



# Gulf Business

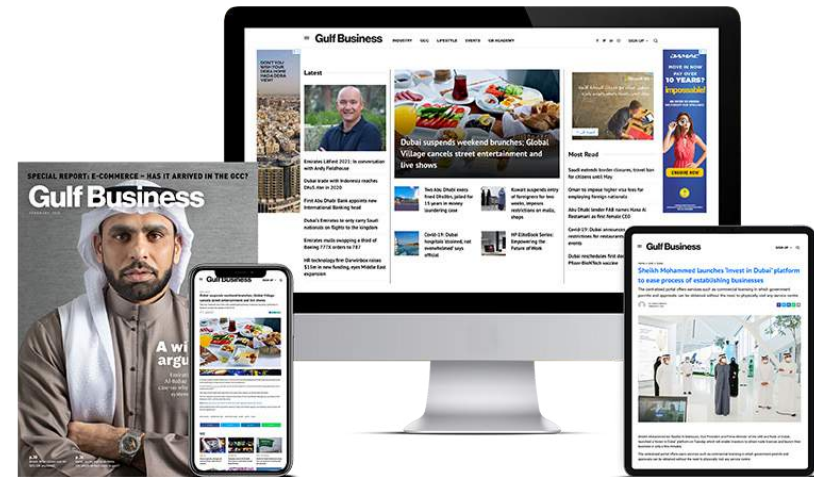
**MEDIA  
INFORMATION**

**2021**

# Gulf Business

*Gulf Business* is a contemporary media brand that keeps pace with the region's rapidly evolving business landscape.

Punchy, thought provoking, balanced and credible, *Gulf Business* tackles the day's most important topics across its various platforms, be it in print, digital, social or through events. We have been giving the inside track on all things business in the GCC for 25 years now.



## Our brand pillars

### PRINT

With a rebranded magazine, new layout, new sections, including an extensive monthly special report and a solid cover strategy, *Gulf Business* looks and reads better than ever.

Being the first business magazine in the region is an enormous responsibility and we take it very seriously.

### DIGITAL AND SOCIAL

Gulfbusiness.com has an average of 650,000 unique visitors per month that spend over 2.5 minutes on site per visit.

Our team uploads 10-15 fresh news stories per day and we have a strong presence on Facebook, Twitter and LinkedIn as well as on Instagram.

### EVENTS

We organise large, medium and micro events.

Our main event is the annual Gulf Business Awards, which honours the region's business community and celebrates the individuals who are making a big impact in the GCC.

We also have a series of micro-events for targeted audiences that can be customised according to client needs.

Beyond our bespoke events, Gulf Business has media partnerships with some of the biggest events in the region, including GITEX, LEAP and Gulfood.

# Audience profile



**30%**  
OF THE READERSHIP IS  
C-LEVEL INDIVIDUALS



CONNOISSEURS OF  
**LUXURY**



ENTERPRISE  
**DECISION  
MAKERS**



PIONEERS OF THE  
**FUTURE**



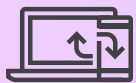
**600,000+**  
TOTAL REACH, ALL MEDIUMS

**25-YEAR**

LEGACY AS A TRUSTED, CREDIBLE  
SOURCE OF BUSINESS NEWS



REGIONAL ARAB LEADERS WITH AN  
**INTERNATIONAL  
MINDSET**



**650,000+**  
UNIQUE VISITORS ON  
GB.COM PER MONTH



**POWERFUL AND  
AFFLUENT**  
BUSINESS COMMUNITY



**28,000**  
GCC PRINT CIRCULATION



DRIVEN BY **CURIOSITY**  
AND **KNOWLEDGE**

# Engaged, powerful and affluent community

Conversing with the business leaders and innovators who are driving the future of the Middle East

## LEADERS & GAME-CHANGERS



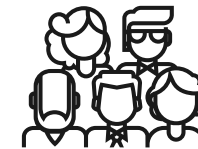
C-SUITE	26%
VICE PRESIDENTS	17%
SMES	20%
ENTREPRENEURS	10%
<b>MIDDLE MANAGERS</b>	<b>27%</b>

## ANNUAL INCOME



<b>\$250,000 +</b>	<b>12%</b>
<b>\$125,000 – \$249,000</b>	<b>22%</b>
<b>\$60,000 – \$124,999</b>	<b>39%</b>
<b>\$30,000 – \$59,999</b>	<b>18%</b>
<b>INCOME UNDISCLOSED</b>	<b>9%</b>

