

# Forbes Middle East @10

INNOVATING SINCE 2010

## Media Kit 2020



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# Forbes Middle East is the Arab world's trusted brand for championing leadership and business success

Featuring articles and reports exploring growth, innovation and entrepreneurial spirit, Forbes Middle East is an ideal read for investors looking for new opportunities.

Every month we publish original and relevant lists and rankings based on neutral scientific research. Through a wide network of experts and contributors, we provide insights, commentary and analysis on the people, companies and industries shaping the economies of the Arab world.

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PRINT



DIGITAL



MOBILE



VIDEO



EVENTS



CONTENT  
MARKETING



THOUGHT  
LEADERSHIP

# Forbes<sup>Middle East</sup> 2020 Editorial Calendar

Issue Month	Editorial Themes	Special Reports
DECEMBER 2019 JANUARY 2020	<b>Tycoons In The Middle East</b>	<b>Healthcare Report / Oman Country Report</b>
FEBRUARY	<b>Middle East Power Businesswomen</b>	<b>Kuwait Country Report</b>
MARCH	<b>Top Marcomm Professionals in MENA / Sustainability in Focus</b>	Cosmetics / Beauty / Spa / Freezone & Logistics Report
APRIL	<b>Arab Billionaires &amp; Richest Families / Philanthropy The World's Billionaires Travel &amp; Hospitality</b>	Wealth Management & Investment Report
MAY	<b>Under 30</b>	The Middle East's Best Value Colleges Report Health and Fitness Report <b>Jordan Country Report</b>
May 24-26 Eid Al-Fitr		
JUNE	<b>Education in Focus</b>	FMCG Report
JULY	<b>Middle East's Best Over / Under A Billion Global 2000</b>	<b>Egypt Country Report</b>
July 30 Arafat Day; July 31 Eid Al-Adha		
AUGUST	<b>100 Women Behind Middle Eastern Brands</b>	Jewelry / Fashion Design / Decor & Furnitures Report
August 1-2 Eid Al-Adha; August 20 Islamic New Year		
SEPTEMBER	<b>Forbes Middle East Innovators (E-commerce / Big Data / AI / Startups / Fintech)</b>	Banking and Finance report
OCTOBER	<b>Global Meets Local</b>	<b>U.A.E Country Special Edition: Expo 2020 Lebanon Country Special Edition</b>
NOVEMBER	<b>Building The Future</b>	Oman Country Report <b>KSA Country Special Edition</b> The G20 Riyadh Summit
DECEMBER	<b>Tycoons In The Middle East</b>	<b>Flying High: Aviation In The Arab World Report Healthcare Hub: Medical Tourism And The Middle East Report Bahrain Country Report</b>
December 1 Commemoration Day; December 2-3 National Day		

Editorial Calendar is subject to change. We reserve the rights to convert reports to special editions and vice versa. **BrandVoice**: Always available.

NATIONAL HOLIDAYS OF MIDDLE EAST COUNTRIES



# Powerhouse Issues

February 2020

## Middle East Power Businesswomen

Fierce, innovative and visionary women head up government agencies, business empires and flourishing startups across the GCC. We highlight their achievements and reveal who amongst them is having the biggest impact on the world around them.

March 2020

## Sustainability in Focus

We delve into the Middle Eastern companies and individuals using their talents and profits to drive forward a sustainability agenda. From renewable energy to reducing waste and using technology to fight climate change, we champion the champions of environmental ethics in business.



April 2020

## Arab Billionaires & Richest Families Philanthropy / The World's Billionaires

The definitive ranking of the wealthiest people in the Arab world. We uncover the impact of the Middle East's wealthiest people, and how they continue to stay at the top. Beyond the bottom line, we also explore how many of the region's richest are using their money for a greater good.

May 2020

## Under 30

We feature young innovators and disruptors across multiple categories who are reinventing their industries and driving change across the Middle East. Our list will spotlight the achievements of game-changing entrepreneurs, innovators and talented disruptors under the age of 30.

# Powerhouse Issues

July 2020

## Middle East's Best Over / Under A Billion

We spotlight 50 of the best-performing big listed companies in the Middle East with annual revenue of over \$1 billion, and we highlight 50 of the best small and mid-sized listed companies in the Middle East with annual revenue between \$5 million and \$1 billion.

August 2020

## 100 Women Behind Middle Eastern Brands

We explore the many own-label fashion, beauty and other business brands founded by women in the Middle East. Many are startups, many are established, all are making waves in their chosen sector, fueled by entrepreneurial creativity and passion.



