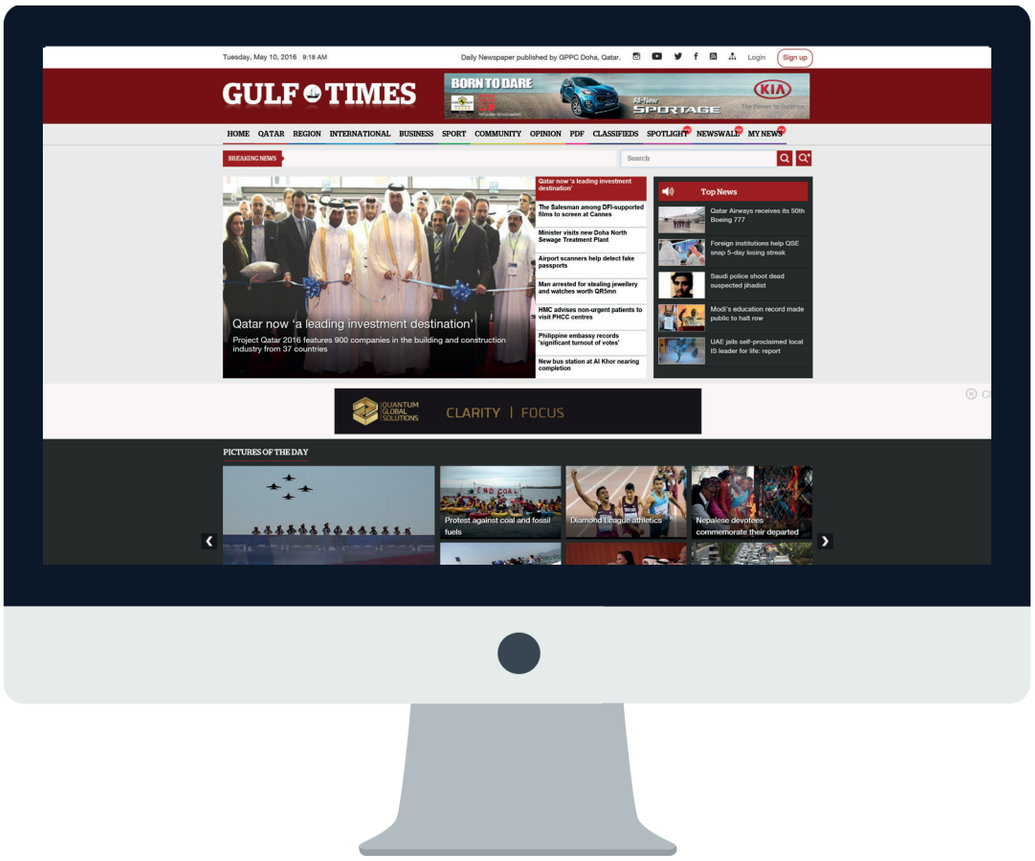
2016/2017

gem advertising & publications W.L.L.
للدعاية والإعلان ذ.م.م.

Authorized and exclusive agency
for website advertising

Digital Media Kit

GULF TIMES - BRAND & MINDSET



The Gulf Times has been Qatar's premier English newspaper for almost 40 years. From our humble beginnings as a black and white tabloid to our current format as a fully coloured broadsheet, the Gulf Times continues to expand, keeping up with the ever changing climate and is delighted to offer a new digital format that promises to attract a brand-new audience into the Gulf Times family.

Gulf Times is now a multimedia brand for current, high-quality content on all channels. We can reach a global market and find readers in tune with our content. Our online format can be found at gulf-times.com

The gulf-times.com is Qatar´s largest News, Sport and Entertainment portal with innovative design and a high usability for messages, Our pages feature high-end articles and photos in various categories such as business, sports, politics, entertainment and celebrities.

GULF-TIMES.COM PROVIDES:

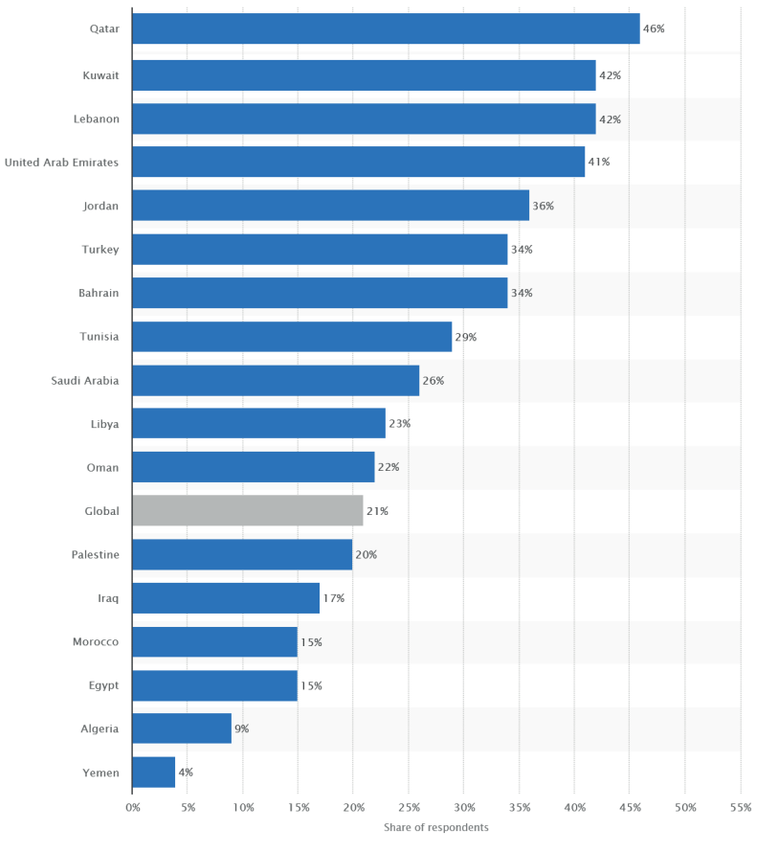
- Around-the-clock access to the most exciting, up-to-the-minute content and versatile entertainment news
- Information from the Gulf region
- Top news and current sports events
- Lifestyle reports and news from the world of celebrities
- Personalized news for registered users

