



الخالع



DIGITAL MEDIA KIT
www.alkhaleej.ae **2019**

Traffic Overview

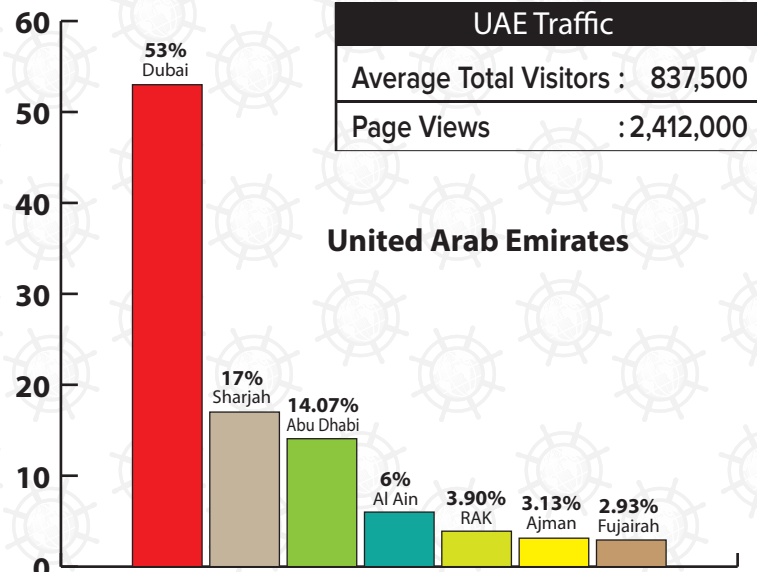
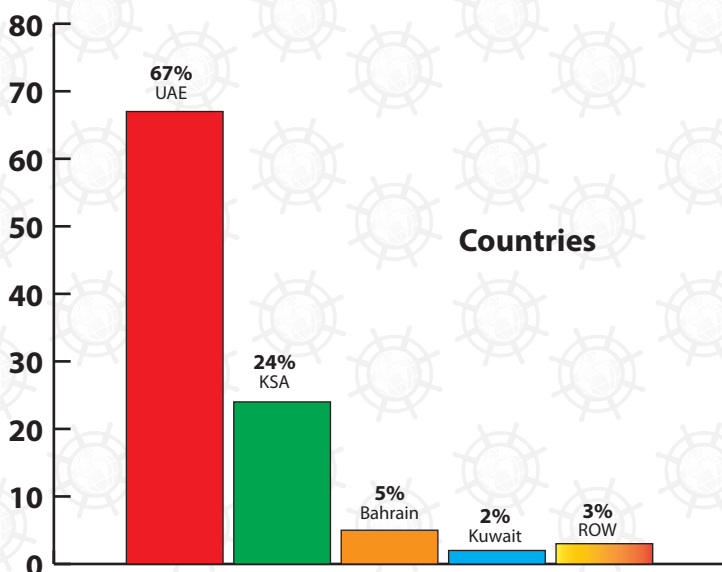


1.25 Million
Average Total Vistors

3.6 Million
Page Views

91%
Visits from GCC

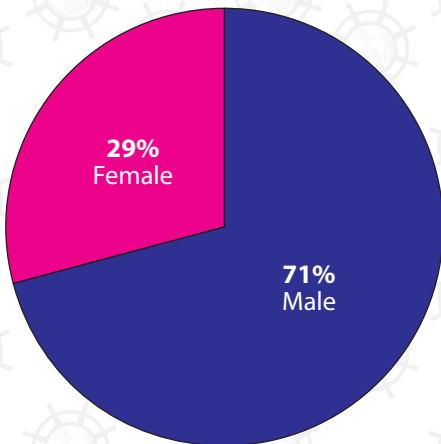
Visitor Demographics



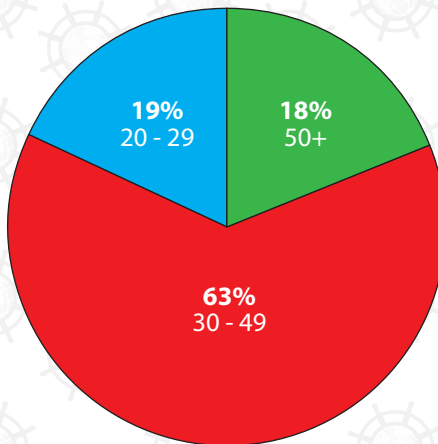
UAE Traffic	
Average Total Visitors :	837,500
Page Views :	2,412,000

