

GULF BUSINESS

GULFBUSINESS.COM

MEDIA KIT 2017



THE MUST-READ
BUSINESS TITLE FOR THE
GULF GAME-CHANGER



Gulf Business is the only regional business publication with a global outlook. It is a fully-integrated print and online offering pushing the boundaries of what is possible in terms of editorial and brand monetisation.

It produces punchy, thought-provoking, balanced, transparent and highly credible content. Serious topics are delivered in sophisticated, fun and engaging formats. This means gravitas but with modernity and technology hardwired into the multi-platform offering. We are serving regional business leaders, who always have a futurist eye on what's coming next for the Middle East.

This inclusive approach means almost no voice goes unheard. *Gulf Business* is the 21st century publication of record for those wanting the inside track on trade and

commerce within the region, and the Gulf Cooperation Council's economic prominence in the world.

Through a diverse portfolio of interactive editorial tools, the title enables its readers to enhance their professional development and maximise profits for their businesses. Knowledge transfer via high-profile interviews with industry game-changers and contributed articles from key players in the world of commerce help to elevate debate to another level.

Gulf Business is the must-read publication no business leader can afford to miss; a perfectly crafted mix of intelligence and innovation. A place where the frequent feature articles readers expect sits comfortably alongside the unexpected gem. Where tradition meets modernity.



EDITORIAL PILLARS

News: Exclusive scoops and breaking news while others sleep.

Comment: Unique views on business issues and personalities.

Analysis: Complex topics deconstructed with deep-dive insight.

Profiles: The inside track on brilliant individuals and companies.

Events: Bringing together the *Gulf Business* community.

Intelligence: Data and evidence on the latest market trends.

READERSHIP PROFILE



Wide demographic ranging from 30 to 65 years of age.



Regional Arab players with an internationalist mindset.



Individuals driven by creativity, productivity, efficiency and a will to do things better and brighter than those that went before.



Cash-rich and time-poor.



Expats doing business in the GCC.



Upper echelons of management and wealthy entrepreneurs.



Aspirational leaders.



Enjoys luxury brands.

JANUARY

Power Letters: CEO predictions for 2017
Aviation analysis
Microsoft interview

FEBRUARY

Top 100 powerful Arabs
Special report: Education

MARCH

The happiness issue
Arab Health
Design and fashion focus

APRIL

Salary survey
Personal finance
Special report: Logistics & maritime

MAY

Top 100 GCC banks
Arabian Travel Market
Hospitality focus

JUNE

Real estate focus
Investments
Market your company on tighter budgets
Special report: Automotive

JULY

Fintech focus
Will writing

AUGUST

Entrepreneurs focus
The business of sport
Country focus: Saudi Arabia

SEPTEMBER

Happiness part 2
The rise of smart cities
Special report: Security

OCTOBER

Gulf Business Awards 2017
GITEX
Cityscape coverage

NOVEMBER

Top 100 GCC companies
Energy focus

DECEMBER

The year in review and the year ahead
Infrastructure focus



SUPPLEMENTS

Gulf Business publishes a number of specialist supplements throughout the year, providing expert commentary and new opportunities for commercial partners to reach out to consumers. Through interviews with the great and the good across many sectors and thought-provoking editorials, we remain ahead of the pack in terms of our coverage.



EVENTS

Our expert team are available to help organise third-party events – from roundtables and seminars to workshops and set-piece conferences – under the highly-credible *Gulf Business* brand. Previously, we have worked with esteemed companies such as Toshiba to deliver top quality events. Such creative platforms provide unrivalled communication, network and business opportunities for our clients.

BESPOKE PACKAGES AVAILABLE



GULF BUSINESS

AWARDS

Each September, *Gulf Business* presents the premier awards ceremony in the Middle East. The annual *Gulf Business Awards* celebrate excellence and leadership across the region.

SPONSORSHIP RATES:

Headline sponsorship: **US\$100,000**

Category sponsorship: from **US\$25,000**



The Gulf Business Awards cover a wide spectrum of economic sectors, from energy to real estate.

Each year the Gulf Business Awards celebrates regional titans of the industry, government officials, small and medium-sized enterprises as well as entrepreneurs. The typical profile of a guest attending the event is 35 upwards with a mid-to-top level salary income bracket and high disposable income.

There are lots of sponsorship packages available including the option to create bespoke solutions to fit your businesses objectives.

For more information contact:

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Gulfbusiness.com provides critical intelligence on the local business landscape and drives forward the corporate news agenda.

We provide independent, intelligent coverage across a range of business sectors, ranging from banking and finance to real estate and entrepreneurship.