A QUALITY MEDIA FOR YOUR QUALITY PRODUCTS AND VALUED SERVICES

Qatar is one of the most active countries in the world in the use of digital media. Games are downloaded, Whatsapp messages sent and, increasingly, mobile devices are used for shopping. Over 64% of purchase intentions are directly influenced by the use of mobile devices.
For advertisers this is a great opportunity to directly influence future customers. Online users can be converted into loyal fans.

Active mobile social media penetration in Arab countries in July 2014

This statistic shows the active mobile social media penetration in Arab countries in as of July 2014. During that month, 46 percent of the population in Qatar were monthly active mobile social media users, logging on to social media services at least once per month.



© Statista 2016

GULF TIMES
Digital in Numbers

more than
10.5 mil
Visits a year

average
3 - 4
Pages per Visit

average
36 mil
Page views per year

TARGET GROUP

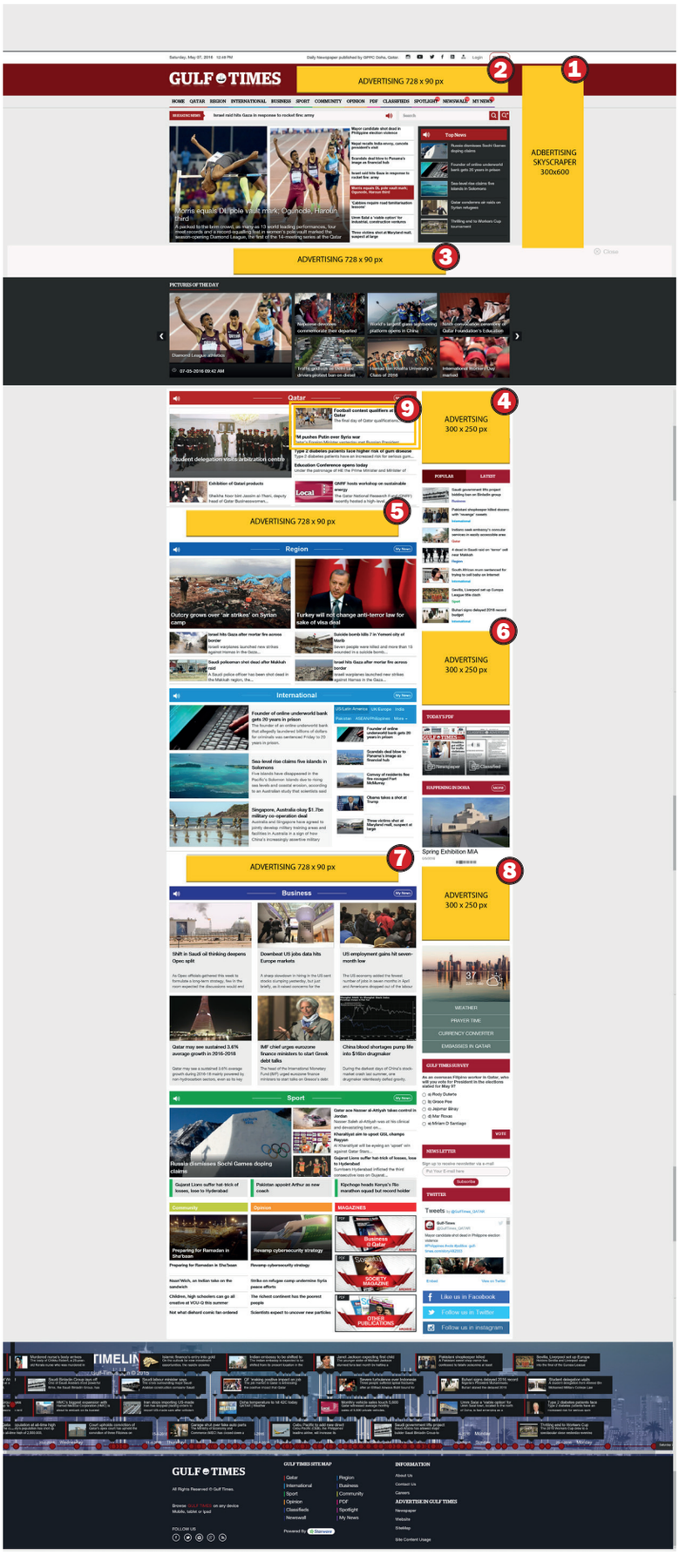
Demographic shows we appeal to those who are interested in politics, culture and sport:

- 62% of the readers are male
- 62% of readers are in the age bracket 20-49 years
- 32% of readers from the economically established middle class

SPECIAL FUNCTIONALITIES/SECTIONS

- Editorial specials
- Sweepstakes / Competitions
- Advertorials
- Social media concepts
- Video integration
- Newsletter-integrations
- Crossmedia concepts

GULF TIMES - STANDARD AD UNITS



ONLINE

Homepage

LARGE SKYSCRAPER

1 The 300x600 run-of-site units are a strong presence. With ad placement on an article page, text will flow around your creative, giving the advertisement added impact. The 300x600 is one of the fastest growing sizes by impressions and is indicative of a trend where publishers are offering more visually impactful ad sizes that are preferred by brand advertisers.