Visitors

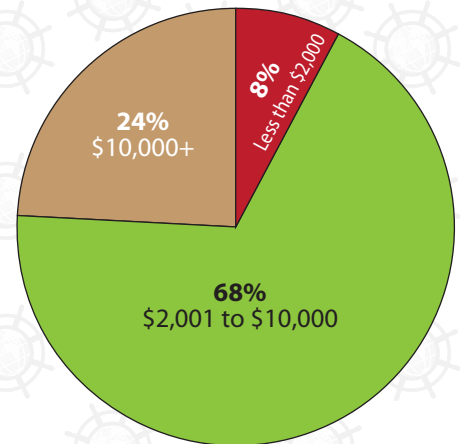
Gender



Age



Monthly Household Income (\$)



Social Media

 **facebook**

1,010,000+ FOLLOWERS

 **twitter**

390K FOLLOWERS

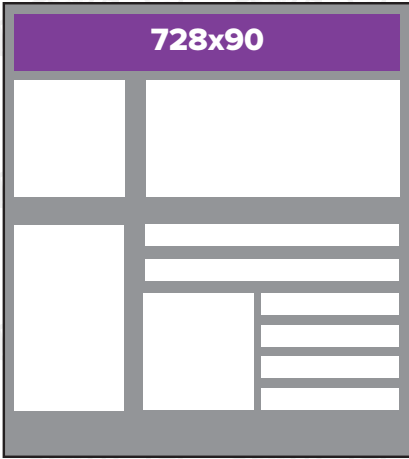
 **Instagram**

72K FOLLOWERS

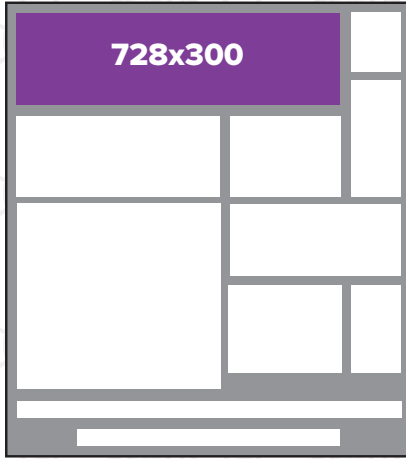
E-mail Marketing

2.3 Million emails

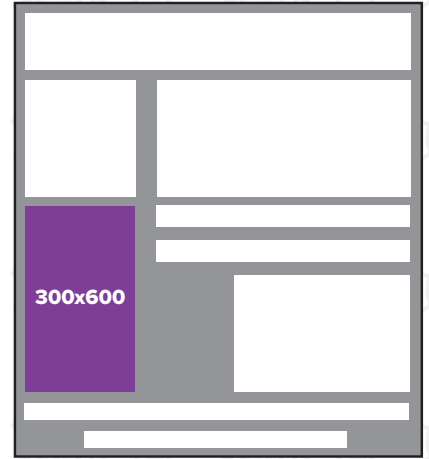
Ad Positions



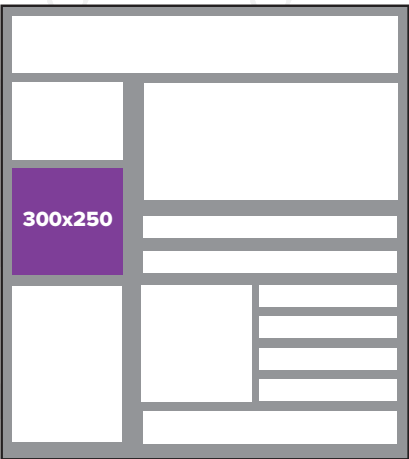
Leaderboard Banner



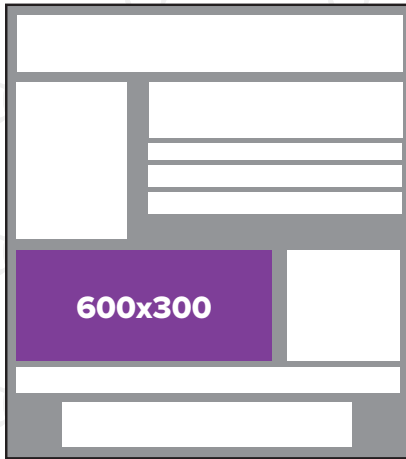
Expandable Leaderboard Banner



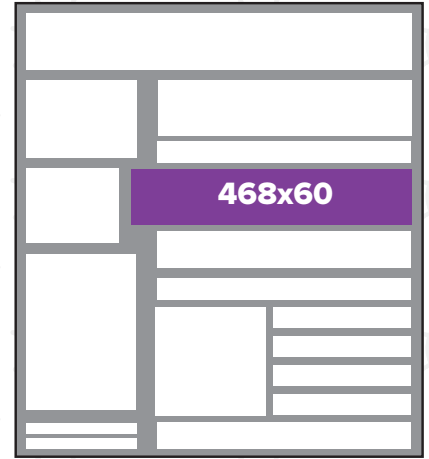
Sky Scraper Wide Banner



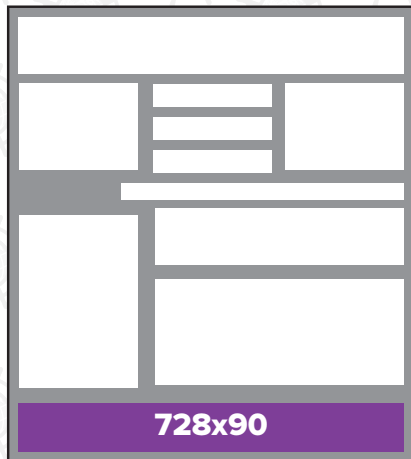
MPU Banner



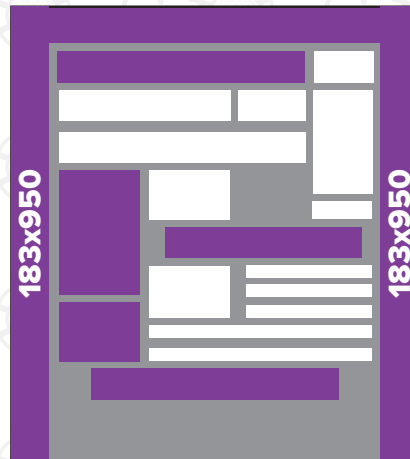
Expandable MPU Banner



Headline Banner



Footboard Banner



Skinning + HPTO

Cost Structure

Rates – CPM Basis

Ad Positions	Size (Pixels)	Home Page	Target Page	ROS
Leader Board	728x90	\$30	\$26	\$24
Expandable Leader board	728x300	\$40	\$35	\$30
MPU	300x250	\$36	\$30	\$24
Expandable MPU	600x300	\$40	\$35	\$30
Skyscraper Wide	300x600	\$40	\$36	\$30
Headline Banner	468x60	\$24	\$19	\$19
Foot Board	728x90	\$30	\$26	\$24
Video (MPU)	300x250	\$50	\$30	\$40
Mobile Banner	320x50	\$30	-	-
Double Skyscraper	183x600	\$50	-	-
Skinning HPTO		\$5000		Per Day Basis

File Type: HTML, iframe, java script, jpg, gif & swf

360 Live Streaming

Al Khaleej Website / Facebook

USD 1000 Per Day