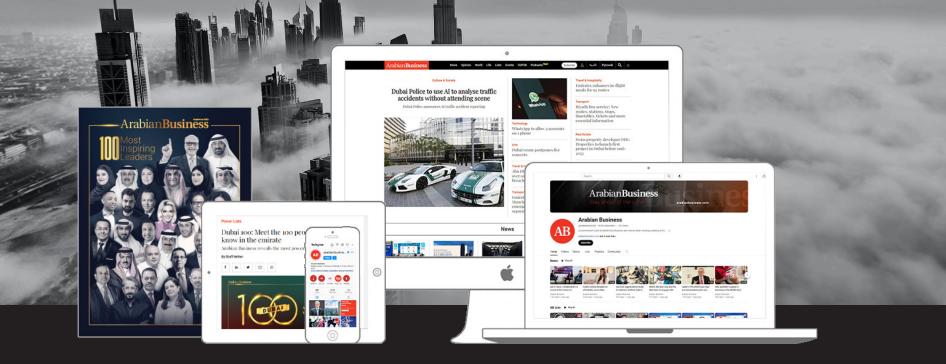
## ArabianBusiness Media Pack 2024



## Celebrating 24 years of ArabianBusiness

INFORMED. INSIGHTFUL. INDEPENDENT.

### Arabian Business Note from the Publisher

### Informed. Insightful. Independent.

Arabian Business has strategically expanded our editorial coverage to better serve the needs of our growing subscriber base. By moving to a subscription model in 2020, we became the first regional business publication to embrace this business-focused approach.

This decision has allowed us to significantly invest in high-quality, in-depth reporting. Our journalists are diving deeper into the issues that matter most to executives, investors and other stakeholders across the Gulf.

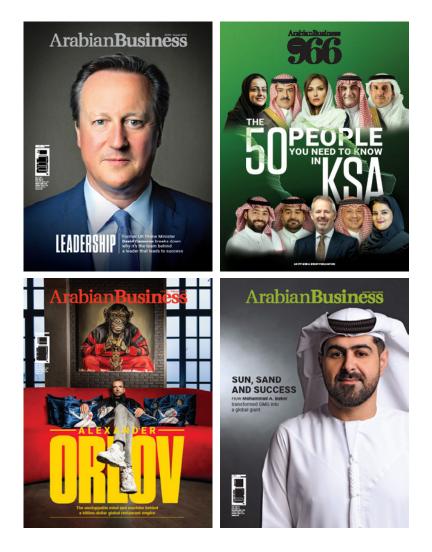
The success of our subscription business model is clear. Subscriber numbers have continued to rise, demonstrating our readers' strong demand for the independent insights and analyses we provide.

Most importantly, this funding model has empowered us to produce substantially more premium content. We have doubled the output of in-depth investigative pieces, high-profile interviews, and long-form podcast episodes over the past three years. Subscribers now enjoy Members-only briefings, access to exclusive reports, and invitation-only events with regional industry leaders.

Looking ahead, we are committed to further leveraging our subscription revenues to develop even more high-impact journalistic work. The authoritative insights and foresights our subscribers have come to expect and value will continue to grow in depth, scope and influence.

As a brand, Arabian Business has always prided itself on its fiercely independent spirit, asking the right questions of the right people at the right time. Our editorial coverage, whether that be in written, audio, or video format, has continued to grow from strength to strength, and we remain committed to continuing to support and report on the exciting and rapidly developing world of business in the Middle East.

> Matthew Amlot Editor in Chief



## Arabian**Business** Digital



#### WEBSITE

**arabianbusiness.com** is the leading business news website in the Middle East. With content that blends news, commentary, features, interviews, opinion and analysis it has become the go-to resource on the region's business, economic and financial landscape.

In June 2020, it became the first homegrown media channel to place its content paywall.

Every month, it attracts more than **2 million users** from around the world.



#### WEBINARS

Arabian Business has developed a rich portfolio of webinars in which regional and international experts offer their insights on a range of business topics.



### PODCASTS

The podcast has become an essential part of the media landscape in recent years, and *Arabian Business* now offers two separate strands to deliver insightful conversations on the region's economy:

**The Editors:** A short-form wrap-up of the week's news from the AB team.

**Spotlight:** Longer, deeper conversations on business topics with invited guests.

Each podcast is produced, recorded and edited in-house.

in



#### VIDEO INTERVIEW

*Arabian Business's* digital footprint is bolstered by its strong presence on all the major social media platforms.

LinkedIn has been an area of strong growth, tapping into the conversations on the business-focused channel with a range of engaging content.

Each channel now has its own distinct personality suited to the audiences and content types – and all amplifying the range the content delivered on arabianbusiness.com.