LEADERBOARD

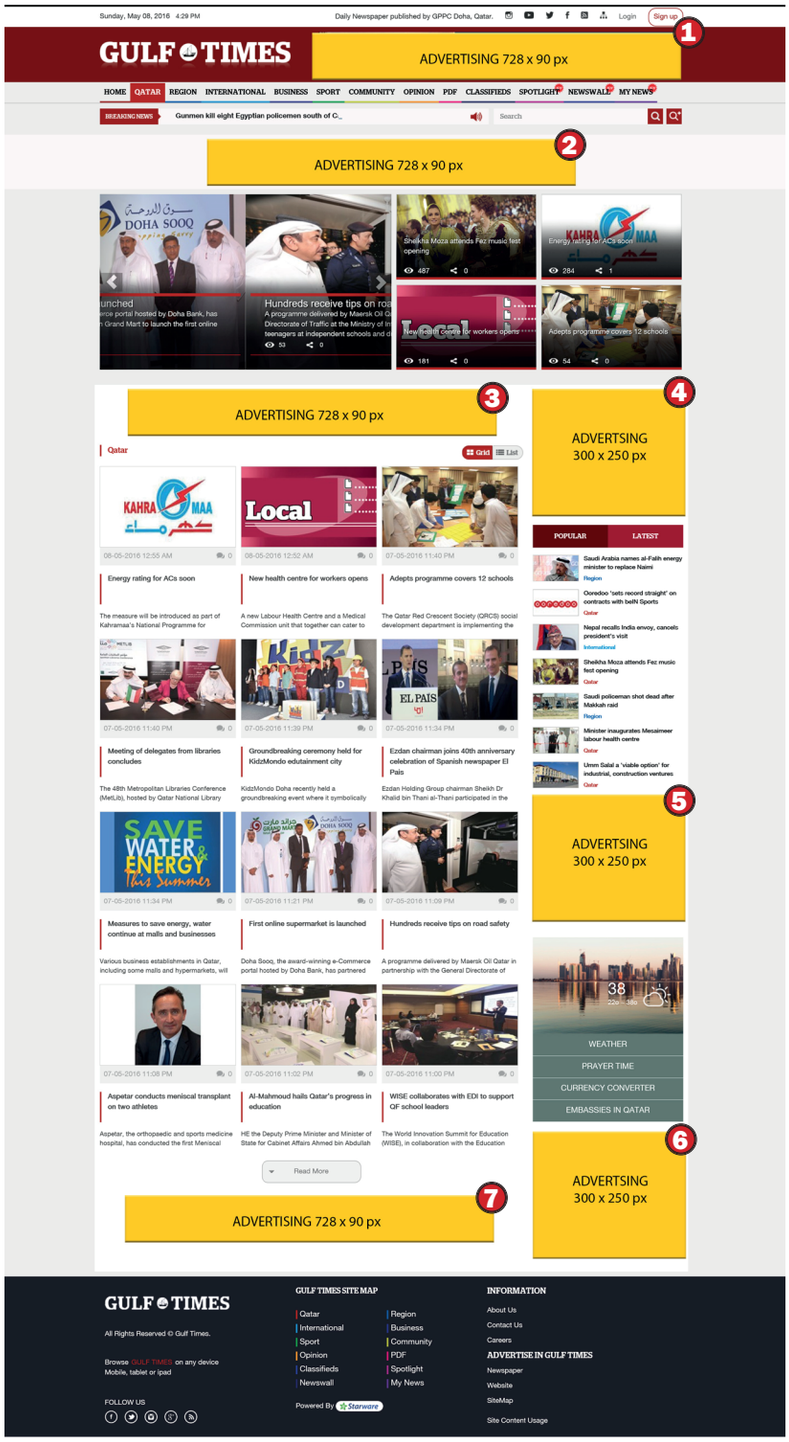
2 The 728x90 offers a strong presence on any
3 channel page, either randomly or best suited
5 to your target audience. Increase your brand
7 awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

MEDIUM RECTANGLE

4 Tends to have more ad inventory available
6 from advertisers, which can increase
8 earnings when both text and image ads are enabled. Performs well when embedded within text content or at the end of articles. The size is 300 x 250 pixels.

ADVERTORIAL ONLINE

9 The website offers the possibility to deeply integrate marketing campaigns into our “News“ area. Right below the top news on the homepage, we will create a teaser for your marked advertorial post, including a link to your own trackable landing page. The post will be placed during your requested period and will be included in the website search function. It will also be saved in our news archives.



