



THE 2012 ARABIAN BUSINESS POWER 500

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arabian Business.com

HOME GCC World Industries Markets Opinion Interviews Photos Video Lists Lifestyle Topics Jobs Property UOL

HOT TOPICS Aviation Nakheel AB Rich List 2011 Politics & Economics Property in Dubai Luxury travel

INTERNATIONAL EDITION | 30 Sep 2012 Updated at 9:19 PM UAE

Gulf investors eye Premier League for Leeds Utd

Dubai firm at forefront of proposed takeover targets promotion 'as soon as possible'

- Bahrain's GFH confirms role in Leeds United sale
- MidEast investors launch \$30m bid for Portsmouth
- Gulf takeover of Leeds Utd progressing slowly
- MidEast investors close to exit on Leeds deal
- Qatari owner says no plan to sell Malaga

- ### Most Popular
- READ PHOTOS VIDEOS EMAIL COMMENTED
1. Is Emaar the Apple of property?
 2. Nakheel warns Palm residents: 'It's our beach'
 3. Nigeria suspends Hajj flights to Saudi Arabia
 4. GE to invest \$1bn in Saudi healthcare, energy
 5. MidEast investors sink \$460m into London project

BANKING & FINANCE

Dubai sees FDI hit \$4.49bn in H1, up 7%

Foreign direct investment raised for 115 projects in emirate during first six months

RETAIL

UK retailer plans launch in Gulf markets

Furniture'n'fashion eyes partner to open shops in Qatar, Saudi, Kuwait and Dubai

TRANSPORT

Qatar Airways says no plans to join oneworld

CEO Akbar al-Baker dismisses reports that carrier will join airline alliance as 'rumours'

ENERGY

GE to invest \$1bn in Saudi health, energy

US giant to launch healthcare centre and oil technology programme in kingdom

More business news

- Dubai reveals plan to build new mixed use project
- UAE firm in deal for Malaysian luxury homes
- VTTI plans to double Fujairah oil storage facility
- Lord Seb Coe confirmed as Doha forum speaker
- 'Significant' issues remain for Saadiyat workers
- Hampton's sees 106% rise in H1 Dubai deals
- Boeing, NBAD ink deal to develop aircraft financing

View all more business news >>>



Poll

Do you think Iran could launch a pre-emptive strike against Israel?

- Yes: Iran, with its vast weapons arsenal, could strike Israel first to defend its nuclear programme.
- Perhaps: Iran has the right to protect itself and its nuclear facilities.
- No: Iran knows it will face devastating consequences if it launches a pre-emptive strike.
- Not likely: Iran will not do anything unless provoked.

Vote



Don't miss

Is Dubai's Emaar the Apple of property?

Emaar has become the Apple of the property industry and its latest Address project is its own...

Shamyana landlords cut off DEWA to force tenants out

DEWA will not disconnect homes with hefty utility bills in Shamyana's name but cannot stop...



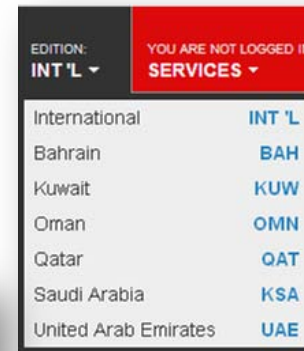
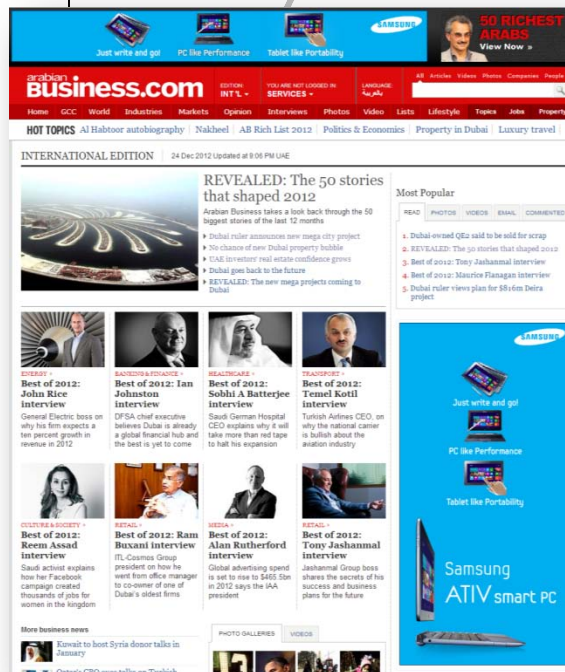
- The definitive home for business intelligence on the web, AB.com provides the regional business community with trusted news, analysis and opinion, delivering breaking stories around the clock in both English and Arabic

- As a result, we attract an exceptionally high-value audience. With over 1.4 million unique users, we reach the regions most influential budget-holders, opinion-formers and purchase decision-makers.

