



# arabian **Business**

## MEDIA PACK 2017

*Stat attack*

**85,286**

Weekly brand readership

**13,686**

Requested Circulation  
(BPA Jan-June 2016)

**13,220**

App downloads  
(BPA Jan-June 2016)

**24,022**

Average qualified circulation  
(BPA Jan - June 2016)



print advertising

THE WORLD'S 50 RICHEST ARABS

arabian  
**Business**

VOL. 13 ISSUE 46 | DECEMBER 18 - DECEMBER 22, 2012  
www.arabianbusiness.com



**A**rabian Business is the weekly Middle East business magazine that offers readers an in-depth analysis on the latest events and focuses on interviewing the region's business leaders. From profile pieces to sector analysis, and from lists of influential regional players to investigative reporting, the magazine is well-known in every corner of the Middle East. It also offers the latest financial and business statistics, plus capital markets growth and stock reports. Arabian Business is published in both English and Arabic, offering coverage of the region's entire business community.

Arabian Business is published by the Middle East's largest media house, ITP Executive, which is headquartered in Dubai.

## PRINT BENEFITS

Advertising in *Arabian Business* magazine offers numerous benefits:

### Credibility

With a 16 year publishing history, as well as its associated awards ceremonies and conferences, *Arabian Business* is the region's most respected business magazine

### Targeted audience

64% of *Arabian Business* readers are Senior Management, Chairmen, CEOs, CFOs, CIOs, Directors, Presidents, Vice Presidents or Managing Directors

### Measurable results

87% of our readers have at some point used *Arabian Business* to make purchasing decisions based on its editorial and advertising content

### Portfolio opportunities

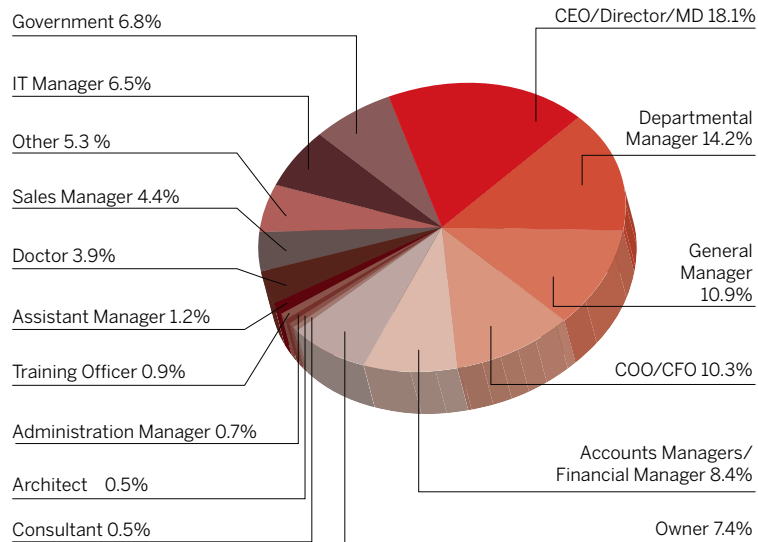
Packages can be tailored to your company's needs across the magazine, conferences and regional awards, as well as sister titles *Arabian Business Arabic*, *CEO Middle East* and *Arabian Business StartUp*

### Special operations

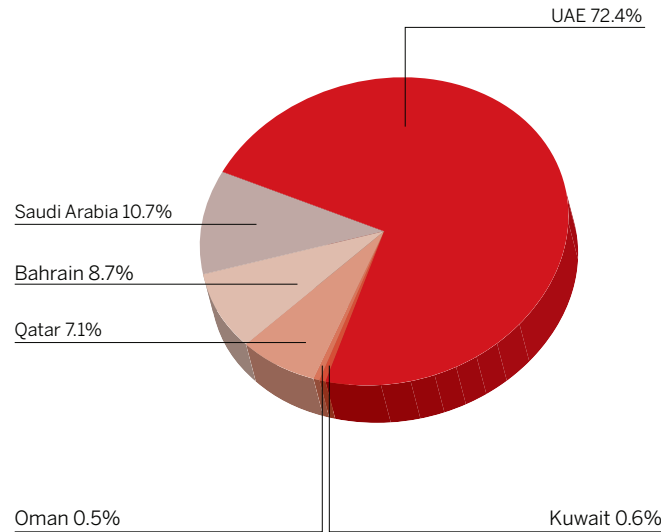
A variety of advertising opportunities are available, from sponsorship and content marketing to bespoke reprints and insertions

# arabian Business CIRCULATION, DISTRIBUTION & READERSHIP 2017

## READERSHIP BY JOB TYPE



## READERSHIP BY GEOGRAPHY



*Arabian Business English* is in Emirates Airlines First & Business class lounges and in-flight cabins. The publication is also distributed to other major airlines, including Etihad, Gulf Air and Swiss International and exclusively within Dubai International Financial Centre.

