

Khaleej Times

# BTR

BUSINESS & TECHNOLOGY REVIEW



MARKET



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# Content Is the king





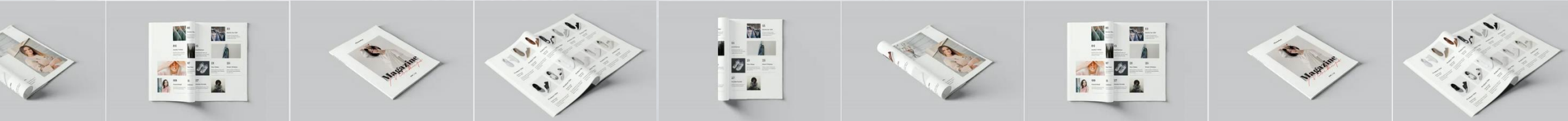
# Introduction

Khaleejtimes Business & technology Review magazine covers a range of topics including management, leadership, career, product reviews, new launches and entrepreneurship. It offers expert advice on marketing and economy and brings the latest studies and analysis that keep followers informed. Published 12 times a year, KTBTR is distributed to the subscribers with the newspaper with dedicated presence on Khaleejtimes.com



# Targeted at key decision makers in a broad variety of business and industry

- Advertisement will reach business owners, managing directors, CEOs And senior managers
- Short, informative, factual articles keep readers up-to-date with business News
- Articles written by industry professionals offer business insights to readers
- Monthly features are an additional method of targeting advertising to a specific Readership
- Print run of 90000 with an estimated readership of over 450,000 per issue Extensive coverage across print , digital and social media



# Extensive digital coverage





# The market leader

## PRINT

CIRCULATION: 89,000 copies

AGE OF READER: 25-55

READERSHIP: 450,000

## SOCIAL FOLLOWING

3.5 Million followers

## ONLINE

Khaleejtimes celebrated a digital milestone with its biggest month in our online history, seeing over 9 million unique users monthly

**6.7 MILLION MONTHLY UNIQUE**

**135 MILLION PAGE VIEWS**



# CEO business package Deal

- 1 Full page ad In KT Business & technology review
- 2 page partner content in KT business & technology review print and online section
- 300,000 impressions on KTBTR section
- 1 Khaleejtimes LinkedIn Post
- 1Khaleejtimes Business FB page post
- 1 Video interview with CEO

Total cost

50,000 AED





# Advertising Rate card- print

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# Performance package deal-1

- 1 Full page In KT Business & technology review
- One article in KT business & technology review online section
- 100,000 impressions on KTBTR section
- 1 Khaleejtimes LinkedIn Post
- 1 Khaleejtimes Business FB page post

Total cost

25,000 AED



# Leadership business package deal

- 3 Full page In KT Business & technology review
- 3 article in KT business & technology review print and online section
- 500,000 impressions on KTBTR section
- 2 Khaleejtimes LinkedIn Post
- 2 Khaleejtimes Business FB page post
- 1 Video interview with Top official

Total cost

50,000 AED





# CEO front page cover Business package deal

Front page cover In KT Business & technology review

2 page partner content in KT business & technology review print and online section

300,000 impressions on KTBTR section

1 Khaleejtimes LinkedIn Post

1Khaleejtimes Business FB page post

1 Video interview with CEO

Total cost

60,000 AED