- Staffed by a team of more than 40 journalists in sectors as diverse as banking and finance and leisure, ArabianBusiness.com offers fresh, compelling content to the region's key decision makers.

- Unique for the region the Arabic version is written but it's very own editorial team and content – not simply translated from the English version

- Regionalised editions available



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50 RICHEST ARABS View Now »

arabian Business.com EDITOR: INT'L - YOU ARE NOT LOGGED IN SERVICES - LANGUAGE: العربية

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Banking & Finance Construction Culture & Society Education Energy Healthcare Media Politics Real Estate Retail Sport Technology More »

Interviews 27 Dec 2012 Updated at 2:24 PM UAE

Kingdom Holding interview: HRH Prince Alwaleed

IN A candid interview at his offices in Riyadh, the prince explains why he has been vindicated with the investments he made - and those he didn't.

- ▶ "I get paid one Saudi riyal a year," says Prince Alwaleed
- ▶ Alwaleed to receive biggest private jet in 2013
- ▶ Alwaleed backs Citigroup after Pandit exit

Latest Interviews »

Iba Masood interview: Fruitful careers
Iba Masood has gone from graduation to being a successful entrepreneur in no time at all. Her...

Dr Charles Elachi interview: Mission to Mars
The man behind the Curiosity rover landing on Mars on why the billions spent on US space exploration...

Sulaiman Al Hamdan interview: Tough competitor
Nas Holding CEO explains how his airline is trying to cope with the unique challenges in the...

Best of 2012: Ken Hu, Huawei interview
Ken Hu, Huawei's CEO and deputy chairman explains how he is building the Chinese tech giant.

US Secretary of Defence interview: William Cohen
In an exclusive interview with Arabian Business, former US Secretary of Defence William Cohen...

Best of 2012: Elie Khouri, OMG interview
Ten years ago Elie Khouri ditched a glamorous job in the advertising industry to set up the...

Start piecing opportunity together. Connect to international business insight >>>

HSBC Commercial Banking

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Banking & Finance Construction Education Energy Healthcare Media Real Estate Retail Technology Transport Travel & Hospitality

Industries 27 Dec 2012 Updated at 2:24 PM UAE

Airbus delivers new A320 to UAE's Air Arabia

Low cost carrier takes delivery of sixth aircraft this year, six more planned in 2013

- ▶ Air Arabia set to launch third Pakistan route
- ▶ UAE's Air Arabia ups flights to Pakistan
- ▶ Air Arabia sees Q3 profit more than double
- ▶ Air Arabia takes delivery of two new planes
- ▶ Middle East airlines' profit set to fall in 2012

Emaar renames Downtown Dubai boulevard

Developer pays tribute to Dubai ruler with Sheikh Mohammed Bin Rashid Boulevard name...

- ▶ Emaar to add luxury apartments, hotel to Dubai Mall
- ▶ Dubai ruler announces new mega city project
- ▶ REVEALED: The mega projects coming to Dubai

Sharjah's UAB secures \$120m loan deal
India's Kingfisher lacks funding plan - minister
Oil price slips below \$111 on US fiscal crisis concerns
Al Jazeera staffer quits over Qatar influence
UAE banks' bad loan provisions decline
Emirates launches fare discounts for New Year
Dubai named among property hotspots for 2013
Qatar's CBO eyes talks on Turkish acquisition

All Industries news stories >>>

Opinion >>>

Saudi dominance of oil market to fade by 2020
Over the next five years Saudi will be confronted by multiple problems...

Why GEMS should keep Westminster School open
Anil Bhoyrul argues that GEMS should rethink its controversial decision...

Jeirut Souks - Le Mail Sin Et Fil

2013 NEW YEAR DOWNTOWN DUBAI

EMAAR

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People Companies

Lists 27 Dec 2012 Updated at 2:24 PM UAE

REVEALED: 50 most powerful Saudis

Arabian Business's guide to the Gulf Kingdom's most influential movers and shakers

REVEALED: 100 Most Powerful Arab Women 2012

REVEALED: The UAE's best performing banks

REVEALED: The UAE's top 50 business leaders

RICH LIST THE WORLD'S RICHEST ARABS

Arabian Business Rich List 2011

AB Saudi Arabian Rich List 2011

Revealed: Indian Rich List 2011

CEO 100 MOST POWERFUL ARAB WOMEN 2012

EXPAT POWER LIST THE GULF'S MOST INFLUENTIAL EXPATS

RICH LIST THE WORLD'S RICHEST ARABS

100 Most Powerful Arab Women 2011

Expats Power List 2011

AB Rich List 2010

Put your business message in their hands

New collection available at SuperStores!