Controlled free circulation of the magazine is distributed within hotels across the United Arab Emirates, Bahrain, Qatar and Kingdom of Saudi Arabia. *Arabian Business* is made available to a VIP database that comprises of decision makers of leading companies across the region.



## arabian Business FEATURES THE FOLLOWING EACH ISSUE

### COMMENT

Every week, *Arabian Business* features exclusive commentary on the week's key issues, from respected international and Gulf business leaders.

### SNAPSHOT

The latest breaking news from around the Gulf, as well as a dynamic look at the major stories, players and projects of the week – and of the week to come.

### NEWSANALYSIS

*Arabian Business* offers sophisticated investigation and analysis of the subjects that matter to readers across the Gulf and beyond.

### MAJORINTERVIEWS

Each week, our writers quiz the biggest names in the world of business through exclusive one-on-one interviews – from Prince Alwaleed to Sir Richard Branson.

### FEATURES

From construction and industry to energy and finance, *Arabian Business* dedicates at least 20 pages each week to the in-depth coverage of a range of sectors.

### COUNTRYREPORTS

*Arabian Business* publishes dedicated country reports from around the Gulf, providing essential information on how to do business in the region.

## FEATURES LISTS 2017

	ARABIAN BUSINESS	EVENTS
JANUARY	<ul style="list-style-type: none"> <li>• The year ahead</li> <li>• Special report: Africa</li> <li>• Healthcare (Arab Health)</li> </ul>	AB African Forum
FEBRUARY	Analysis of the UAE Banking Industry	
MARCH	Arab Rich List	<ul style="list-style-type: none"> <li>• Arabian Business StartUp Academy</li> </ul>
APRIL	Travel and tourism (ATM)	
MAY	<ul style="list-style-type: none"> <li>• World Economic Forum MENA</li> <li>• 100 Under 40</li> </ul>	<ul style="list-style-type: none"> <li>• Arabian Business Awards Kuwait</li> <li>• Arabian Business StartUp Academy</li> </ul>
JUNE	Special report: Saudi Arabia	
JULY	Special report: Bahrain	
AUGUST	Special report: Oman	
SEPTEMBER	The Dubai property market (Cityscape)	<ul style="list-style-type: none"> <li>• CEO Middle East Awards</li> <li>• Arabian Business Qatar Awards</li> <li>• Arabian Business StartUp Academy</li> </ul>
OCTOBER	Special report: Women in Business Technology (GITEX)	<ul style="list-style-type: none"> <li>• Arabian Business KSA Awards</li> <li>• Arabian Business StartUp Awards</li> </ul>
NOVEMBER	<ul style="list-style-type: none"> <li>• The oil and gas industry (ADIPEC)</li> <li>• The automotive industry (Dubai Motor Show)</li> <li>• Arabian Business Awards and Forum special</li> </ul>	<ul style="list-style-type: none"> <li>• Arabian Business Awards UAE</li> <li>• Arabian Business Forum</li> </ul>
DECEMBER	Special report: Qatar	<ul style="list-style-type: none"> <li>• Arabian Business StartUp Academy</li> </ul>

## ARABIAN BUSINESS ACHIEVEMENT AWARDS

For more than a decade, the *Arabian Business Achievement Awards* has been one of the most prestigious events in the region, and has traditionally seen participation from some of the biggest names in business and politics, both regionally and internationally. In addition to the *Arabian Business Achievement Awards* in Dubai, the magazine also holds awards ceremonies in Kuwait, KSA and Qatar throughout the year. Previous attendees have included HH Sheikh Mohammed Bin Rashid Al Maktoum, HRH Prince Alwaleed Bin Talal, King Abdullah II of Jordan and former British Prime Minister Tony Blair.

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



## ARABIAN BUSINESS FORUM

Since its launch in 2009, the *Arabian Business Forum* has been the premier business conference on the UAE's calendar, graced by the likes of HH Sheikh Ahmed bin Saeed Al Maktoum, former UK Prime Minister Tony Blair, Mohammed Alabbar, HE Sultan bin Saeed

Al Mansouri, Colm McLoughlin, Fadi Ghandour, Mohi-Din BinHendi and Mohamed Alshaya. The *Arabian Business Forum* will see 200-plus business leaders in attendance. Hosted by BBC Television Presenter and ITP Chairman Andrew Neil, this event is not to be missed.



# BrandView

BESPOKE ADVERTISING SOLUTIONS

ITP Executive offers bespoke advertising solutions to its magazines and websites for the first time. Under the BrandView umbrella, bespoke advertising solutions are available across print and digital platforms.

## BrandView: The Idea

Businesses are increasingly looking to step outside the usual parameters offered by print or online advertising and engage readers with their own content. In a response to the changing dynamics of the market, ITP Executive has introduced BrandView.