ONLINE

Section Page

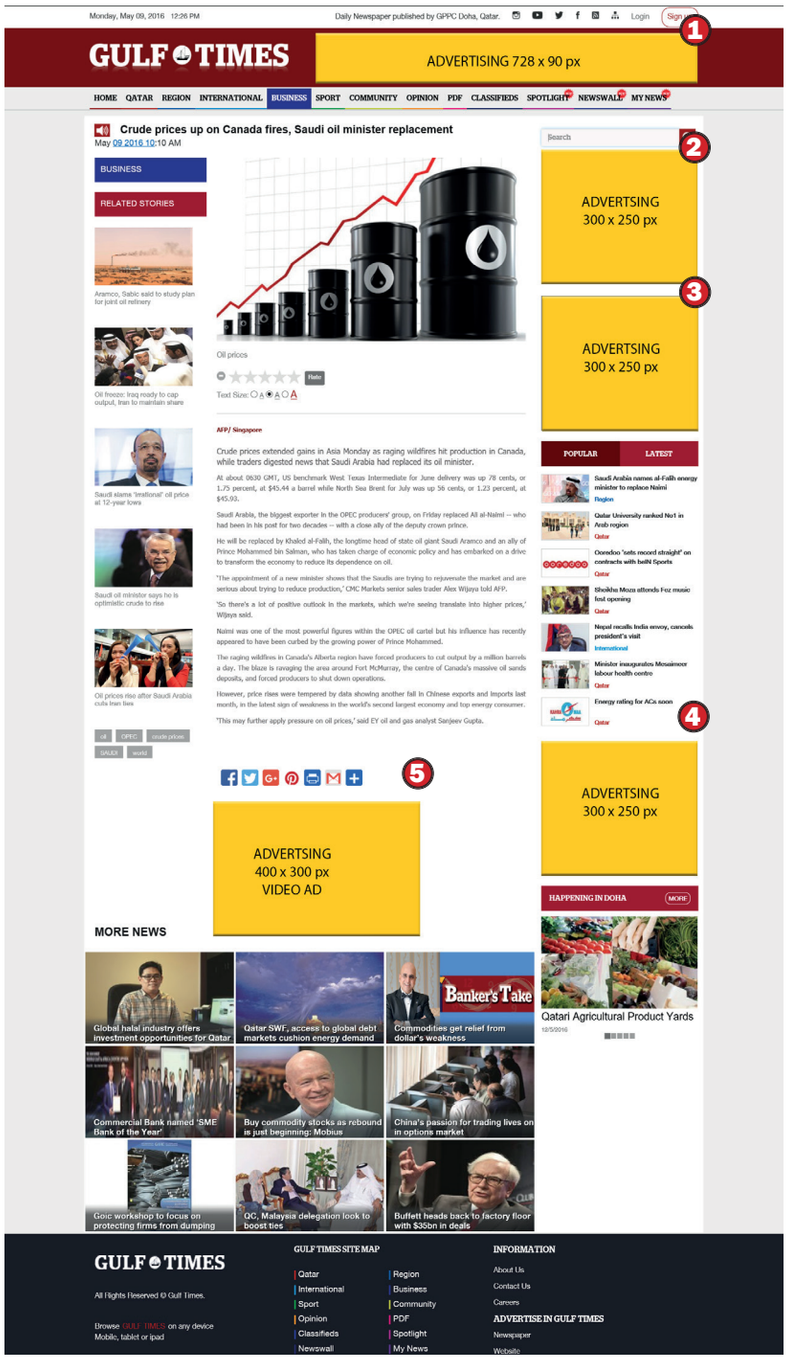
LEADERBOARD

1 2 3 7 The 728x90 offers a strong presence on any channel page. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

MEDIUM RECTANGLE

4 5 6 Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled. Performs well when embedded within text content or at the end of articles. The size is 300x250 pixels.

GULF TIMES - STANDARD AD UNITS



ONLINE

Detail Page

LEADERBOARD

1 The 728x90 offers a strong presence on any channel page. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.

MEDIUM RECTANGLE

2 3 4 Tends to have more ad inventory available from advertisers, which can increase earnings when both text and image ads are enabled. Performs well when embedded within text content or at the end of articles. The size is 300x250 pixels.

VIDEO AD

5 The ad first appears as a static opening image. When a user sees the image, we count this as an ad impression. The video will play if the user clicks the image or play button.