Most Popular

1. Alwaleed to receive biggest private jet in 2013
2. Dubai-owned QE2 said to be sold for scrap
3. REVEALED: The 50 stories that shaped 2012
4. Best of 2012: Tony Jashanmal interview
5. Al Jazeera staffer quits over Qatar influence

Lifestyle Channel

- The Lifestyle Channel is our fastest growing section generating an average of 250,000 page views a month
- Our dedicated editors have created a luxury environment for editorial and advertising
- Features on rewarding ways our readers can spend their time and money
- Current sections include arts, cars, fine dining, brilliant gadgets, luxury property, sport and bespoke travel
- Soon to be expanded to watches & jewellery, style, house & garden, boats and fine living

The screenshot shows the 'Lifestyle' channel page on arabian Business.com. At the top, there's a navigation menu with various categories. The main headline is 'Bahrain opens Arabian Nights-themed national theatre' with a sub-headline 'King opens one of the largest theatres in the region, performances will include Bolshoi'. Below this, there are several other articles in different categories: 'PayPal eyes 10% of MENA e-commerce market', 'Flawless diamond fetches \$21.5m at auction', and a 'Most Popular' list. A large image of a Rolex watch is featured on the right side of the page.

Traffic and demographics

- **Unique visitors:** 1.46 million
- **Page views:** 5.2 million
- **Average time spent on site:** 12 minutes
- **Average pages per visit :** 4 pages
- **Average page duration:** 3 minutes per page



Brand advocacy

- Arabian Business readers are advocates of the brand who visit and engage with the content of the site on a regular basis
- The majority of readers visit the website directly rather than being driven to the site through navigational searches made using online search tools, such as Google. This means they engage with other content across the site, not just the first page they open

Reader Engagement

- Arabian Business readers visit the site regularly. As loyal supporters of the brand, the visits are for extended periods of time while engaging with the editorial content



Demographic

- **Age**

- Senior Decision Makers
- 81% aged 25+

- **Income**

- Mid to ultra high net worth individuals
- Lifestyle of high disposable income
- Ultra high net worth individuals - 180% above the middle east average

Gender



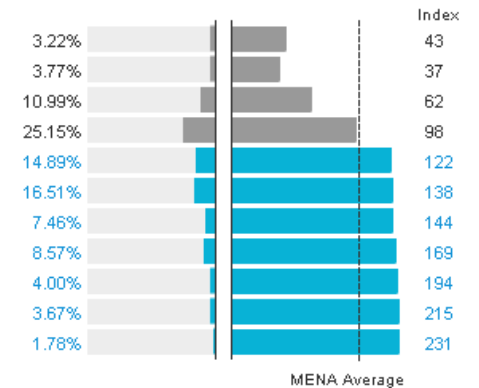
Male
Female



Age



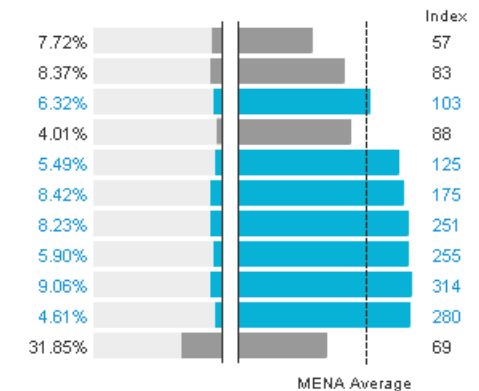
15-17
18-20
21-24
25-30
31-34
35-40
41-44
45-50
51-54
55-60
>60



Gross Household Income (US \$)



\$0 - \$2,000
\$2,000 - \$5,000
\$5,000 - \$10,000
\$10,000 - \$15,000
\$15,000 - \$25,000
\$25,000 - \$50,000
\$50,000 - \$75,000
\$75,000 - \$100,000
\$100,000 - \$200,000
\$200,000+
Prefer not to say





