

WIRED

OVERVIEW

Q4 2019

WIRED IS THE WORLD'S AUTHORITY ON INNOVATION AND TECHNOLOGY

For over 26 years, WIRED has reported on how emerging trends, ideas, and technologies will change our world. Since its launch in 1993, WIRED has become synonymous with informed and intelligent analysis of transforming industries and individuals, and a consistently reliable predictor of change.

5

Global Editions

49M

Global Reach

78M

Page Views

“

WIRED
is required
reading.

”

STEVE JOBS
FOUNDER, APPLE

“

WIRED
is the Vogue
of technology.

”

REED HASTINGS
CEO, NETFLIX

“

WIRED coming to the region is a testament that tech is happening in the region. For WIRED to come here means there's interesting stuff happening in the Middle East that's worth writing about. It highlights the region and gets the region's stories to go global. **It's so welcome – and it's so important.** When I heard, I said 'Whoa, WIRED is paying attention.' And that's good.

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FADI GHANDOUR
EXECUTIVE CHAIRMAN
WAMDA GROUP



INFLUENCERS

2 in 3

WIRED Readers Recommend Products and Services to Friends

2x

More Likely to Have Reviewed a Product or Service on Social Media in the Last 30 Days

INFLUENTIALS

58%

More Likely to Hold a Top Management Position

2x

More Likely to Reach C-Suite

Source: 2017 comScore Multi-Platform/Gfk MRI Media + Fusion (11-16/S16); Social competitive set includes: Techcrunch, Popular Mechanics, Fast Company, The Atlantic, Popular Science

A POWERFUL READERSHIP

WIRED Middle East reaches a powerful, affluent and influential community of business leaders, who are tech savvy and at decision making levels of their organizations.

Readership Profile

Affluent Audience	310,000
Men	75%
Women	25%
Median Age	39 years
Millennials: Adults 18-39	39%
Adults 35-54	36%
Adults 55+	25%
Top / C-Level	47%
Professional / Managerial	38%

Regional Break-up

United Arab Emirates	40%
Saudi Arabia	38%
Kuwait	12%
Rest of GCC	10%

OVERVIEW

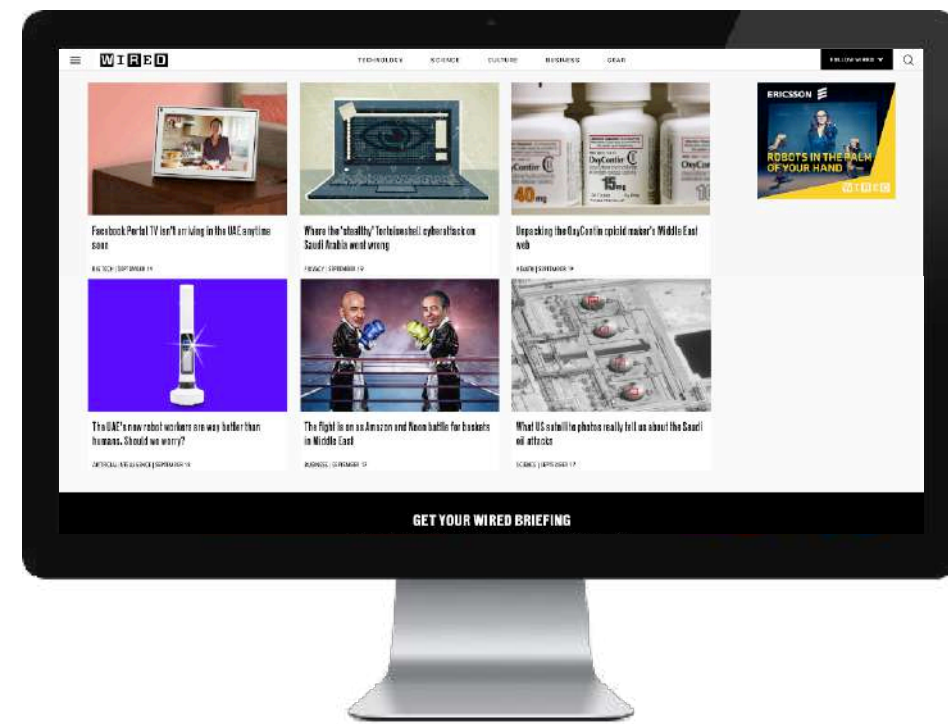
WIRED is the world's leading publishing authority on technology and innovation. The launch of WIRED Middle East has been long awaited and signals an inflection point in the Middle East's development as an epicenter of technological and financial innovation. And the launch presents an opportunity for partners to drive awareness and engagement across an influential and highly targeted audience of the region's power players – and make an important statement in the process.

