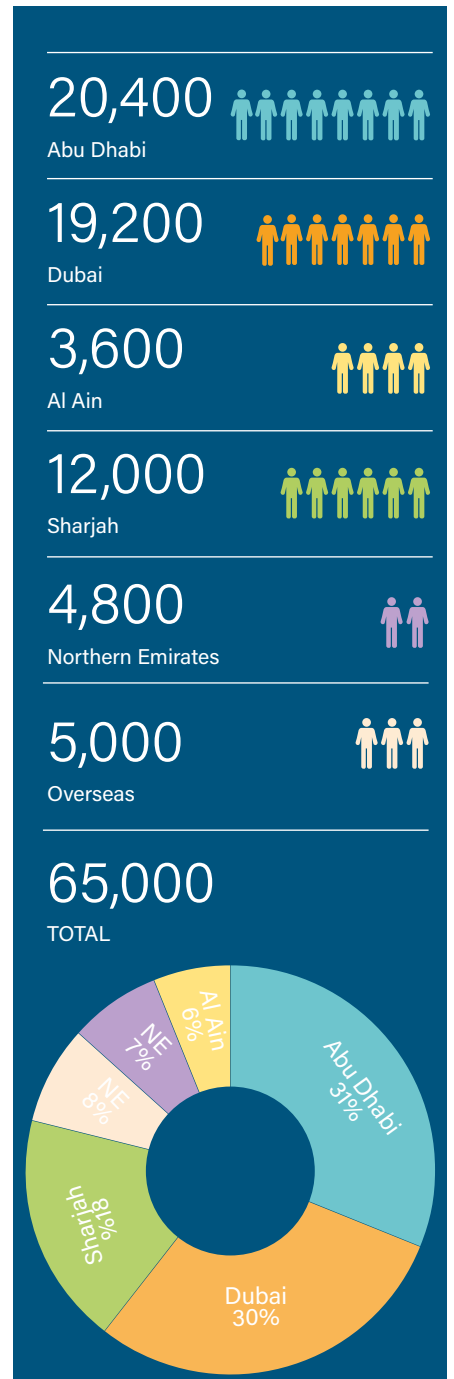
While The National was originally launched as part of Abu Dhabi Media, it was acquired by International Media Investments and relaunched as a private entity in 2017.

The National is the destination to understand the Middle East at a time when the region has never been more important.

#TheMiddleEast.Explained

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The National is the leading source in the UAE for quality coverage of news. We break stories, produce scoops, and report the news on the country that readers won't see elsewhere. Above all, we do this with a dedication to accuracy and honesty that is unmatched in the region, as we continue to institute a new journalism paradigm of best-practice in the Middle East – starting first of all, here in the UAE. We tell our readers what the news mean, not just what was announced. Whether it is healthcare, education, the environment and so much else, our team of reporters provides readers with all the information they need. Meanwhile, our dedicated team of photographers puts the news in a visual context that brings it all home. Our ability to do all this in a timely manner has been rewarded with an unprecedented rise in online readership.



Our reports are focused on the most important stories for readers in the region and for readers elsewhere with a particular interest in the Middle East. Our correspondents and editors aim to report on this part of the world from the unique perspective of the region itself, giving readers an unparalleled outlook on significant events – unlike newswire agencies that view the Middle East through the lens of editors in New York or London. In the process, we report stories readers won't see elsewhere. We write about and from countries in the region that other local news outlets neglect. And we report on events and developments throughout the world with a focus on how they would impact decision-making and life in the Middle East and UAE, with correspondents across the globe who understand the political and social rhythm of the Arabian Gulf.



Business



The National's business section has one clear remit: Report on all the news that is relevant to businesses operating in the UAE (as well as those that plan to come here). We have assembled a team of reporters with deep experience in all key sectors of the UAE – such as oil and gas, property, transportation, tourism, retail sales, and banking and finance – as well as in emerging industries like renewable energy and information technology. Our readers will find reporting and analysis on companies and trends that are unavailable anywhere else in local publications. In addition, through an unrivalled understanding of UAE-based businesses, we report on international developments in a manner relevant to corporate chiefs in Abu Dhabi and Dubai – whether that is monetary policy changes in the US, regulatory amendments in the EU, or expansion plans for the Middle East by East Asian companies. For those who do business here, *The National* is essential reading.



