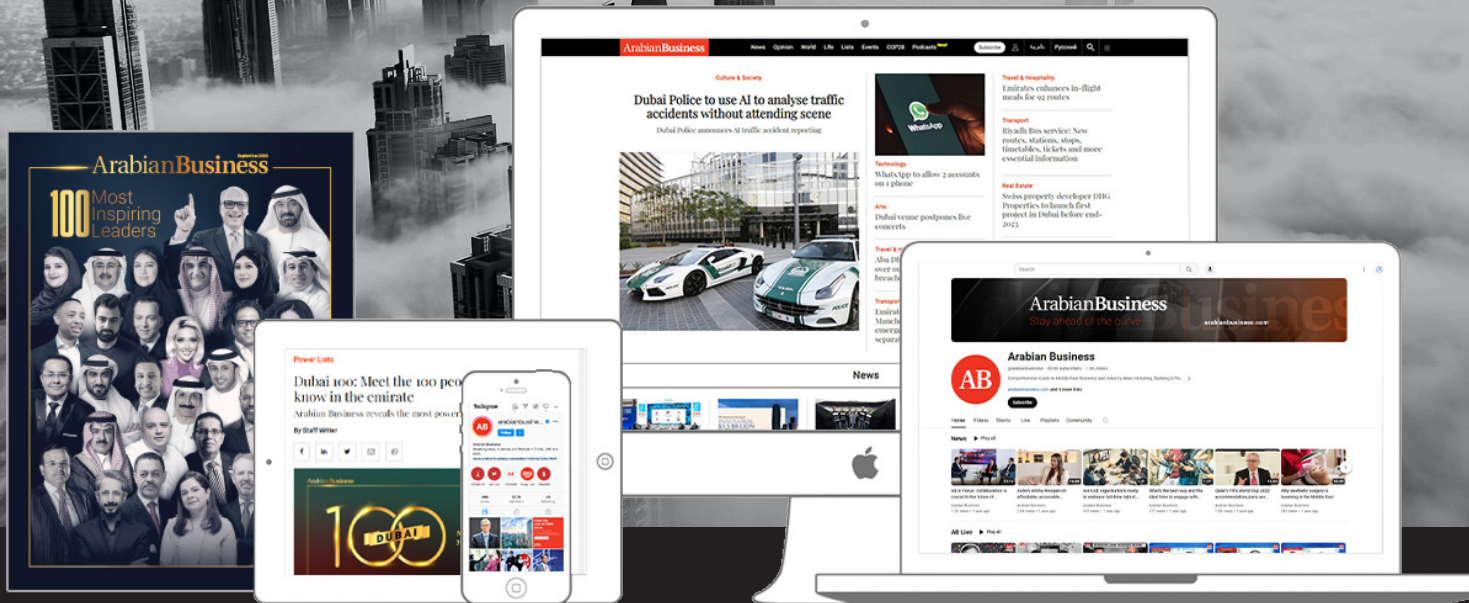


# ArabianBusiness

## Media Pack 2024



# Celebrating 24 years of ArabianBusiness

INFORMED. INSIGHTFUL. INDEPENDENT.

# ArabianBusiness

## 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



# ArabianBusiness 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.



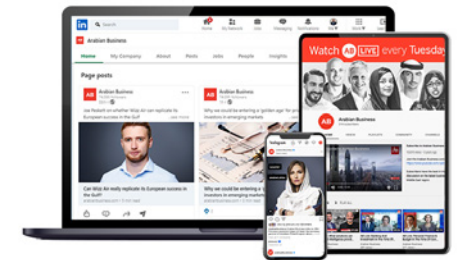
## PODCASTS

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.