October 2020

## Global Meets Local

We take the top companies from the Forbes Global 2000 list with offices in the Middle East and rank their most senior executives. This issue celebrates the diversity and success of the many expats leading businesses in the Arab world.

November 2020

## Building the Future

Looking across proptech, smart cities, construction, facilities management, real estate development, consultancy and more, we pull out the pioneers and front-runners in property, and reveal how they continue to flourish in fluctuating markets.

# Forbes<sup>Middle East</sup> Conferences & Events

Forbes Middle East brings together the world's top leaders, policy makers, innovators, experts, and change makers to explore the landscape of today's ever-evolving world.



## Forbes<sup>Middle East</sup> TOP MARCOMM PROFESSIONALS IN MENA

### Top Marcomm Professionals in MENA Gala Dinner, 4 Mar, Dubai

For the first time, we bring together the Arab world's most successful marketing leaders and celebrate their ingenuity and resilience in one of the region's most competitive and inspired yet often unsung creative industries.

## Forbes<sup>Middle East</sup> TRAVEL & HOSPITALITY

### Travel & Hospitality Gala Dinner, 18 Apr, Dubai

In a region bursting with the most luxurious and appealing resorts and destinations, we seek to celebrate the best of the best from across the world. On the cusp of the annual ATM, we bring together the industry's innovators as they prepare to showcase their proudest achievements.

## Forbes<sup>Middle East</sup> HIGHER EDUCATION AWARDS

### Higher Education Awards Gala Dinner, 8 Jun, Dubai

An exclusive award ceremony to recognize the UAE's top higher-education institutes. Looking across the emirates to pull out the best local universities, global institutes and both home-grown and international business schools, we will call up the ones with the most varied courses, most impressive facilities and most innovative approaches.

## Forbes<sup>Middle East</sup> TECH SUMMIT

### Forbes Middle East Tech Summit, 7-8 Sept, Dubai

Forbes Middle East's two-day "Tech Summit" will create a platform for a packed agenda of in-depth and insightful discussions on everything digital. From e-commerce to fintech, AI to big data, panels of experts and business leaders will inspire and challenge each other on the biggest tech trends of our time.

## Forbes<sup>Middle East</sup> GLOBAL MEETS LOCAL

### Global Meets Local Gala Dinner, 7 Oct, Dubai

Our highly-anticipated annual dinner to reveal our Global Meets Local list will be held for the 8th consecutive year in 2020. The most recognized leaders of the most successful multi-national corporations will once again gather in mutual support, appreciation and recognition.

Forbes<sup>Middle East</sup>  
**LEBANON 100**

**Lebanon 100 Gala Dinner, 31 Oct, Beirut**

There are few countries that can boast of the beauty and strength of Lebanon. While most of its population lives abroad, those that remain put their determination and talent to work. We celebrate the achievers, the entrepreneurs and the leaders that are the foundation of a constantly evolving country.

Forbes<sup>Middle East</sup>  
**BUILDING THE FUTURE**

**Building the Future Gala Dinner & Summit, 8-9 Nov, Dubai**

Forbes Middle East's two-day "Building The Future" summit will look across every sector involved in the changing infrastructure of our homes, cities and skylines. As our landscapes implement groundbreaking technology and designs to improve our lives, we bring together the experts to discuss the key impacts.

Forbes<sup>Middle East</sup>  
**MIDDLE EAST TYCOONS**

**Middle East Tycoons Gala Dinner, 6 Dec, Dubai**

We uncover the individuals and families that enjoy immense wealth, and have contributed to the region's economies by investing huge sums of money, as well as created lasting businesses with large turnover. This list will include founders of private business, owners of family businesses and large investors in the region's stock exchanges, real estate and private equity spaces.



For conferences & events queries, please contact

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daniyal@forbesmiddleeast.com +971 56 433 4887

## FULL PAGE

Open	\$12,600
4 Insertion	\$11,340
8 Insertion	\$10,710
12 Insertion	\$9,450

## INSIDE FULL PAGE - FIRST 20 PAGES

Open	\$14,400
4 Insertion	\$12,960
8 Insertion	\$12,240
12 Insertion	\$10,800

## INSIDE FULL PAGE ADVERTORIAL

(Content provided by the Client)

Open	\$15,120
4 Insertion	\$13,608
8 Insertion	\$12,852
12 Insertion	\$11,340

## INSIDE FULL PAGE ADVERTORIAL

(By Forbes Middle East team)