Professional Life

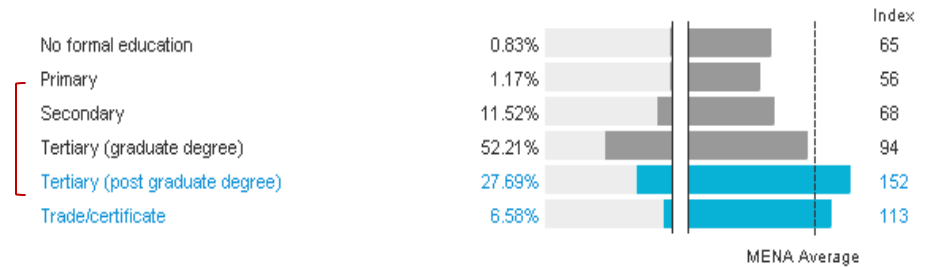
Education

- Educated Professionals
- 80% Universities graduates

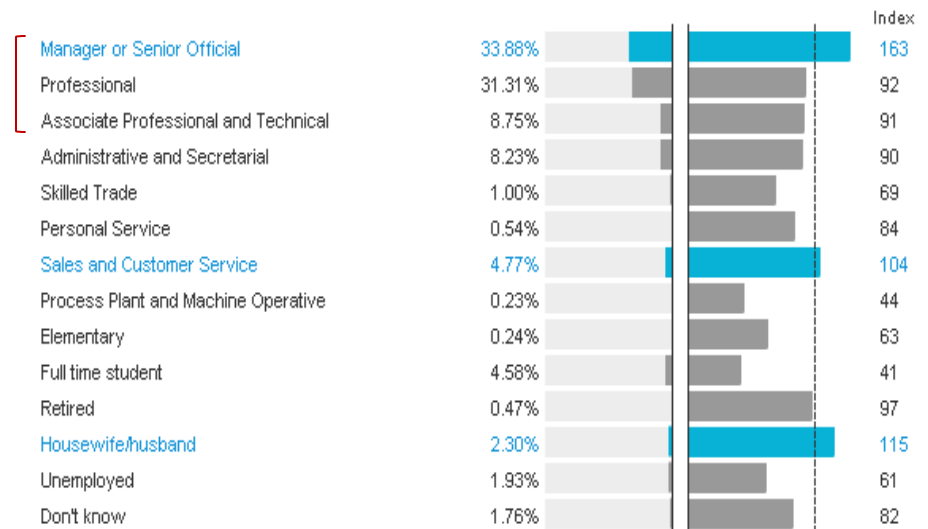
Job Title

- Management/Professional
- 74% Senior level and above
- C-Suite
- The regions decision makers