Arts&Culture



The UAE today is the hub of arts and entertainment in the Middle East. At the cross roads of East and West, Dubai and Abu Dhabi are the venues of choice for fine art, film, and theatrical performances in the Middle East. From the Dubai Opera House to the Louvre Abu Dhabi, to major auctions in collectables, it is all happening here. Our reporters inform about the world of creativity. We conduct and publish exclusive interviews with celebrities in film – from Hollywood and Bollywood – as well as with celebrated writers in fiction and non-fiction. Neither do we neglect the rising stars and those firmly in the firmament of music. And because the arts are nothing if not international, our scope is as broad as the UAE's cosmopolitan population.



Lifestyle



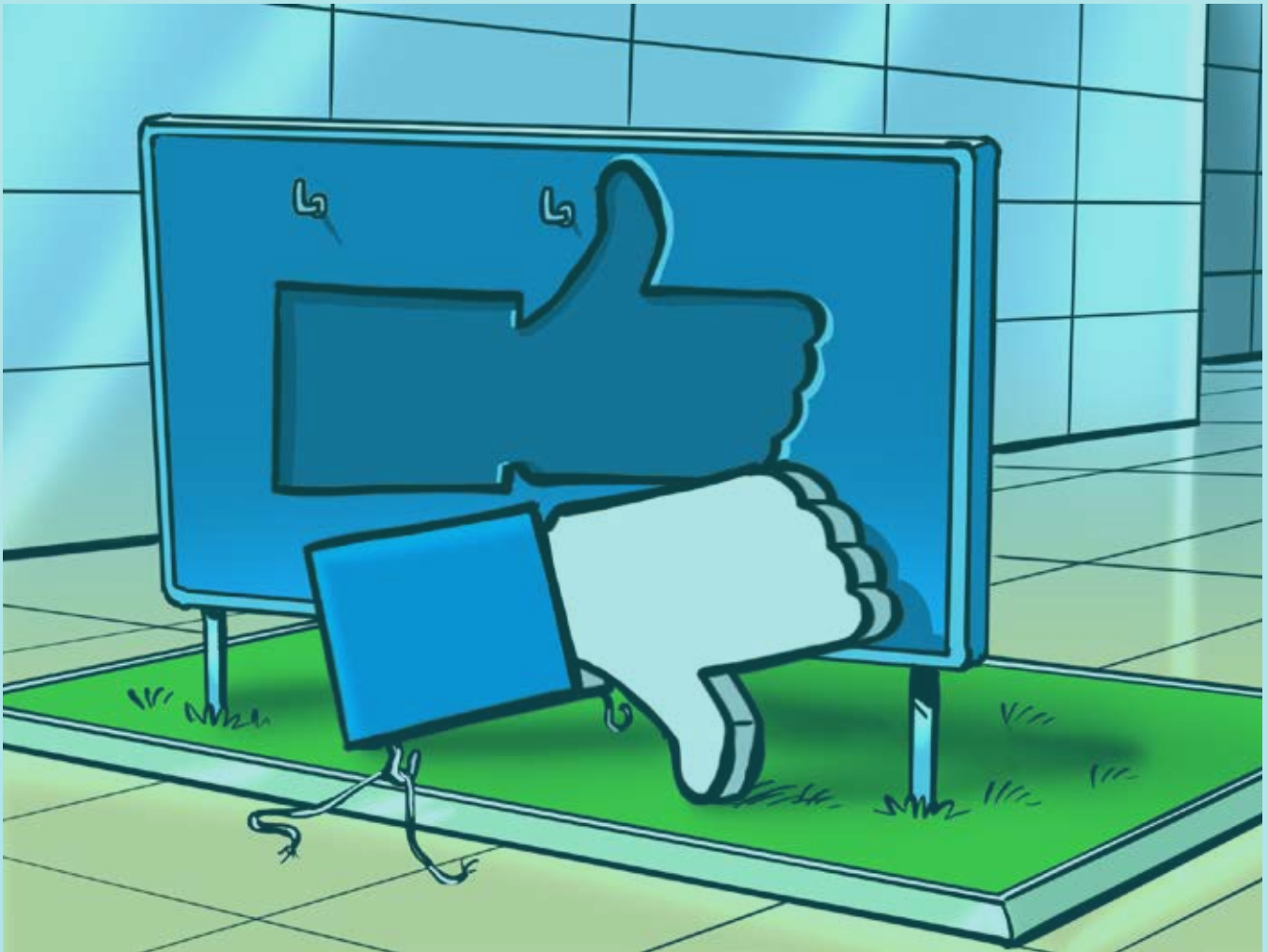
Fashion, food, fitness – the UAE has emerged as a trendsetting market in the Lifestyle arena. The region’s emerging and established designers can be spotted on international runways, while leading brands regularly choose Abu Dhabi and Dubai to launch their boutiques, and talk to us about their exclusive collections and expansion plans. Both emirates also boast a bevy of celebrity chefs, wellness gurus and interior experts. We bring to our readers the know-how these specialists possess, from restaurant reviews, DIY recipes, and healthy living tips and tricks, to home decor trends and gardening advice. The UAE’s passion for cars is another area we focus on in our dedicated motoring section. Finally, given the relatively central location of the UAE, we trace travel trends, tips and destinations that the country’s Arab and expat residents can then experience.