Open	\$18,270
4 Insertion	\$16,443
8 Insertion	\$15,530
12 Insertion	\$13,700

## INSIDE FRONT COVER (IFC) / BACK COVER (IBC)

Open	\$21,600
4 Insertion	\$19,440
8 Insertion	\$18,360
12 Insertion	\$16,200

## OUTSIDE BACK COVER (OBC)

Open	\$24,000
4 Insertion	\$21,600
8 Insertion	\$20,400
12 Insertion	\$18,000

## INSIDE FRONT COVER SPREAD (DPS)

Open	\$28,800
4 Insertion	\$25,920
8 Insertion	\$24,480
12 Insertion	\$21,600



Warren Buffet, Founder and CEO of Berkshire Hathaways, holds the first issue of Forbes Magazine while appearing in the centennial anniversary issue.

## INSIDE DOUBLE PAGE SPREAD (DPS)

Open	\$21,600
4 Insertion	\$19,440
8 Insertion	\$18,360
12 Insertion	\$16,200

## FIRST, SECOND & THIRD DOUBLE PAGE SPREAD

Open	\$25,920
4 Insertion	\$23,328
8 Insertion	\$22,032
12 Insertion	\$19,440

## FRONT COVER GATEFOLD

Open	\$33,600
4 Insertion	\$30,240
8 Insertion	\$28,560
12 Insertion	\$25,200

## BUTTERFLY GATEFOLD WRAP (BG)

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8 Insertion	\$56,100
12 Insertion	\$49,500

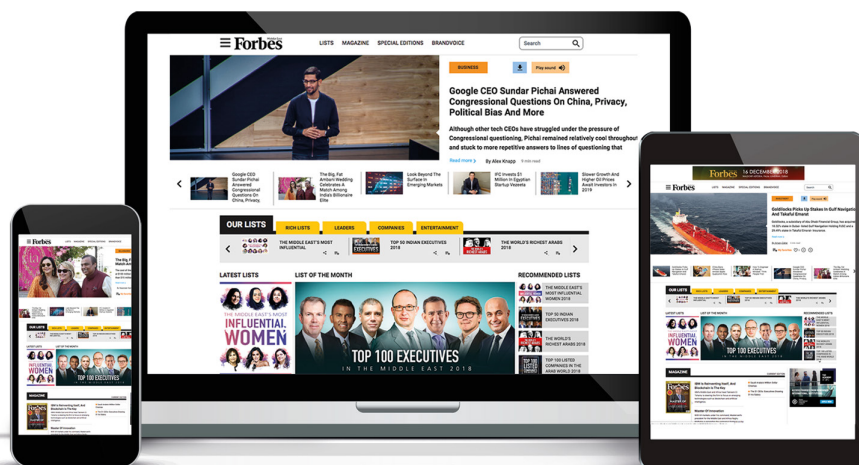
## ADDITIONAL DISCOUNT

\$100,000+	10%
\$150,000+	15%
\$200,000+	25%

Special operations such as belly band, loose/bound/stuckinserts i.e. bookmarks, are available upon request. Contact us for packages combining insertions in both Arabic and English editions.



# Forbes<sup>Middle East</sup> Digital Advertising Rates



## LEADERBOARD

Dimension	728x90 pixels
File Size	40KB
Run On Site (ROS per CPM)	<b>\$84</b>
Run on Channel (ROS per CPM)	<b>\$120</b>
Premium per CPM	<b>\$162</b>

## BOX AD

Dimension	300x250 pixels
File Size	40KB
Run On Site (ROS per CPM)	<b>\$72</b>
Run On Channel (ROS per CPM)	<b>\$108</b>
Premium per CPM	<b>\$156</b>

## HALF PAGE

Dimension	300x600 pixels
File Size	40KB
Run On Site (ROS per CPM)	-
Run on Channel (ROS per CPM)	-
Premium per CPM	<b>\$324</b>

## BILLBOARD

Dimension	970x250 pixels
File Size	60KB
Run On Site (ROS per CPM)	-
Run on Channel (ROS per CPM)	-
Premium per CPM	<b>\$420</b>

## INTERSTITIAL

Dimension	640x480 pixels
File Size	100 KB
On Welcome page	<b>\$220</b>
Net Cost per Day / Round	<b>\$8,000 (day)</b>

## BRANDVOICE (1 ARTICLE)

Open	<b>\$25,000</b>
4 Insertion	<b>\$22,500</b>
8 Insertion	<b>\$21,250</b>
12 Insertion	<b>\$18,750</b>