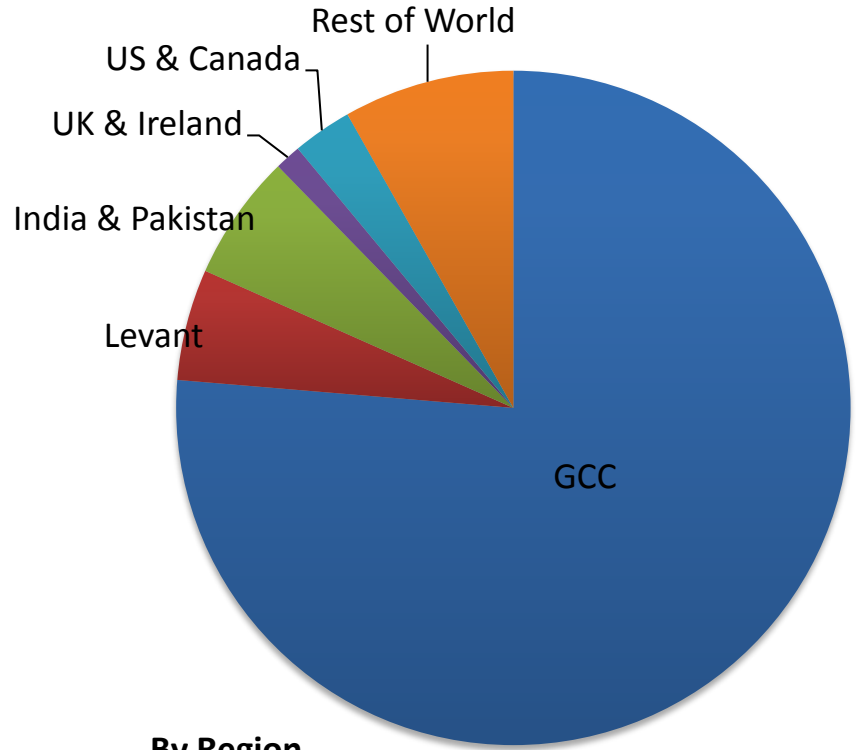
Education Level



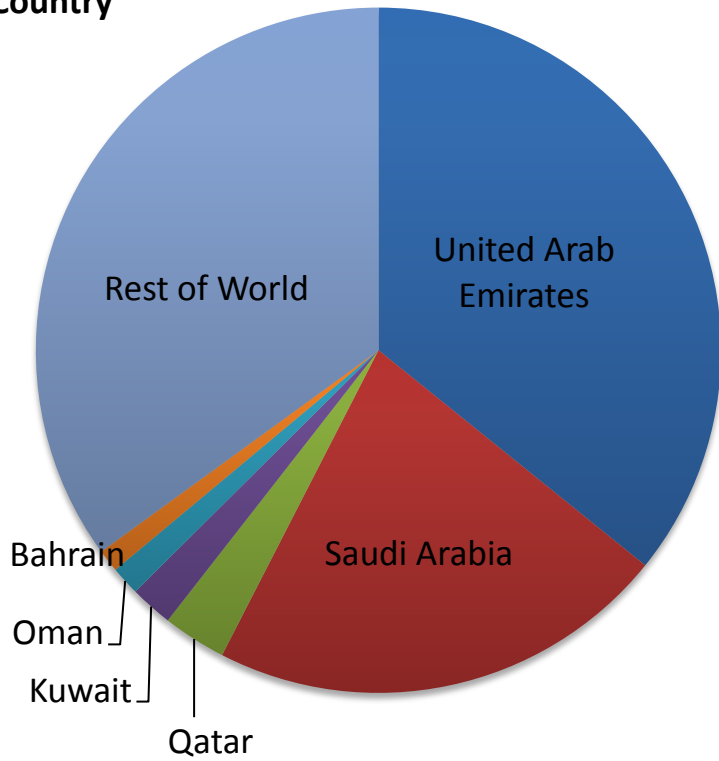
Occupation



Country of Residence



By Country



By Region

Banner Options

Leaderboard (728 x 90)

White Space (220 x 550) or
Half Page (300 x 600)

MPU (300 x 250)

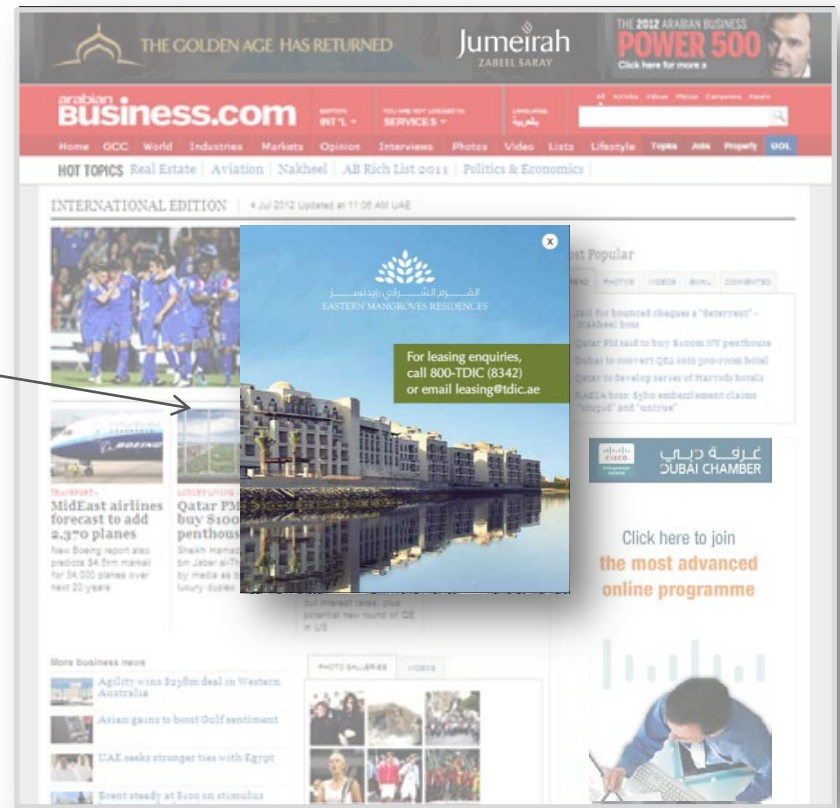
All can be expandable
and/or video (user activated)

The screenshot shows the Arabian Business.com website interface. At the top, there is a navigation bar with the site logo and various menu items. Below the navigation bar, there are several content sections:

- Header:** Includes the site logo, navigation menu, and a top banner for "NETWORK WITH OVER 6000 EXECUTIVES FROM OVER 100 COUNTRIES ACROSS 7 DESTINATIONS WORLDWIDE".
- Main Content Area:** Features a large article titled "Dubai firm threatens suit over 'fake sheikh' reports" with a photo of a football team. Other articles include "MidEast airlines forecast to add 2,370 planes" and "Qatar PM said to buy \$100m NY penthouse".
- Right Sidebar:** Contains a "Most Popular" list and a Kaspersky Lab advertisement with the headline "Be Ready for What's Next!".
- Bottom Section:** Includes a "More business news" list, a "PHOTO GALLERIES" section, and a "Don't miss" section with various news snippets.
- Bottom Banner:** A red banner for Emirates advertising "Fly to Warsaw starting 6th February from AED 2,660*" with a "Book now" button.