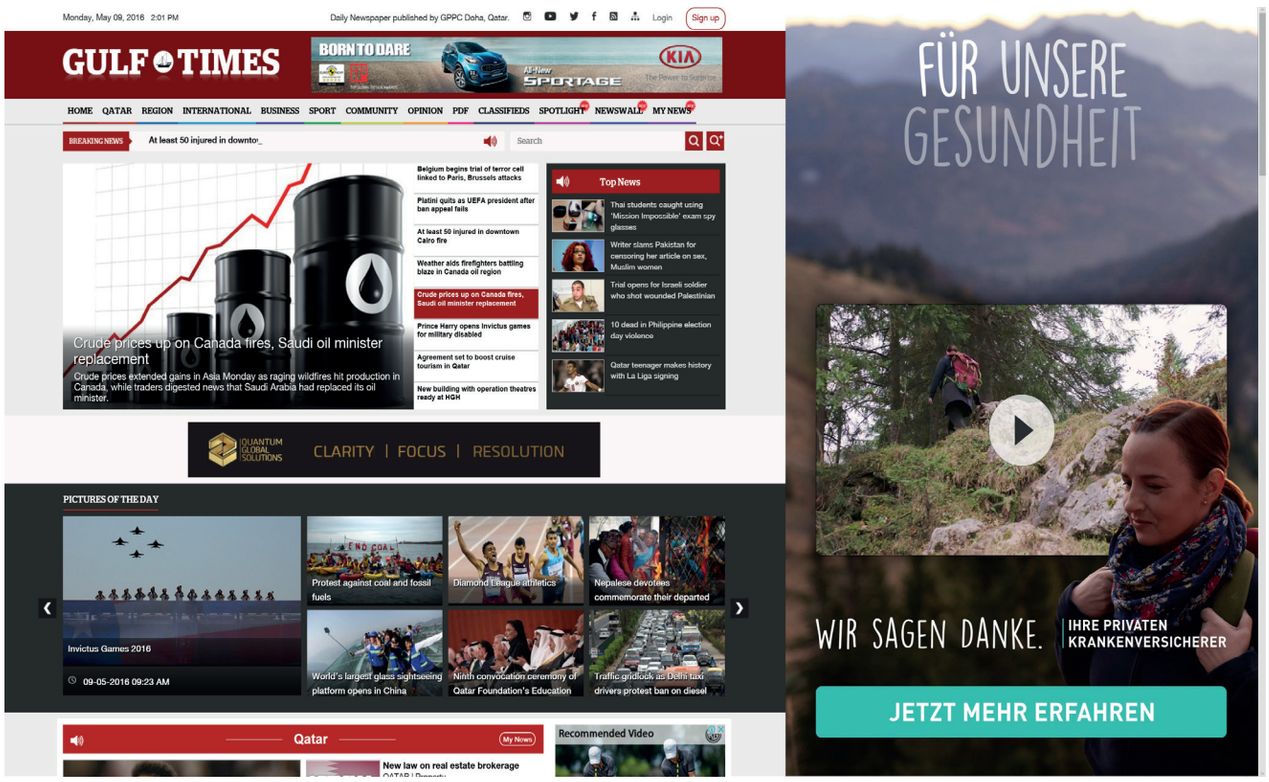
If the user clicks the display URL or clicks the ad while it's playing, they will be taken to the advertiser's website. We count this as a click in your reports. Users can control the volume and can replay the video if they choose; the video won't automatically replay.

ONLINE

Responsive Ad

RESPONSIVE AD

A responsive ad unit allows the site to control the size of the ads on the webpage, in line with how the site controls the layout of the rest of the page across devices.



KEY FEATURES

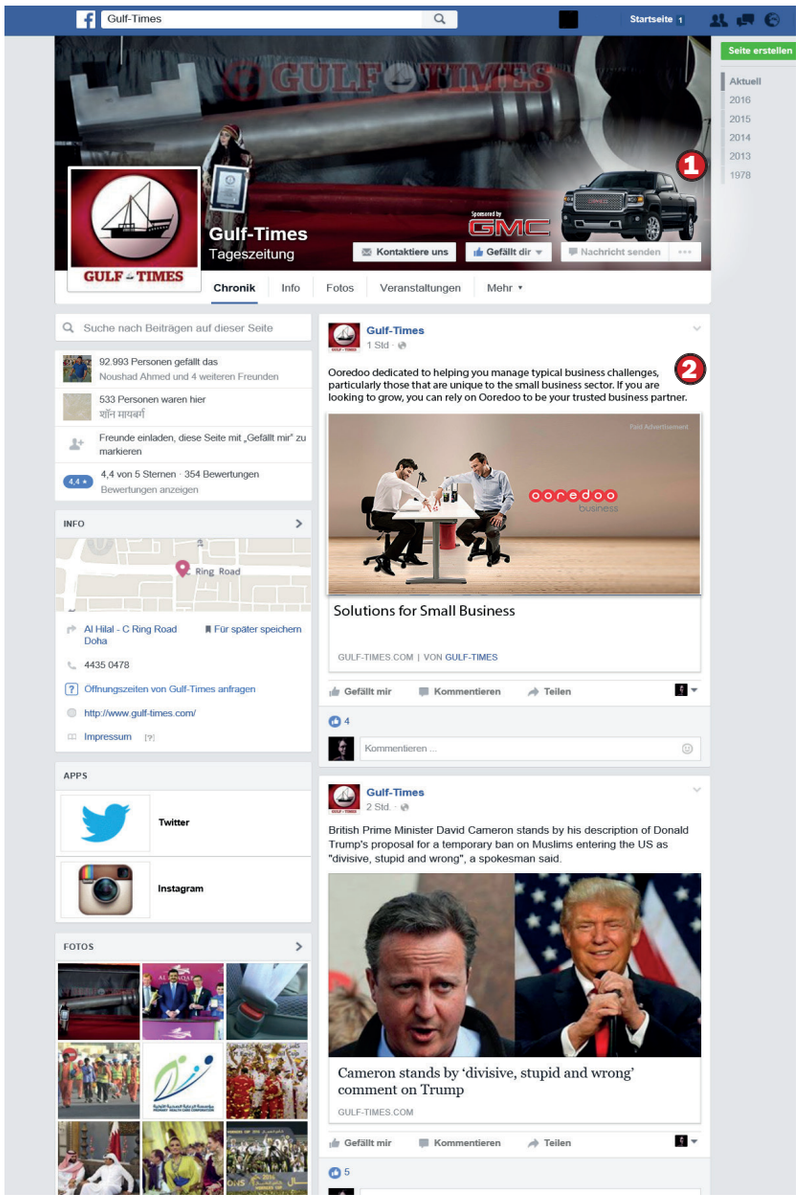
Automatic sizing based on the space available.

Our responsive ad code automatically adapts the ad unit size to the page layout. The required size is calculate dynamically based on the width of the ad unit's parent container, this determines the best standard height to go with that width.