## 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](http://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.

## ArabianBusiness 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.



## ArabianBusiness 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.



# ArabianBusiness Print



## ArabianBusiness English

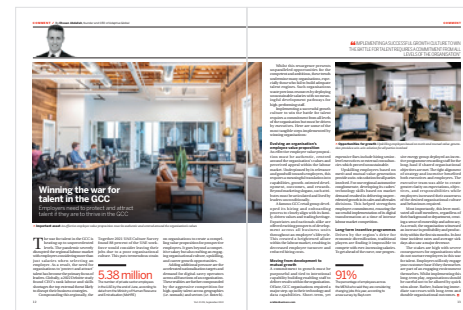
After two decades, *Arabian Business* remains one of the most well-regarded publications in the region.

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.



## ArabianBusiness 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.

# ArabianBusiness Audience

## Demographics



**Male**  
57%



**Female**  
43%

## Education



**No Higher Education**  
20%



**Higher Education**  
80%

## Reach



**Total monthly views**  
3 million



**Unique users**  
2 million

## Devices



**55%**  
Mobile/tablet



**45%**  
Desktop

Users

## Age breakdown



### Segment



## Social media



159K



159K



200K



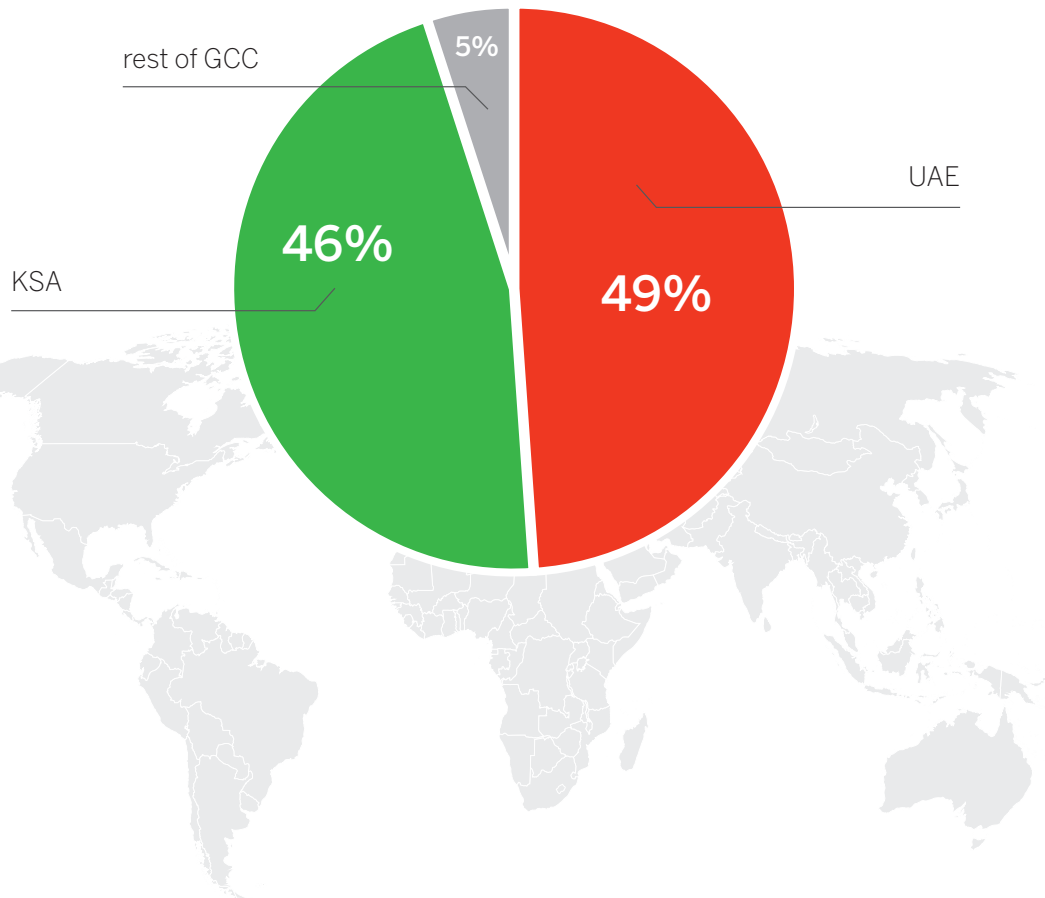
55K



96K

# Arabian Business Audience

## GCC Breakdown



## Job Type



## Salary





# ArabianBusiness

## Editorial calendar 2024

Month	Lists	Events
January	–	<ul style="list-style-type: none"><li>• Arabian Business UAE Awards &amp; Forum, at Atlantis The Royal</li></ul>
February	Dubai 100	<ul style="list-style-type: none"><li>• Arabian Business KSA Forum</li></ul>
March	Indian Aces	<ul style="list-style-type: none"><li>• Arabian Business KSA Women Excellence awards</li></ul>
April	50 Inspiring Women Leaders	<ul style="list-style-type: none"><li>• Arab Women Awards</li></ul>
May	100 most Influential Arabs	<ul style="list-style-type: none"><li>• Arabian Business Leadership Summit</li></ul>
June	Crypto & Metaverse giants	<ul style="list-style-type: none"><li>• Arabian Business KSA Conference</li></ul>
July	Healthcare list	–
August	40 under 40	<ul style="list-style-type: none"><li>• Arabian Business Women in Business Conference</li></ul>
September	100 most inspiring leaders	<ul style="list-style-type: none"><li>• Arabian Business India Awards</li><li>• Arabian Business KSA Innovation Awards</li></ul>