BrandView allows industry experts to share their views on important industry issues and trends in ITP Executive's range of magazines and websites.

Supply-side companies face many of the same challenges that buy-side companies – our readers – face, and as a result have valuable opinions and insights as to what firms need to do to tackle these challenges and boost their bottom lines.

ITP Executive's BrandView allows supply-side companies to connect directly with the buy-side organisations that comprise the readers of its business-to-business magazines, digital newsletters and websites by creating dedicated

COMMENT | [INSERT NAME OF VIP]



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Vol. 00723, August 2015

content, written and produced by their senior management, marketing teams or public relations departments.

By providing clear, transparent and clearly marked content, ITP Executive is giving supply-side firms an opportunity to demonstrate their depth of knowledge and to position themselves as a thought leader within an industry, without imposing upon the editorial authority and integrity of its journalists.

BrandView enables suppliers to align their brand with perceived experts, places an unofficial seal of approval on a brand by ITP Executive's magazine brand, aids customer education and understanding, compliments and deepens brand recall, and acts as an effective way of differentiating high-quality from low-quality.

Supply-side organisations and their marketers are now able to put forward their own thoughts, and interact with ITP Executive's audiences in a new way. BrandView will be published under specific parameters that protect the magazines' editorial integrity and maximise the return of investment for clients.

## BrandView: The Benefits

Companies engaging in ITP Executive's BrandView initiative will avail themselves of multiple business benefits. These include, but are not limited to, the following:

- 1) Align your brand with acknowledged industry leaders
- 2) Share specific industry knowledge and insights
- 3) Aid user understanding and education
- 4) Showcase thought leadership
- 5) Demonstrate understanding of real industry issues
- 6) Deepen brand recall
- 7) Differentiate your organisation from high volume, low interaction firms

## BrandView: The Options

There are a number of options available to companies wishing to take part on the BrandView initiative. For Further information contact [george.hojeige@itp.com](mailto:george.hojeige@itp.com).

arabian **Business** PRINT ADVERTISING RATES

RATE CARD

RATE CARD FOR ARABIAN BUSINESS (3.672 AED = US\$1)			
POSITION	Trim Size Width x Height (mm)	Single Issue Price AED	Single Issue Price US\$
First double page spread	400 x 265	AED 66,096	\$ 18,000
Double page spread	400 x 265	AED 59,854	\$ 16,300
Full page	200 x 265	AED 36,353	\$ 9,900
Inside front cover	200 x 265	AED 45,900	\$ 12,500
Inside back cover	200 x 265	AED 39,658	\$ 10,800
Outside back cover	200 x 265	AED 59,854	\$ 16,300
Gatefold	400 x 265	AED 78,214	\$ 21,300
Belly band	Specifications on application	Price on application	Price on application
Advertorial	Specifications on application	Price on application	Price on application
BrandView	Single article (350-450 words)	AED 27,540	\$ 7,500

RATE CARD FOR ARABIANBUSINESS.COM (3.672 AED = US\$1)			
EXECUTION	Dimensions	File Size	Rate Card CPM (AED)
Leaderboard*	728 x 90px	50 KB	AED 330 (\$ 90)
MPU (Medium Rectangle)*	300 x 250px	50 KB	AED 349 (\$ 95)
Whitespace Banner (Verticle Rectangle)*	220 x 550px	50 KB	AED 367 (\$ 100)
Half Page	300 x 600px	50 KB	AED 404 (\$ 110)
Overlay (Eyeblander)	450(w) x 450(h) px this is the maximum. Include a close button functionality	50 KB	AED 551 (\$ 150)
Interstitial	Full Screen - 750 x 450px	100 KB	AED 551 (\$ 150)
Home Page Roadblock per day (AB.com English)	220 x 550px, 728 x 90px, 300 x 250px	As above	AED 51,408 (\$ 14,000)
Home Page Roadblock per day (AB.com Arabic)	220 x 550px, 728 x 90px, 300 x 250px	As above	AED 34,884 (\$ 9,500)
Branded Backgrounds	1652(w) x 770(h) px for visibility breakdown see last page	50 KB	Contact Sales Team
IAB Rising Stars	Pushdown, Portrait, Sidekick, Slider, Filmstrip	Various	AED 1,101 (\$ 300)
Special Operations	Contact Sales Team		



ONLINE ADVERTISING

The definitive home for business intelligence on the web, *ArabianBusiness.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 more than 3 million unique page impressions per month, we reach the region's most influential budget-holders, opinion-formers and purchase decision-makers.

PRINT & ONLINE ADVERTISING

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arabian **Business.com**

**782,068**  
Unique visitors per month  
(BPA Jan-June 2016)

**3,285,856**  
Page impressions per month  
(BPA Jan-June 2016)

**160,265 f**  
Like *Arabian Business*  
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**49,300**   
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