Support for ad size changes after screen orientation change.

If the responsive page changes its layout following a device orientation change (e.g., when a tablet or phone goes from portrait to landscape), we'll request and load a new ad of the correct dimensions to fit the new page layout.

GULF TIMES - STANDARD AD UNITS



ONLINE

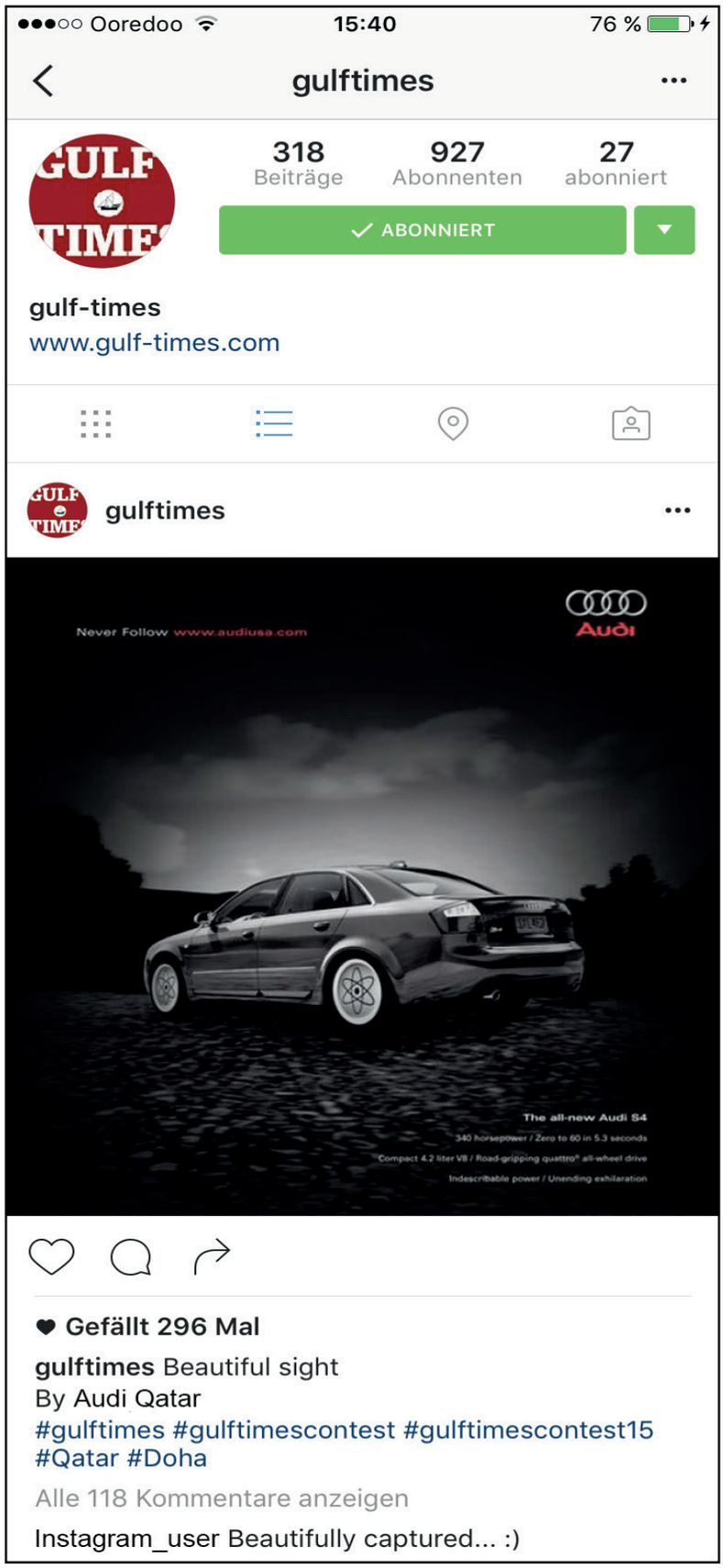
Facebook Ad

SPONSOR BANNER AD

1 On the header of the page a marketing image of a sponsor is inserted. This image is shown at the most valuable point of Facebook page. This exposed position creates a very high impact.

SPONSOR MESSAGE

2 A sponsored message is shown like a regular message in the Facebook Wall in the Gulf Times Facebook Page. The message is marked with the words "paid advertisement". This form of advertising will generate the most reactions, and is the best option for an intensive communication with the target audience.



ONLINE

Instagram Ad

IMAGE AD

Advertising the Gulf Times on the Instagram channel is an additional option for generating attention. The advertisement is posted as a message directly into the channel. On Instagram, photos or short videos can be displayed. This channel may extend a creative display campaign in Social Media.

GULF TIMES - SPECS

ANIMATED

File size must be less than 50kb
For all ad units, maximum of 4 loops and 30 seconds

RICH MEDIA

All rich media is accepted - Doubleclick, Pointroll, Eyeblaster, etc.
File size must be less than 100kb.

MATERIALS AD UNITS

Email to digital-ad@gemadvertising.com
Due 3 business days prior to posting

CREATIVE WORK

The creative work and production of the advertisements will be handled by separate costs.

THIRD-PARTY SERVED

All third-party ads accepted.

RATES

gulf-times.com rates are net cost per day, fixed rates or thousand (cpm) impressions.