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arabianbusiness.com

### ArabianBusiness Events



# ArabianBusiness Connect

AB Connect utilises the power of Arabian Business's content, team and reputation to deliver engaging, sophisticated and impactful events. This division serves a range of communities in global markets with C-level roundtables, industry-sector seminars, thought-provoking conferences and prestigious awards ceremonies.

AB Connect is a gateway for global companies seeking to do business in the MENA region as well as a vital platform that enables MENA companies to impact markets around the world.

#### Arabian**Business** Achievement Awards

One of the most prestigious events in the region, the *Arabian Business* Achievement Awards has hosted and honoured some of the biggest names in business and politics, both regionally and internationally.

Previous attendees have included HH Sheikh Mohammed Bin Rashid Al Maktoum, HRH Prince Alwaleed Bin Talal and King Abdullah II of Jordan.

The awards recognise and reward outstanding across a range of sectors, with shortlists being drawn from across the Gulf and wider Middle East region.



#### Arabian**Business** Summit

Since its launch in 2009, the *Arabian Business* Forum has been the premier business conference on the UAE's events calendar.

It has been graced by the likes of HH Sheikh Ahmed bin Saeed

Al Maktoum, Mohammed Alabbar, HE Sultan bin Saeed Al Mansouri, Colm McLoughlin, Fadi Ghandour and Mohamed Alshaya.

Attended by 200 business leaders, this event has become a vital forum for discussion on economic and business issues.

## Arabian**Business** Digital

#### Display





#### 

Читайте далее

Мы выяснили: Недвижимость в Дубае и красные флаги, которые нужно знять покупятелям и арендаторам

Недвижимость в Дубае: на этой неделе было заключено сделок на

сумму \$2,4 млрд, в том числе впотека на сумму \$41 млн в Palm Jumeirah

В деталях: Еуwa — Самый воплосичный и орнентированный на оздоровление комплекс класса ликс в Дубае

OPEN HOUSE

15 // ex 150

IN SERVER

Элитная недвижимость в Дубае, прогноз на 2024 год: Рост цен, китайские инвесторы, международная значимость и бум брендовых резиденций Диавиерова годая Евбе Астонево гом уст водет повесторов в

икимость Дубая в следующем году



alivaposan студия Estilo Architecta о том, что ждат нивасторов в надвижникость Дубая в

Согласно анализу компании Estilo Architects, в следующем году <u>сектор</u> недвикимости Дубая онидает дальнейший рост цен, бум брендовых резиди и международных инвестиций.

Компания, занимающаяся обустройством жилья, поделилась прогнозами относительно ключевых тенденций в секторе недвижимости Дубая в наступающем году.

Компания Estilo отметила, что в третьем квартале этого года объем продаж алитных долова в Дубев дости 1.5 млрд доллоро, в ноличество продаж алитных должа стоиности: до болет 10 мля доляров достиго 72, что превышеет показатили Нью-Йорах, Томонга и Лондона, по данным консалтинговой кампания Корбул Глам.

Элитная недвижимость в Дубае

В своем индексе Prime Global Cities Index за II квартал 2023 года консалтинговая компления отметила, что цены на килье в Дибе взлетели на 223 процентов по сравнению с минимумом, достигнутым в II квартале 2020 года под влижием пандемии.

Кроме того, отчет показал, что город занимает первое место по годовому росту цен на недвижимость уже восемь хварталов подряд.

В своем отчете 03 2023 Prime Global Cities Index эмират переместилов на вторую порядио в глобальном рейтикия консалтикитевой компании благодаря замедлению ежеквартального роста цен с 11.6 процента во втором квартале до 0.7 процента в трятнаем квартале.

Несмотря на замедление темпов роста со II по III квартал, эти показатели все равно свидетельствуют о девяти кварталах роста подряд.

В 2024 году у Дубая есть все шансы и дальше привлекать туристов, инвесторов и

#### Newsletter



#### 1.2 million LED lights. 1 cybersecurity partner shines on the world's tallest building.

Kaspersky has always been present al Glex because its one of the most interesting global events for the cytersecurity industry. But this year we wanted to do something to Have a big impression on industry experts, business leaders, and the work's most influential companies.

To commemorate the highest level of cybersecurity protection Kiespersky provides, there's no better way to proudly showcase our enterprise campaign than with a stunning light show on the word's tallest building.

See our light show live at 8:20pm on Wednesday 12th October.

If you can't make it on the day, we will be releasing a film of the event very soon.



Kaspersky Enterprise Cybersecurity. One cybersecurity partner for all your enterprise security needs.



## Arabian**Business** Print



#### Arabian**Business** English

After two decades, *Arabian Business* remains one of the most well-regarded publications in the region.

Issued monthly, it features a strong blend of sector analysis, in-depth features, exclusive interviews, authoritative commentary and investigative reporting on the Arab World's business scene.