## ONLINE PROMOTIONAL ARTICLE (500 WORDS)

Open	<b>\$15,600</b>
4 Insertion	<b>\$14,040</b>
8 Insertion	<b>\$13,260</b>
12 Insertion	<b>\$11,700</b>

## PROMOTIONAL SOCIAL MEDIA POST (ONE IMAGE)

Open	<b>\$6,000</b>
4 Insertion	<b>\$5,400</b>
8 Insertion	<b>\$5,100</b>
12 Insertion	<b>\$4,500</b>

## PROMOTIONAL VIDEO POST (1 MINUTE, 1 VIDEO)

Video Supplied by Client

Open	<b>\$12,000</b>
4 Video Posts	<b>\$10,800</b>
8 Video Posts	<b>\$10,200</b>
12 Video Posts	<b>\$9,000</b>

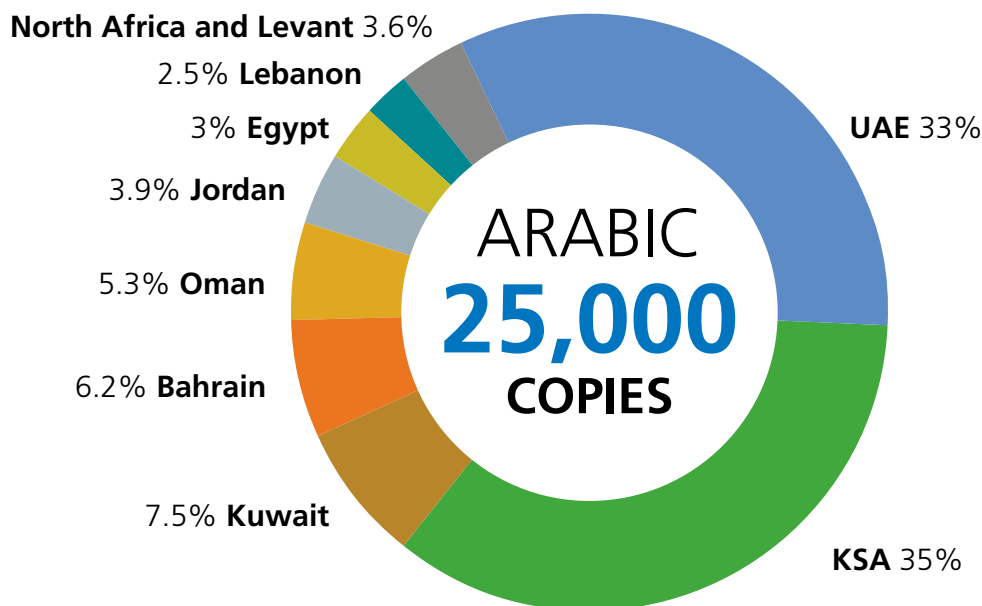
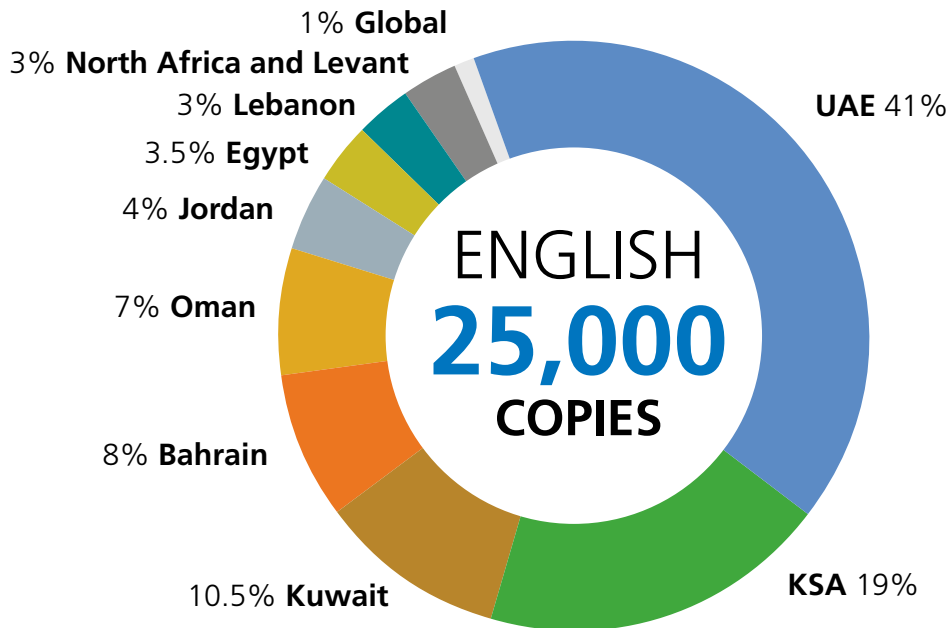
## PROMOTIONAL VIDEO INTERVIEW