Across bespoke, multi-platform partnerships covering media and content, we can drive visibility and engagement for our partners.

MULTI-PLATFORM PARTNERSHIPS

We produce bespoke, multi-platform campaigns in the distinctive WIRED style. All content produced includes a cohesive publishing and amplification strategy across our different channels.

DIGITAL



- Articles on Wired.me site (English and Arabic)
- Display media on Wired.me
- Homepage promotion
- Newsletter inclusion

PRINT



- Activation in the print issue consisting of:
 - Prominently placed advertisements
 - Bespoke native content features

SOCIAL



- Social media posts across Facebook, Twitter, and LinkedIn

EXPERIENTIAL



- Partnership/sponsorship opportunity in WIRED's flagship event series

2020 EDITORIAL CALENDAR

MARCH 2020

THE SUSTAINABILITY ISSUE

Sustainability is the word on everyone's lips. But what do we really know? And what are the wider implications of the decisions being made today?

WIRED dives deep into the world of sustainability across several key areas: the environment, health, cities, and more.

Events:

WIRED Sustain

JUNE 2020

THE MAKERS ISSUE

Even in a world increasingly defined by technology and machines, design and craftsmanship still matters a great deal.

WIRED covers the ideas, the builders, the shapers, and the makers crafting the most exciting, groundbreaking changes.

Events:

WIRED Money

SEPTEMBER 2020

THE TRANSFORMATION ISSUE

How do you transform a society from within? How do you build a lasting foundation while simultaneously keeping up with the pace of change?

WIRED examines the radical changes across the wider MENA region, including the giga projects in many countries, on the eve of the launch of Expo 2020 in Dubai.

Events:

WIRED Transform

DECEMBER 2020

THE FUTURE ISSUE

Special edition 1-year anniversary issue.

What will the world of tomorrow truly look like?

WIRED explores the most important topics, issues, and innovations affecting the world in the year(s) ahead.

Events:

WIRED Innovators

EVENTS CALENDAR

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
THE LAUNCH ISSUE			THE SUSTAINABILITY ISSUE			THE MAKERS ISSUE			THE TRANSFORMATION ISSUE			THE FUTURE ISSUE	
WIRED Launch			WIRED Sustain			WIRED Money			WIRED Transform			WIRED Anniversary WIRED Innovators	

ADVERTISING RATES

Print (Periodicity: Seasonal)

Position	Rate (USD)
IFCS	\$25,000
OBC	\$22,000
DPS 1-3	\$19,500
DPS First Tunnel	\$18,500
DPS (Run of Book)	\$18,000
Prime Single Page	\$12,000
Single Page	\$11,000
Consecutive Pages, Specific Positions	<i>15% loading</i>
Special Operations	<i>Price on request</i>

Digital

Format	Rate (USD)
Roadblock	\$75 CPM
Takeover	\$15,000 / day

**Special executions, advertorials, bespoke native content, and events: price on request*

All rates are gross and subject to change. Additional 5% VAT will be charged to the net rate.
All bookings and transactions are subject to WIRED Middle East's Terms & Conditions.



WIRED