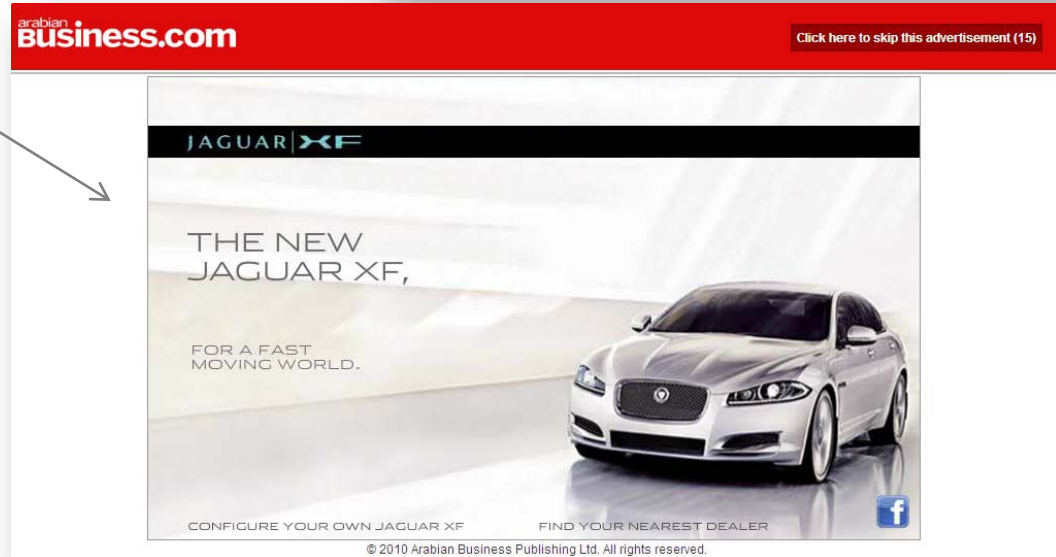
Overlay (450x450)

Must include a close button.
Overlay disappears after 60 seconds



Interstitial (750x450)

Moves to destination page after 60 seconds. Must include a 'Click here to skip this advertisement' option



The ALL-NEW EXPLORER
Versatile for the Middle East

arabian Business.com
Home GCC World Industries Markets Opinion Interviews Photos Video Lists Lifestyle Topics Jobs Property UOL

HOT TOPICS Real Estate Aviation Mission Impossible: 4 UAE National Day AB Women's Forum Politics & Economics

INTERNATIONAL EDITION | 8 Dec 2011 Updated at 9:32 AM UAE

Tom Cruise wows the crowds on Dubai red carpet

Mission Impossible stars out in force for film premiere, say mulling future tie-ups with emirate

- Behind the scenes with the cast of MI:4
- Dubai has future as movie hub, says Cruise
- Dubai gets big screen boost in Mission Impossible
- MI:4 premiere to take Dubai to 'next level'
- Also Dubai: How hard to buy Hollywood market?

Most Popular

- Palm tenants get reprieve in Nakheel beach spat
- Dubai has future as movie hub, says Cruise
- Dubai's ruler plans to open doors of another street
- Aspirational green gas launch for hospitality in Dubai
- Behind the scenes with the cast of MI:4

RETAIL: Dubai's high retail prices sending shoppers abroad

MARKETS: Experts say inflated cost of goods mean they should shop abroad rather than in Dubai

TRANSPORT: Dubai-laden globe for investors

ARABIA: ASAD returns to Qatar

ENERGY: Renewable energy

IWC Portuguese. Engineered for

Pushdown

Shown here with video embedded. Pushdown can launch either from leaderboard or whitespace banner upon user activation

CLOSEX

THE ALL-NEW EXPLORER

Versatile for the Middle East

Keep Exploring

TERRAIN MANAGEMENT

Optional features shown

Ford Drive
me.ford.com

arabian Business.com

EDITION: INT'L

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LANGUAGE: العربية

All Articles Videos Photos Companies People

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Most Popular

- Palm tenants get reprieve in Nakheel beach spat

Pushdown incorporating fully integrated minisite

Pushdown can launch either from leaderboard or whitespace banner upon user activation

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HOT TOPICS Al Habtoor autobiography | Nakheel | AB Rich List 2012 | Politics & Economics | Property in Dubai | Luxury travel |