Arabian Business also represents a strong champion for the burgeoning start-up community and, in light of Covid-19, has begun to delve into issues surrounding the workplace, including corporate culture and mental resilience.

Luxury lifestyle still remains a core element through the Liquid Assets section, which offers recommendations on restaurants, hotels, automotive launches and luxury accessories and jewellery.





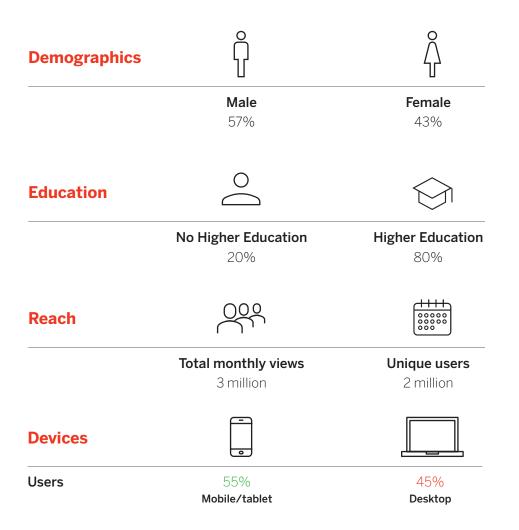


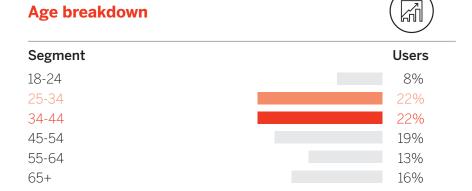
#### Arabian**Business** Arabic

Arabian Business Arabic is undergoing a major transformation in 2022. The publication will be headquartered in Riyadh, Saudi Arabia, placing the brand at the heart of the economic, cultural and social transformation of the Kingdom.

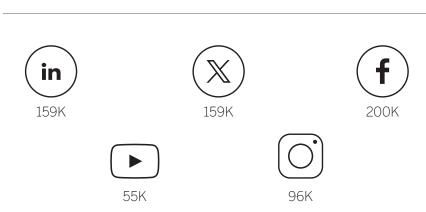
The title already secured distribution across Saudi Arabia in Q4, 2020, and this will continue to grow throughout the year.

### Arabian Business Audience

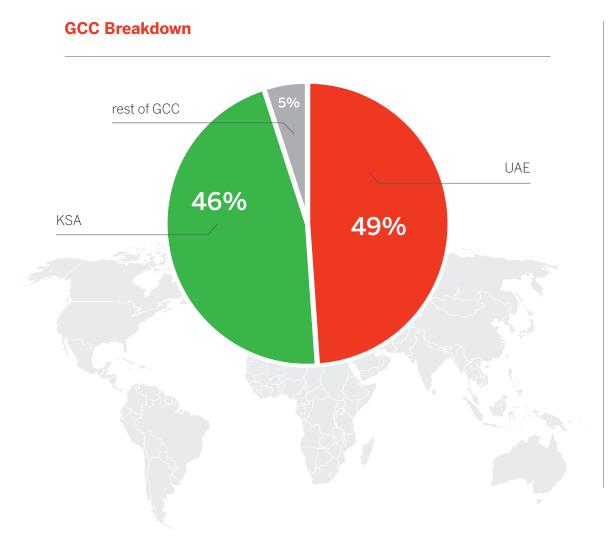


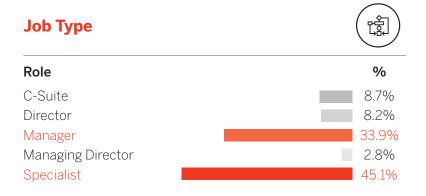


#### **Social media**



## Arabian Business Audience





| Salary          | Ś   |
|-----------------|-----|
| Income          | %   |
| \$0 to \$25K    | 2%  |
| \$25K - \$50K   | 6%  |
| \$50K - \$100K  | 28% |
| \$100K - \$150K | 26% |
| >\$150K         | 38% |

### Arabian Business Editorial calendar 2024

| Month     | Lists                      | Events   |
|-----------|----------------------------|--|
| January   | _                          | Arabian Business UAE Awards & Forum,<br>at Atlantis The Royal                                  |
| February  | Dubai 100                  | Arabian Business KSA Forum   |
| March     | Indian Aces                | Arabian Business KSA Women Excellence awards   |
| April     | 50 Inspiring Women Leaders | Arab Women Awards  |
| Мау       | 100 most Influential Arabs | Arabian Business Leadership Summit   |
| June      | Crypto & Metaverse giants  | Arabian Business KSA Conference  |
| July      | Healthcare list            | _  |
| August    | 40 under 40                | Arabian Business Women in Business Conference  |
| September | 100 most inspiring leaders | <ul><li>Arabian Business India Awards</li><li>Arabian Business KSA Innovation Awards</li></ul> |
| October   | Tech Giants/ Gitex Stars   | Arabian Business KSA Achievement Awards  |
| November  | 100 most admired companies | _  |
| December  | Family-Owned Business      | <ul><li>CEO Middle East Awards</li><li>Arabian Business KSA Forum</li></ul>                    |