No UAE news outlet is as excited about sport as we are at *The National*. Our interests mirror that of the UAE's international population, from football to F1, cricket to jiu-jitsu, and golf to tennis. Not to mention, of course, horse racing and all the other forms of equestrian. Because sport is by nature both local and international, our original reporting includes Rugby Sevens in Dubai and tennis in Abu Dhabi and Dubai, as well as Arabian horse racing in France and English Premier League football. And of course, cricket and golf everywhere. We could go on. Several of our correspondents, like Andy Mitten, who covers football, are acknowledged leaders in their fields internationally.



Opinion



At *The National*, we are intensely focused on the ideas that shape this region, by thought-leaders who understand the dynamics of the Middle East. Our opinion and commentary pieces are original and exclusive to *The National*. We supplement this with analytical reports on what commentators in the Arabic-language press are thinking about. Through it all, we provide thoughtful readers with a deeper understanding of the complex ideas that will ultimately define the future of the country and the region.



MULTI-PLATFORM PUBLISHING



News app

Our news application is updated 24/7 with latest worldwide developments



E-Reader

View the paper as it appears in print.

82,000+ subscribers



Newspaper

Six days a week including special weekend edition.

65,000 circulation



E-newsletter

Our editors suggest their favourite reads by email.

10,000+ subscribers



Podcasts

We offer 3 weekly podcats: Business Extra, Beyond the Headlines and Extra Time



YouTube

/TheNationalNewspaper

35,000+ subscribers



Facebook

@thenational.ae

435,000+ Likes



Twitter

@TheNationalUAE

896,000+ Followers



Instagram

@thenationaluae

43,000+ Followers

PAGEVIEWS

10,000,000+ per month

TRAFFIC BY DEVICE



Mobile

60%



Desktop

35%



Tablet

5%

TOP COUNTRIES



UAE

35%



US

13%



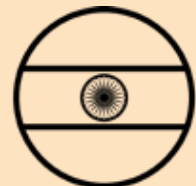
Saudi

10%



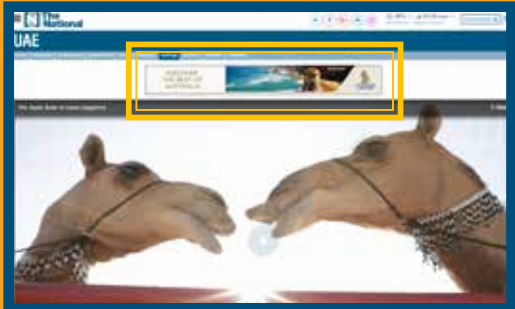
UK

7%




India

7%



Leaderboard
 728X90 pixels
 Upper & Lower
 \$70
 CPM

Half Page Banner
 300X600 pixels
 Run of site
 \$75
 CPM

Mid Page Banner - MPU
 300X250 pixels
 Embedded in content
 \$65
 CPM

Roadblock (All ads synced) - Leaderboard 728X90, MPU 300X250 - Run of site - \$210 - CPM