TERMS OF PAYMENT

30 days after invoice date
Net 2 % discount for payments within 10 days

ALL.PAGES DAYRATE			1 DAY
R1	Responsive AD all pages	day rate	16,000 QAR

HOME.PAGE CPM			CPM PER 1000 ADVIEWS
H2	Leaderboard TOP 1	CPM	320 QAR
H3	Leaderboard TOP 2	CPM	280 QAR
H4	Medium Rectangle 1	CPM	160 QAR
H5	Leaderboard Middle 1	CPM	160 QAR
H6	Medium Rectangle 2	CPM	80 QAR
H7	Leaderboard Middle 2	CPM	80 QAR
H8	Medium Rectangle 3	CPM	48 QAR

SECTION.PAGE CPM			CPM PER 1000 ADVIEWS
S1	Leaderboard TOP 1	CPM	260 QAR
S2	Leaderboard TOP 2	CPM	200 QAR
S3	Leaderboard Middle 1	CPM	160 QAR
S4	Medium Rectangle 1	CPM	100 QAR
S5	Medium Rectangle 2	CPM	60 QAR
S6	Medium Rectangle 3	CPM	60 QAR
S7	Leaderboard Button	CPM	48 QAR

DETAIL.PAGE CPM			CPM PER 1000 ADVIEWS
D1	Leaderboard TOP 1	CPM	200 QAR
D2	Medium Rectangle 1	CPM	100 QAR
D3	Medium Rectangle 2	CPM	60 QAR
D4	Medium Rectangle 3	CPM	60 QAR
D5	Video Ad	CPM	300 QAR
A1	Advertorial	fixed rate	10,000 QAR

* One time editorial content

FACEBOOK			
FB1	Banner head	Day	5,000 QAR
FB2	Advertorial	Like	2 QAR

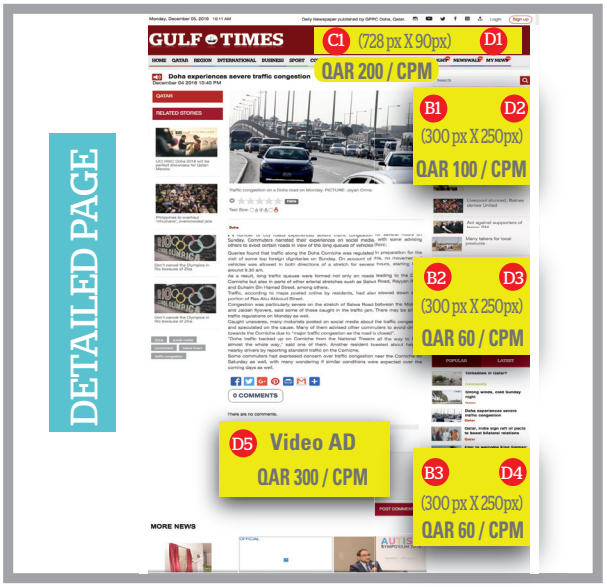
INSTAGRAM			
I1	Advertorial	Like	2 QAR

HOME PAGE, SECTION & DETAILED PAGES

HOME PAGE

SECTION PAGES

DETAILED PAGE



Society
Society.qa

STANDARD ADVT

Type	Dimension	HOME PAGE		SECTION PAGE		DETAILED PAGE		RUN OF SITE	
		CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY
	(Pixel)	QAR	QAR	QAR	QAR	QAR	QAR	QAR	QAR
Large Leaderboard	970 x90	55	11,000	45	9,000	50	10,000	40	8,000
Leaderboard	728 X 90	45	9,000	40	8,000	40	8,000	35	7,000
Large Rectangle	336 X 280	55	11,000	45	9,000	45	9,000	40	8,000
Medium Rectangle	300 X 250	45	9,000	40	8,000	45	9,000	40	8,000
Half Page	300 X 600	55	11,000	45	9,000	50	10,000	45	9,000

File Type Accepted : JPG, GIF, HTML5 | Max File Size : 40KB | Max Animation Length : 15 Sec

HIGH IMPACT RICH MEDIA ADVT

Type	Dimension	HOME PAGE		SECTION PAGE		DETAILED PAGE		RUN OF SITE	
		CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY	CPM	MONTHLY
	(Pixel)	QAR	QAR	QAR	QAR	QAR	QAR	QAR	QAR
Large Leaderboard	970 x90	65	13,000	50	10,000	60	11,000	50	10,000
(Maximum Expansion)	970 X 415								
Leaderboard	728 X 90	60	12,000	45	9,000	45	9,000	45	9,000
(Maximum Expansion)	728 X 315								
Medium Rectangle	336 X 250	60	12,000	45	9,000	50	10,000	50	10,000
(Maximum Expansion)	500 X 250								
Half Page	300 X 600	65	13,000	50	10,000	60	11,000	50	10,000
(Maximum Expansion)	500 X 600								

Society is a premium lifestyle magazine distributed along with Qatar's most trusted English Newspaper, Gulf Times. **Society.qa** is a bold website brand extension of Society Magazine.

اما مجلة " سوسايتي " فهي مطبوعة متخصصة بالموضة ونمط الحياة العصري وتوزع مع صحيفة جلف تايمز ، رائدة الصحافة الانجليزية في قطر

اما جريدة الراية، رائدة الصحافة القطرية في دولة قطر فتقدم وجبة متنوعة من اخبار العالم العربي والاخبار العالمية من خلال نسختها الرقمية **www.raya.com** على شبكة الانترنت .