UAE EDITION | 2 Jan 2013 Updated at 12:22 PM UAE

UAE 50% expat mortgage cap to dent recovery

Measure has been introduced to help prevent emergence of another property bubble

- ▶ Dubai named among property hotspots for 2013
- ▶ Dubai still No 1 hotspot for GCC investors
- ▶ Dubai rents seen rising by up to 24% - CBRE
- ▶ MidEast investors eye Dubai property - JLL

ⓄREVEALED: How the crash hit Palm property prices

Most Popular

READ PHOTOS VIDEOS EMAIL COMMENTED

1. Burj Khalifa fireworks "top of the world"
2. UAE said to limit expat mortgages to 50%
3. Businessman pays \$20,000 for one night at NYE party pad
4. Nakheel 'scapegoat' in service charges row - CEO
5. UAE expats may no longer risk jail over bad cheques

Pay to the Order of

hp



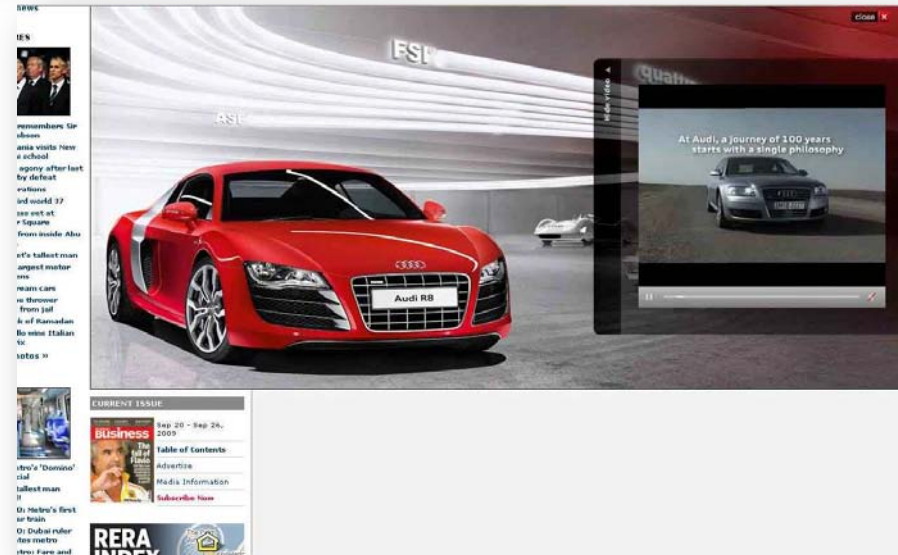
Slider

Launches from the whitespace banner upon user activation

Slides the website over to the left revealing advertiser platform/video



We are able to incorporate new and innovative rich media, please contact the team to discuss



Channel Content Integration

'Brought to you by' presence

Bespoke editorial related to the client integrated into a particular section through interesting features etc

Full roadblock and branded background

Client assets worked into the channel

Editorial traffic drivers

Advertising traffic drivers

Each content integration bespoke to the client and their needs

Travel 30 Dec 2012 Updated at 4:47 PM UAE

BROUGHT TO YOU BY THE RITZ-CARLTON®

10 to try: Literary journeys

Destination guide: The Ritz-Carlton, Moscow

Phase one of \$2.7bn Dubai theme park to open in 2014

Dubai's Jumeirah to open Mumbai hotel in 2017

UAE's flydubai to launch Maldives flights

RAK eyes 6,000 Russian tourists in next six months

Taj Mahal replica developer in talks with hotel operators

10 to try: Natural beauty breaks
Forests, lakes, mountains, beaches and more places to holiday
in scenic splendour

10 brilliant beach breaks to try
Sun, sea and sandy retreats to inspire business travellers
looking for quiet downtime

Let Us Stay With You.™

Photos and Videos

10 to try: Natural beauty breaks

10 brilliant beach breaks to try

Travel hot list: 25 best holiday destinations for 2012

10 culture breaks you need to take this year

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RESERVE A LUXURIOUS SUITE
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Travel 1 »

St Regis to bring New York jazz to Doha

Around US\$20m is reportedly being spent on developing the 120-seat club

Travel 2 »

EXCLUSIVE: Nakheel, Kerzner scrapped 'The World' hotel

The One&Only hotel project on Coral Island has now been terminated following property crisis

LET US STAY WITH

يُمكن طرُق مشاهدة المحتوى؟ انضغط هنا



Jan. 3, 2013, 5:10 a.m.