(1 MINUTE + 3 MINUTES) By Forbes Middle East team

Open	<b>\$22,000</b>
4 Videos	<b>\$19,800</b>
8 Videos	<b>\$18,700</b>
12 Videos	<b>\$16,500</b>

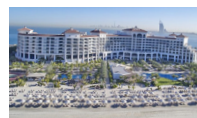
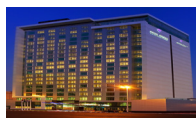
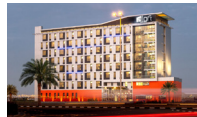
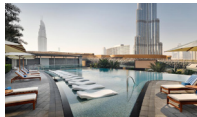
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Forbes Middle East is distributed across the United Arab Emirates, the Kingdom of Saudi Arabia, Jordan, Egypt, Lebanon, Kuwait, Oman and Bahrain. Current distribution is 25,000 copies a month, which we will increase as demand grows.



# Forbes<sup>Middle East</sup> Our Global Reach

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# Print Production Specifications

**Image Resolution:** 300 dpi

**Color:** 4/C Process

Black text has to be single color –K.

Convert spot colors to process. Publisher will match any second color at two-color rate, except metallic-base

**File Preparation:** Build documents in portrait mode without scaling or rotation. Include all standard trim, bleed and center marks outside the live image area.

**Marks and Bleeds:** When bleed is required, provide 0.3 cm beyond the trim area, and set the trim mark's offset to 0.5 cm.

**Preferred Digital File Format:** PDF with high resolution CMYK and all fonts embedded.

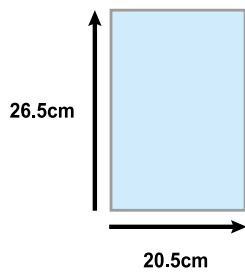
**Transparency:** When using transparency effects, "flatten" before printing or creating PDFs.

## FULL PAGE

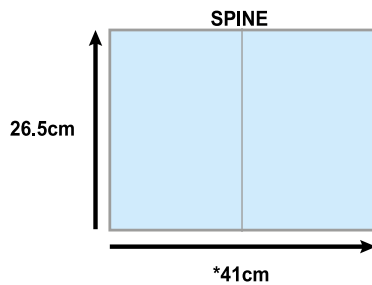
Trim Size	20.5 cm (W) x 26.5 cm (H)
Bleed Size	21.5 cm (W) x 27.5 cm (H)

## DOUBLE PAGE SPREAD

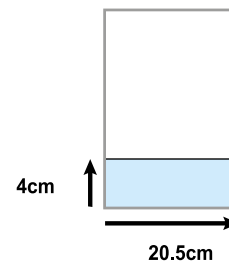
Dimension	41 cm (W) x 26.5 cm (H)
Bleed Size	42 cm (W) x 27.5 cm (H)



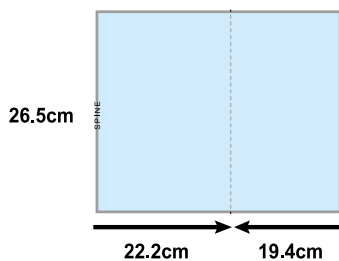
**FULL PAGE**  
(please put 0.5cm bleed on all sides)



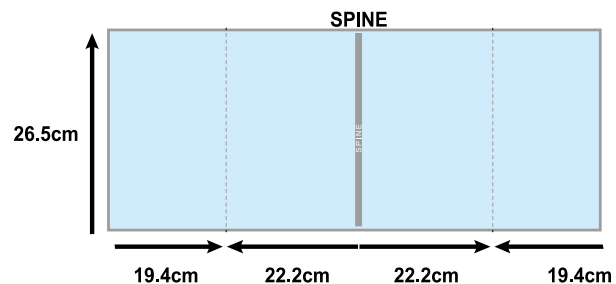
**DOUBLE PAGE SPREAD(DPS)**  
(please put 0.5cm bleed on all sides)  
\*please keep live matter 5cm from the spine



**STRIP AD**  
(please put 0.5cm bleed on all sides)  
\*for butterfly gatefold, please refer to butterfly gatefold's width size



**COVER REVERSE GATEFOLD**  
(please put 0.5cm bleed on all sides)



**BUTTERFLY GATEFOLD**  
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