October	Tech Giants/ Gitex Stars	<ul style="list-style-type: none"><li>• Arabian Business KSA Achievement Awards</li></ul>
November	100 most admired companies	–
December	Family-Owned Business	<ul style="list-style-type: none"><li>• CEO Middle East Awards</li><li>• Arabian Business KSA Forum</li></ul>

# ArabianBusiness

Rate Card



# ArabianBusiness

## Rate Card

### Digital

FORMAT	DIMENSIONS	(AED3.67 = US\$1)
<b>DISPLAY</b>		
Leaderboard	728x90	90 USD
Half Page	300x600	95 USD
MPU	300x250	75 USD
Billboard	970x250	105 USD
<b>MOBILE</b>		
Interscroller	320x500	120 USD
<b>HIGH IMPACT</b>		
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
<b>TARGETING</b>		
Standard Segments		
Demographic, Geo, Subscribers		20 USD extra
Premium Segments		
Job titles, Industry, Purchase History, Behavioral		30 USD extra
<b>NEWSLETTERS</b>		
Leaderboard		4000 USD per day (AM and PM)
Subscriber Newsletter		10 000 USD per newsletter
Premium subscriber newsletter		on request

### Print

FORMAT	(AED3.67 = US\$1)	
<b>PREMIUM POSITIONS</b>		
	<b>DIMENSIONS</b>	<b>USD</b>
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
<b>STANDARD POSITIONS</b>		<b>USD</b>
Double Page Spread	400 x 265 mm	15,000
Full Page	200 x 265 mm	8,000
<b>SPECIAL FORMAT</b>		<b>USD</b>
Belly Band	Specs. on Application	25,000
Brand Inserts	Specs. on Application	On request
Inserts	Single	15,000

# ArabianBusiness

## Rate Card

### Branded Content - Print

Format	Description	Inserts / Issue	Page/units	Words	Pictures	(3.67 AED = 1 USD)
<b>Special report</b>	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
<b>Double page Spread</b>	A thought leadership article that will provide a forward-looking perspective on the trends and issues relating to a business sector. The piece is composed by AB with inputs from the client.	1	2	900	2	20,000
<b>Article</b>	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)
<b>Article with traffic drivers</b>	A thought leadership Digital Article promoted with 3 social media posts and 1 newsletter	1	1	1,000	2	10,000
<b>Article with traffic drivers and display</b>	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

# ArabianBusiness

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