Gulf Business online users are 637 times more likely, than visitors to competitor websites, to be C-level executives aged between 40 – 60 years old

- Online users index **1,450** times higher for positions with salaries ranging from **\$10,000 – \$35,000**
- **60%** of online users own platinum credit cards
- Online users index **1,200** times higher than visitors to competitors websites for occupations in finance, media, telecoms and manufacturing
- Website visitors are the main decision makers across finance, property, travel, accommodation, grocery and consumables



ADVERTISING RATES (US\$)

Display advertising

Leaderboard	\$75/CPM
MPU	\$89/CPM
Half-page	\$102/CPM
Wallpaper	\$2,000/week
Static button	\$2,000/month

Website sponsorship

Takeover including logo branding spot and end of the article sponsorship	\$6,000/month
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Native advertising

Conception, design and content + guaranteed impressions*	from \$10,000/week
Sponsored content (supplied by advertiser)	from \$4,000/week

Email marketing

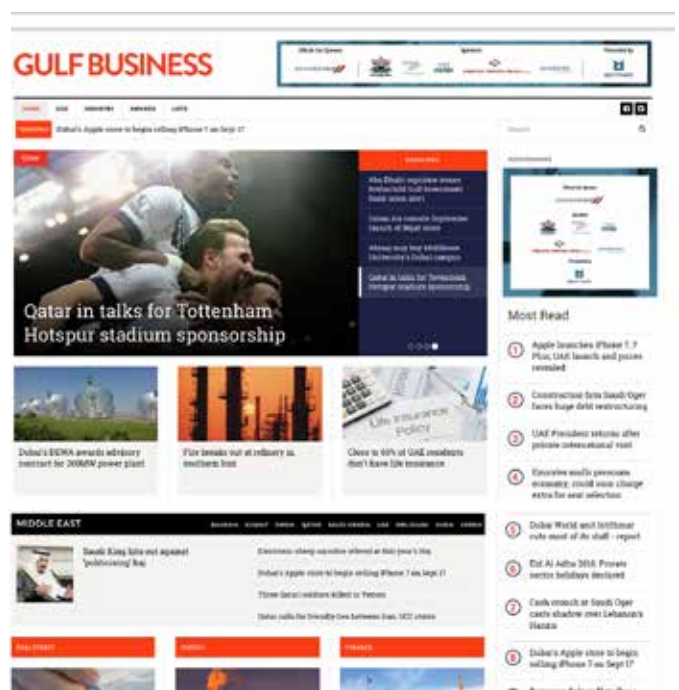
EDM	\$220/CPM
Newsletter	\$150/CPM

Video hosting (excluding production)

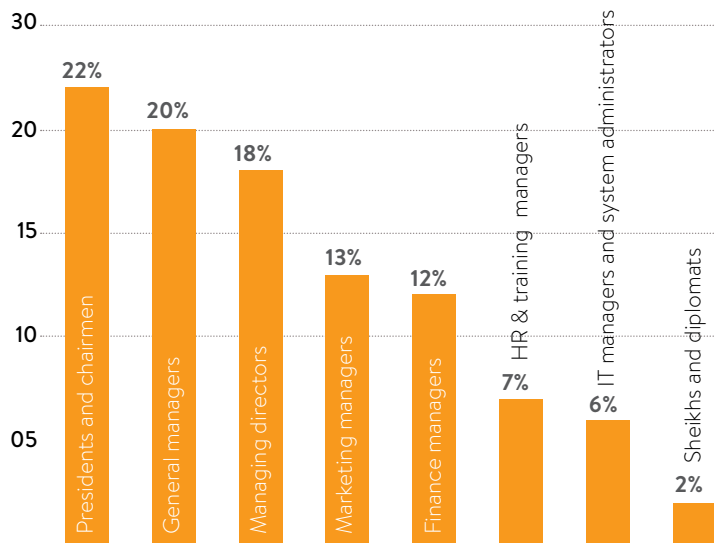
Gross cost of video	\$6,600
Net. Max time 5 minutes. Bespoke can be discussed on request. Uploaded to homepage for 30 days	\$5,000
Branded video	\$9,000/90s

Video hosting (including production)