Qatar's leading Arabic daily, Al Raya covers news of the State of Qatar, the Arab World, as well as World news. www.raya.com is the digital edition of Al Raya newspaper.

Monthly users
108,036*

Monthly Page views
521,626*

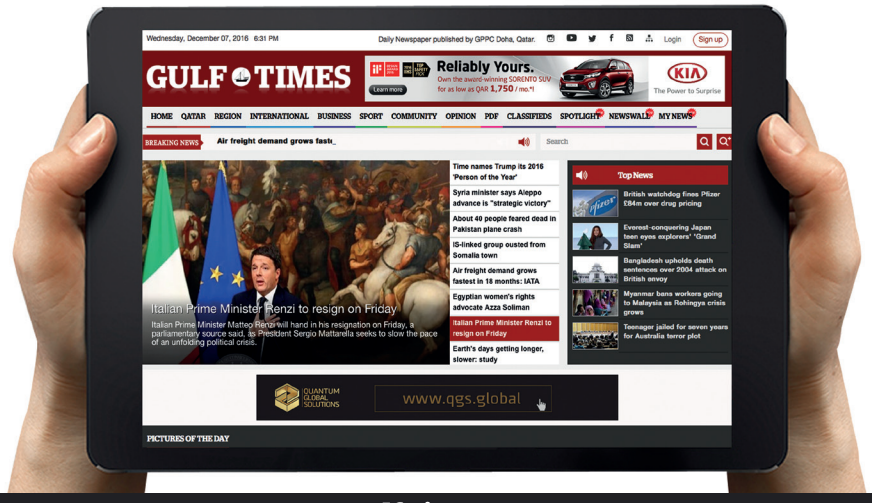
Social Followers:
Facebook :
46,809
Twitter :
52600

*Source: Google Analytics report
01-Oct – 31-Oct 2016

www.raya.com

يقدم موقع جريدة جلف تايمز www.gulf-times.com الصحيفة الاكثر مبيعا وانتشار في قطرفرصة جيدة للقارئ لأن يكون ملماً بآخر المستجدات والأخبار العاجلة من خلال النسخة الرقمية من صحيفة جلف تايمز .

www.gulf-times.com provides breaking news updates and is the digital version of Gulf Times newspaper, Qatar's top-selling English daily newspaper.



Monthly users
341,465*

Monthly Page views
1,345,506 *

Social Followers:
Facebook :
124,581
Twitter :
16800

*Source: Google Analytics report
01-Oct – 31-Oct 2016

www.gulf-times.com

ONLINE RATES 2017

أسعار الصفحة الرئيسية لموقع الراية

HOME PAGE

أسعار الصفحات الداخلية لموقع الراية

SECTION PAGES

ONLINE RATES

www.raya.com

الرّايـــة

HOME PAGE				
Type	**Dimension (Pixel)**	**AD Unit**	**CPM**	**Monthly Rate**
Top Banner	570 x75	A	QAR 80	QAR 12,000
Leaderboard	728 X 90	C0	QAR 90	QAR 13,500
Leaderboard	728 X 90	C1	QAR 80	QAR 12,000
Medium Rectangle	250 X 250	B1	QAR 90	QAR 13,500
Leaderboard	728 X 90	C2	QAR 75	QAR 11,250
Medium Rectangle	250 X 250	B2	QAR 70	QAR 10,500
Leaderboard	728 X 90	C3	QAR 60	QAR 9,000
ALL INSIDE PAGES				
Top Banner	570 x75	A	QAR 70	QAR 10,500
Leaderboard	728 X 90	C1	QAR 70	QAR 10,500
Medium Rectangle	250 X 250	B1	QAR 70	QAR 10,500
Leaderboard	728 X 90	C2	QAR 65	QAR 9,750
Medium Rectangle	250 X 250	B2	QAR 65	QAR 9,750
Medium Rectangle	300 X 250	B3	QAR 60	QAR 9,000
FACEBOOK				
			Per Post	QAR 400
TWITTER				
			Per Tweet	QAR 400
INSTAGRAM				
			Per Post	QAR 120
VIDEO				
			Per 1000 view	QAR 80

موقع مبوبة الراية

الراية المبوبة

classified.raya.com

أسعار الرعاة

الفترة	الصفحة الرئيسية	الأراضي والعقارات	الداخلي
شهر	8000	7000	6000
شهرين	15000	13000	11000
3 أشهر	19500	16500	13500
أكثر من 3 أشهر	5500 للشهر	4500 للشهر	3500 للشهر
سنة	4500 للشهر	3500 للشهر	2500 للشهر

الرّايـــة 2017
ONLINE RATES

تعد شركة الخليج للنشر والطباعة ذ.م.م رائدة شركات الإعلام والنشر في قطر ، وذلك بفضل إصدارها صحفيتين تصدرا بشكل يومي وهما الأكثر توزيعا وشهرة في دولة قطر باللغتين العربية والانجليزية (الراية وجلف تايمز) ، اضافة الى عددا من المجلات والإصدارات والتقارير الخاصة وحلول طباعة بمواصفات عالمية مميزة كما تمتلك تلك الصحف والمجلات المتنوعة مواقع مميزةً على شبكة الانترنت والتي من خلالها يستطيع رجال الاعمال من داخل وخارج قطر وكذلك الشركات المتعددة الجنسيات نشر إعلاناتهم على شبكة الانترنت بما يضمن لمنتجاتهم الانتشار والفائدة الاكبر .

شركة الخليج للنشر والطباعة ذ.م.م