## Arabian**Business** Rate Card



## ArabianBusiness Rate Card

### Digital

| FORMAT   | DIMENSIONS                | (AED3.67 = US\$1)            |
|--|---------------------------|------------------------------|
| DISPLAY  |                           | CPM/Cost                     |
| Leaderboard  | 728x90                    | 90 USD                       |
| Half Page  | 300x600                   | 95 USD                       |
| MPU  | 300x250                   | 75 USD                       |
| Billboard  | 970x250                   | 105 USD                      |
| MOBILE   |                           |                              |
| Interscroller                                      | 320x500                   | 120 USD                      |
| HIGH IMPACT  |                           |                              |
| Home Page takeover                                 | 728x90, 300x600, 300x250  | 25,000 USD per day           |
| Premium Home page takevoer                         | 970x250, 300x600, 300x250 | 35,000 USD per day           |
| Run of site road block                             | 728x90, 300x600, 300x250  | 150 USD                      |
| Premium run of sight roadblock                     | 970x250, 300x600, 300x250 | 200 USD                      |
| TARGETING  |                           |                              |
| Standard Segments                                  |                           |                              |
| Demographic, Geo, Subscribers                      |                           | 20 USD extra                 |
| Premium Segments                                   |                           |                              |
| Job titles, Industry, Purchase History, Behavioral |                           | 30 USD extra                 |
| NEWSLETTERS  |                           |                              |
| Leaderboard  |                           | 4000 USD per day (AM and PM) |
| Subscriber Newsletter                              |                           | 10 000 USD per newsletter    |
| Premium subsciber newsletter                       |                           | on request                   |
|  |                           |                              |

### Print

| -                        |                       |                   |
|--------------------------|-----------------------|-------------------|
| FORMAT                   |                       | (AED3.67 = US1\$) |
| PREMIUM POSITIONS        | DIMENSIONS            | USD               |
| Gate Fold                | 400 x 265 mm          | 28,000            |
| Outside Back Cover       | 200 x 265 mm          | 20,000            |
| First Double Page Spread | 400 x 265 mm          | 18,000            |
| Inside Front Cover       | 200 x 265 mm          | 17,000            |
| Inside Back Cover        | 200 x 265 mm          | 15,000            |
| STANDARD POSITIONS       |                       | USD               |
| Double Page Spread       | 400 x 265 mm          | 15,000            |
| Full Page                | 200 x 265 mm          | 8,000             |
| SPECIAL FORMAT           |                       | USD               |
| Belly Band               | Specs. on Application | 25,000            |
| Brand Inserts            | Specs. on Application | On request        |
| Inserts                  | Single                | 15,000            |
|                          |                       |                   |

## Arabian**Business** Rate Card

### Branded Content - Print

| Format                | Description   | Inserts / Issue | Page/units | Words | Pictures | (3.67 AED = 1 USD ) |
|-----------------------|---|-----------------|------------|-------|----------|---------------------|
| Special report        | Aligned to the main editorial theme, this will be a mix of interview-style questions, reports, data and research to bring the theme to life. This is an exclusive spot – only 1 per month.          | 1               | 4          | 1,800 | 4        | 50,000              |
| Double page<br>Spread | A thought leadership article that will provide a forward-looking perspective on<br>the trends and issues relating to a business sector. The piece is composed<br>by AB with inputs from the client. | 1               | 2          | 900   | 2        | 20,000              |
| Article               | A Brand View is a piece produced by the customer about their products and services. This is an advertising feature and will be marked as Brand View.  | 2               | 1          | 500   | 1        | 8,000               |

### Branded Content - Digital

| Format  | Description   | Inserts / Issue | Page/units | Words | Pictures | (3.67 AED = 1 USD ) |
|---|---|-----------------|------------|-------|----------|---------------------|
| Article with traffic drivers                                | A thought leadership Digital Article promoted with 3 social media posts and 1 newsletter                      | 1               | 1          | 1,000 | 2        | 10,000              |
| Article with<br>traffic drivers<br>and display              | A thought leadership Digital Article promoted with 3 social media posts and 1 newsletter and display campaign | 1               | 1          | 1,000 | 2        | 15,000              |
| Please contact the team for video and podcast opportunities |   |                 |            |       |          |                     |

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