SENAAT صناعات

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Monday, 17 December 2012 This newsletter reaches 162,112 readers, to advertise [click here](#)

e-Newsletter

- Breaking/current news direct to your inbox
- Replaces the newspaper for many due to convenience
- AM/PM and Weekend
- Banner positions available
- English versions: 166,000 subscribers
- Arabic versions: 44,000 subscribers

صورة تتكلم

بالصور: سبنة الكروا آتية زوجة العولني ترك بالانتقام لزوجها

أعرب ما تم تصنيعة بالطابعات ثلاثية الأبعاد عام 2012

بالصور: حفلات دبي ليلة رأس السنة

صور حفلة نيكي ميناج في دبي

بالصور: من هي هيلاري كلينتون

تدهور صحة الرئيس الفنزويلي هوغو تشافيز، بالصور

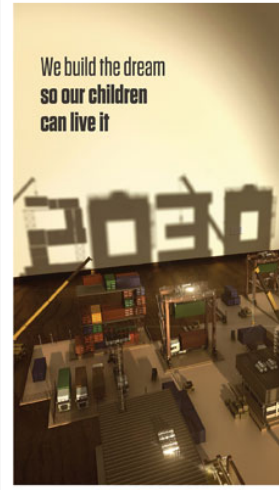
بالصور: العالم يستقبل 2013

NEWS »

- GEMS to close Dubai's 4,800-pupil Westminster School**
Pupils to be offered places in far flung Ras Al Khaimah when school shuts down in 2014
- Qatari Diar invites tenders for phases 2, 3 of Tajikstan project**
Qatar real estate giant behind Diar Dushanbe mixed-use scheme; set for 2014 completion
- Dubai-based telco du inks \$100m financing deal**
Telco says agreement with Singapore's DBS will help boost investment in innovation
- UK's only Islamic bank extends deadline for Qatar deal**
Islamic Bank of Britain says decision on proposed takeover offer extended to January
- Dubai Airports puts new A380 terminal to the test**
Over 1,000 people involved in major exercise ahead of Concourse A opening in 2013
- Luxury Dubai hotel set for major revamp in 2013**
Rooms, restaurants set for refurb at Habtoor Grand Beach Resort & Spa Jumeirah Beach
- New delays for Bahrain's \$66m marina project**
Muharraq land dispute may need a royal order for the second phase to continue
- UAE's Etihad inks deal with Tourism Australia**
Abu Dhabi carrier announces tie-up to bring more visitors from MidEast, UK, Europe
- UAE cen bank delays rule on loan exposure**
New regulation would have capped commercial banks' lending to state entities
- Kuwait deports German national covering protests**
Security forces saw European claimed to be journalist

EDITOR'S CHOICE »

- 1. REVEALED: Arabian Business Rich List 2012**
Kingdom Holding chairman Prince Alwaleed tops this year's list of the world's 50 richest Arabs
- 2. Kingdom Holding interview: HRH Prince Alwaleed**
In an interview in Riyadh, the prince explains why he has been vindicated with the investments he made - and those he didn't
- 3. Prince Alwaleed is world's richest Arab with \$25.9bn**
Personal wealth is a staggering US\$4.6bn more than it was 12 months ago



كيزاد Kizad

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- Bespoke creative and subject line marketing
- Database regularly cleansed and updated
- Reach an exact target audience
 - Age
 - Gender
 - Nationality
 - Country of residency
 - Job title
 - Industry
 - Income




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EMAAR
EMAAR.COM

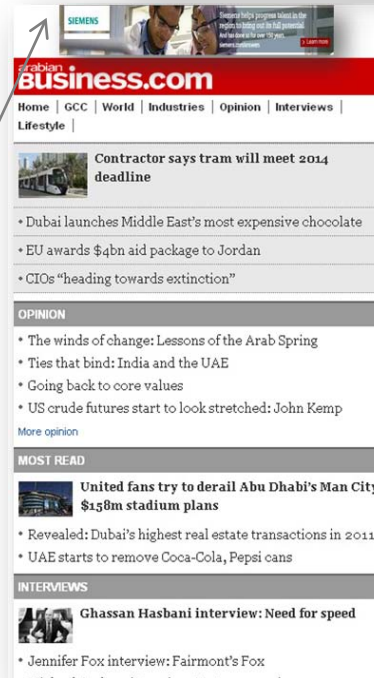
iPad

- Average time spent on the app 30:23 minutes
- Average of 40,000 page views per month and increasing
- A total of 14,000 downloads and increasing
- Easy-to-navigate interface, instant news updates and interactive capabilities
- Standard, tenancy and sponsorship opportunities inc microsites within app
- iPhone and Blackberry apps launching soon



Mobile

- 578,000 impressions per month
- 201,000 unique users
- 278,000 visits
- Leaderboard banner position available



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