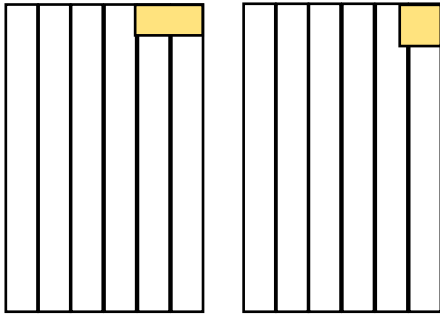
40% discount applicable | 5% VAT to be included after discount

REQUIREMENTS

- Dimensions are in pixels (width by height).
- Creative can be either still (JPG, PNF or GIF), or animated rich media.
- Still creative must not exceed 40 Kb in size.
- Animated/rich media should be in HTML5; we do not accept SWF files (Flash).
- Maximum of 3 animation loops only.
- If sound is required Sound On/Off control button must be clearly visible .
- All white and light coloured creative must have a dark one-pixel border.
- Submission lead-time: Minimum 3 business days before campaign starts.
- Home page targeting: A premium of \$15 CPM net will be applied.
- Section targeting: A premium of \$5 CPM net applied to each banner targeting a specific section.

DISPLAY AD OPTIONS

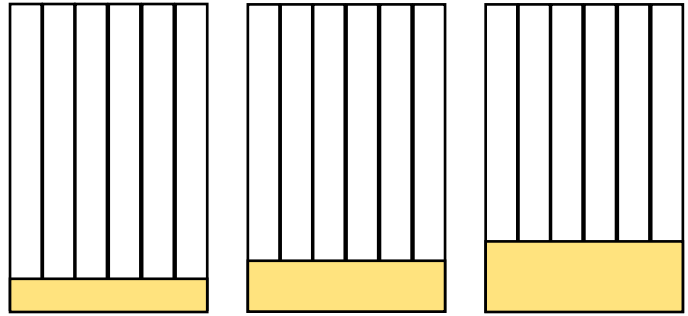
Ear Panels



Small ear panel

Big ear panel

Strip Ads

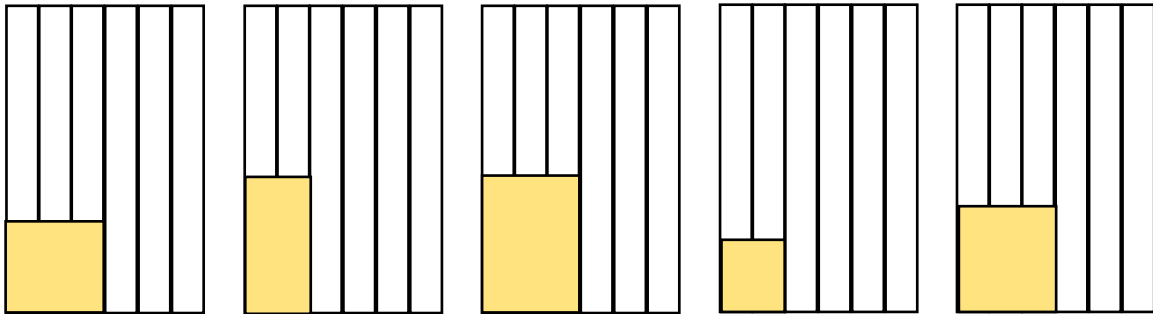


Small strip

Medium strip

Big strip

Shallow Boxes



14x3 Box

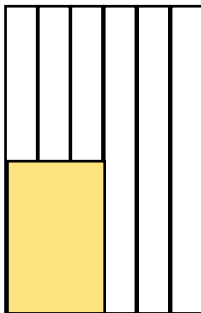
20x2 Box

20x3 Box

12x2 Box

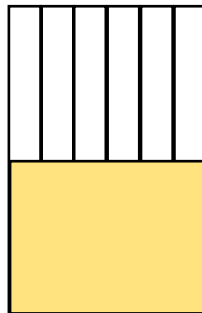
16x3 Box

Quarter page



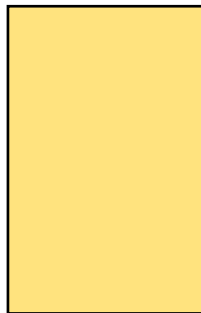
216.3x141.7

Half page



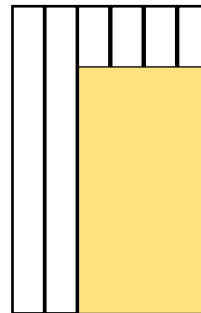
216.3x287

Full page



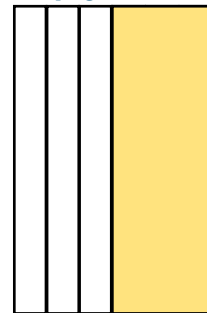
437x287

Killer ad



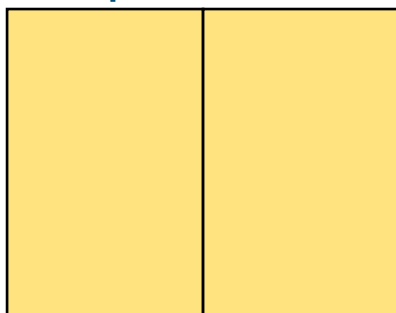
340x238.6

Half page vertical



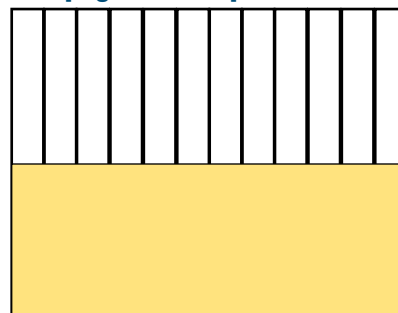
437x141.7

Centre spread



440x602

Half page centre spread



216.3x602



NEWSPAPER RATE CARD

	Front page	Page 2	Page 3	Page 4	Page 5	Page 7	Page 9	Inside	Inside back	Back page
Small ear panel 30 X 44.9mm	8,400									
Big ear panel 50 X 50mm	8,500									