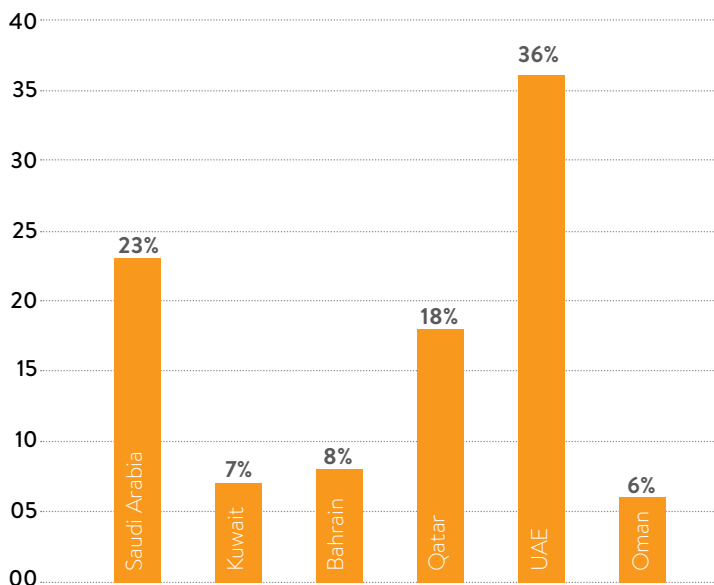
Tailored packages available



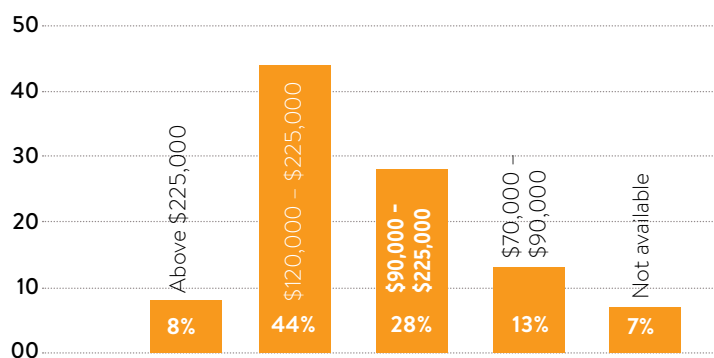
BY DESIGNATION**



BY DISTRIBUTION*



BY ANNUAL INCOME*



FACTS AND FIGURES



AED60,000+
per month is the monthly salary of 24% readers



59%
Board directors



44%
C-level executives



54%
make purchase decisions for their companies



AED50,350
per month is the average equivalent income

Print-run of more than 31,000* copies

throughout the GCC countries

READER PROFILE



Male

Female

89%

11%



WEB TRAFFIC



4,365,000

Total page views

3,830,000

Unique page views

2,175,000

Users

READERSHIP NATIONALITY



ADVERTISING RATES (US\$)

Regular positions	
ROP-double page spread	\$12,300
Full page (ROP)	\$6,500
1/2 solus	\$4,800
1/2 non-solus	\$4,100
Premium positions	
Outside back cover	\$14,100
Inside front cover spread	\$23,400
Inside back cover	\$11,000
Special request	
Opp contents	\$7,800
FP <25%	\$7,100
1st DPS	\$18,400
2nd DPS	\$17,800
3rd DPS	\$16,500
Advertorial FP	\$8,100
Advertorial DPS	\$14,500
Creative solutions	
Front cover gate fold	\$20,700
Inside front cover gate fold	\$26,700
ROP - gate fold	\$15,900
Book mark	\$16,500
Belly band	\$15,600
Special report	
FP	\$8,500
DPS	\$12,500
Profile	
FP	\$8,500
DPS	\$9,500
Photo-shoot	
FP	\$10,500
DPS	\$18,500

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

SERIES DISCOUNT

☞ 3-5 insertions	5%
☞ 6-9 insertions	10%
☞ 10+ insertions	15%

For advertising enquiries:

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ADVERTISING SALES OFFICES



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PRINT SPECS (H X W MM)



DPS spread
Trim: 270 x 412
Type: 252 x 410



Full page
Trim: 270 x 206
Type: 245 x 182



Half page horizontal
Type: 122 x 182



Half page vertical
Type: 122 x 182

DIGITAL MEDIA FORMATS

PDF (Portable Document Format)

- ☞ The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks.
- ☞ All files must be CMYK format and all black text as over print. For bleed size add 3mm extra on all four sides after trim marks.
- ☞ Image loss in the gutter 3mm either side.
- ☞ Please ensure that text is at least 10mm inside from the crop marks.
- ☞ If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.
- ☞ A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD.

DEADLINES

- ☞ Bookings: 15th of month prior to publication.
- ☞ Material: 20th of month prior to publication.
- ☞ Prime positions cancellation: 3 months prior to publication cover date. eg. 30 September for January issue.
- ☞ Standard advertising cancellations: 1 month prior to publication cover date. eg. 30 September for November issue

GENERAL INFORMATION

- ☞ 12 issues per year.
- ☞ Standard agency commission rates apply.
- ☞ Additional creative solutions available on request.