14 X 3 Box 140 X 141.7mm	22,000									
20 X 2 Box 200 X 93.3mm	22,000							9,800		
20 X 3 Box 200 X 141.7mm								11,900		
12 X 2 Box 120 X 93.3mm								5,400		
16 X 3 Box 160 X 141.7mm								8,500		
6 X 6 Small Strip 60 X 287	22,000							7,000		
10 X 6 Medium Strip			17,500					8,400		
15 X 6 Big Strip 150 X 287mm								10,500		
Quarter Page 216.3 X 141.7mm		28,000		21,000				15,050		
Half Page 216.3 X 287mm			49,875		32,340	29,000	29,000	26,950		
Full Page 437 X 287mm			59,850		51,870	47,880	43,890	39,900	69,000	85,000
Killer Page 340 X 238.6mm					35,000			28,637		
Centre spread 440 x 602mm								110,000		
Half page spread 216.3 X 602mm								89,760		
Half page vertical 437 X 141.7mm								26,950		

30% discount available | 5% VAT to be included after discount | Prices are in AED

15% loading fee will be applied to special positions requested in the Business pages

10% additional discount will be applied to ads in the Weekend section. The Friday paper remains on display for two days



SPECIAL OPERATIONS RATES

Size	Full Run	Split Run
A5, A4, A3	AED 0.60 (per insertion)	AED 0.80
Booklet	AED 1 (per insertion)	AED 1.25
Belly-Band	AED 1 (per insertion)	AED 1.25
Envelope <i>(including production)</i>	AED 200,000	AED 120,000





LUXURY

Launched in May 2012, *Luxury* is now the biggest luxury lifestyle magazine in the Middle East, with a combined English and Arabic circulation of nearly 175,000 copies per issue. The magazine is printed in English and Arabic, and distributed to affluent readers of two prestigious UAE newspapers, *The National* and *Aletihad*. *Luxury* magazine is the ideal platform to showcase the region's luxury lifestyle brands to a discerning audience with a high disposable income, and the desire to spend it.

2019 PUBLISHING SCHEDULE

February 8	Lifestyle, with Valentine's Day Gift Guide
March 8	The Fashion Issue
April 12	The Watches & Jewellery Issue
May 10	Lifestyle
June 14	Lifestyle, with Eid Al Fitr Gift Guide
September 13	The Fashion Issue
October 11	The Men's Issue
November 8	Lifestyle
December 13	Lifestyle, with Festive Gift Guide

CIRCULATION (also distributed in Arabic with Aletihad newspaper)

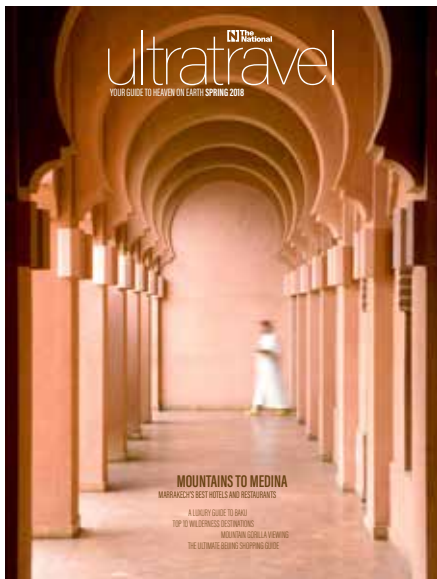
Subscribers	Government	Retail	TOTAL
99,692	25,039	49,269	174,640

RATE CARD (INCLUSIVE OF ENGLISH, ARABIC AND ONLINE EDITIONS)

Rates in AED*	Series discount	10%	20%	30%
No. of issues	1	3	6	9
Full page	42,500	38,250	34,000	29,750
DPS	68,000	62,200	54,400	47,600
Facing Contents/Index	55,000	49,500	44,000	38,500
1st right hand page	55,000	49,500	44,000	38,500
IFCS	89,500	80,550	71,600	62,650
1st DPS	78,500	70,650	62,800	54,950
2nd DPS	73,250	65,925	58,600	51,275
3rd DPS	70,625	63,563	56,500	49,438
IBC	59,500	53,550	47,600	41,650
OBC	76,500	68,850	61,200	53,550

Bespoke photoshoots, content creation and special operations available on request.

* Rates are for all 174,640 copies across both English, Arabic and online editions.



ultratravel

Launched in 2011, Ultratravel is now the biggest luxury travel magazine in the Middle East, with a combined English and Arabic circulation of 174,000 copies per issue. Published across two editions and distributed to affluent readers of prestigious UAE newspapers *The National* and *Aleihad*, *Ultratravel* is the No. 1 magazine in the Middle East for the world's premium travel brands.

2019 PUBLISHING SCHEDULE

Spring-----March 29
 Summer-----May 31
 Autumn-----September 27
 Winter-----November 29

CIRCULATION (also distributed in Arabic with Aletihad newspaper)

Subscribers	Government	Retail	TOTAL
99,692	25,039	49,269	174,640

RATE CARD (INCLUSIVE OF ENGLISH, ARABIC AND ONLINE EDITIONS)

Rates in AED*	Series discount	10%	20%	30%
No. of issues	1	2	3	4
Full page	52,298	47,068	41,838	36,608
DPS	99,090	89,181	79,272	69,363
Facing Contents	67,895	61,106	54,316	47,527
Facing Editor's Letter	65,326	58,793	52,261	45,728
IFCS	138,726	124,853	110,981	97,108
1st DPS	128,817	115,935	103,054	90,172
Front Cover Gatefold	165,150	148,635	132,120	115,605
IBC	73,217	65,895	58,573	51,252
OBC	95,237	85,713	76,189	66,667

Bespoke photoshoots, content creation and special operations available on request.
 * Rates are for all 174,640 copies across both English, Arabic and online editions.