## AGE GROUP



21-29 YEARS	15%
30-39 YEARS	21%
40-49 YEARS	19%
<b>50-64 YEARS</b>	<b>30%</b>
65 & OLDER	15%

PRINT-RUN OF **28,000**  
COPIES DISTRIBUTED IN THE GCC  
COUNTRIES



DELIVERING OVER  
**650,000** UNIQUE  
VISITORS EVERY MONTH\*

**60%**  
MOBILE TRAFFIC

**f**  
**29,000+**  
FOLLOWERS

**@**  
**2,000+**  
FOLLOWERS

**t**  
**16,000+**  
FOLLOWERS

**in**  
**7,100+**  
FOLLOWERS

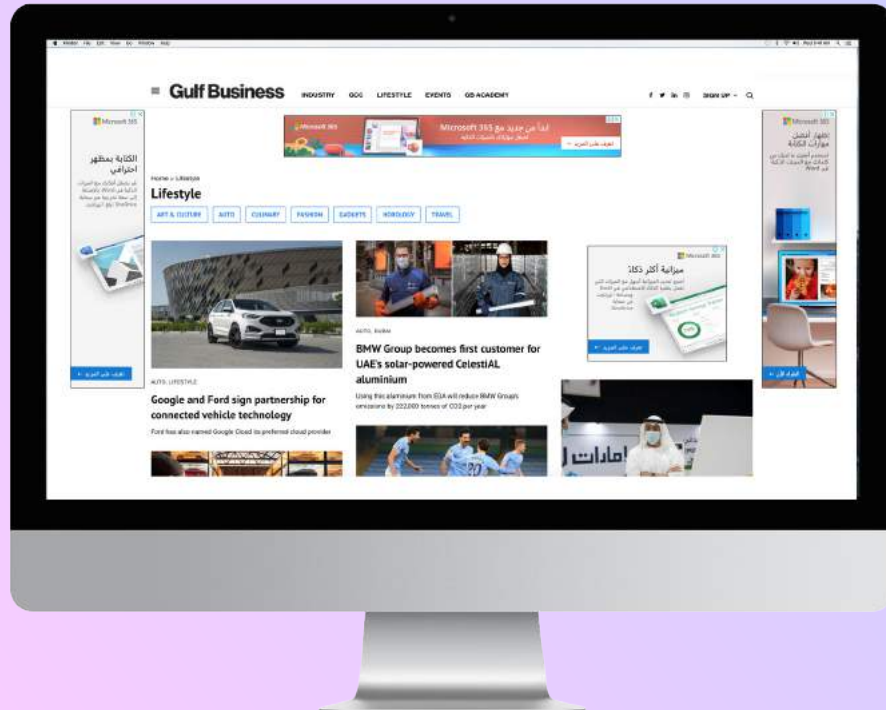
**@**  
**20,000+**  
SUBSCRIBER DATABASE



# GB: Bespoke business solutions

'Content is king' holds especially true in today's cluttered market. Great content will help your brand stand out and create valuable engagement, in turn resulting in more sales. From content collaborations to special operations, Gulf Business can develop and create what our clients need, with solutions available across digital, social, print and events.

**ORGANIC  
NATIVE CONTENT**



**CONTENT  
360 PLANS  
WHITE-LABELED**



# Key features & special reports

AVIATION

BREXIT

SUSTAINABILITY

ARAB POWER LIST

TOP BRITS LIST

HALAL ECONOMY

ISRAEL REPORT

TOP INDIANS

SAUDI REPORT

HEALTHCARE

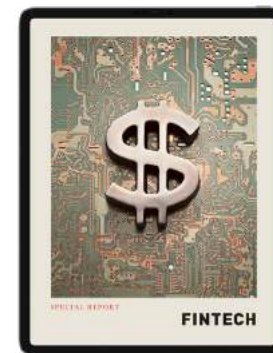
HOSPITALITY & TRAVEL

SMART CITY TECHNOLOGIES

BANKING

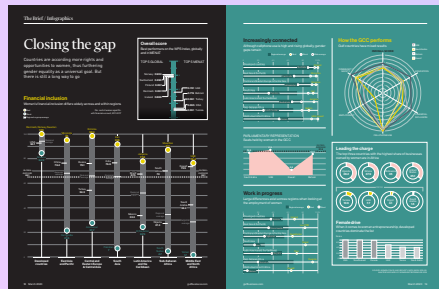
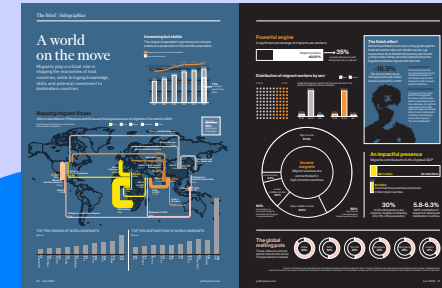
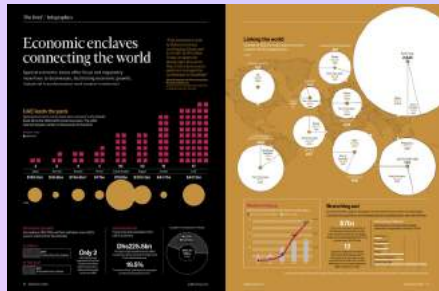
CITYSCAPE

UAE AT 50 – ANNIVERSARY SPECIAL



We take a deep dive into industry segments with expert analysis and in-depth research on the latest developments and future trends.

# Market trends and infographics



## Lifestyle

From horology and fashion to automotive and art, Gulf Business keeps you in tandem with the world of luxury.



# GB: Special operations

## BELLY-BAND

Wrap your business across the industry.



## TAB WITH FULL PAGE

Make sure your target market knows where you are!



## COVER INSERT

A high impact operation you cannot miss!



# Gulf Business Awards

*Gulf Business Awards* celebrates the achievements of businesses and leaders in the GCC. Covering a wide spectrum of economic sectors, from energy to real estate, the *Gulf Business Awards* is one of the most prestigious in the region.

**DATE:** November, 2021

**GOLD SPONSORSHIP:** \$20,000

**CONTACT:** [manish.chopra@motivate.ae](mailto:manish.chopra@motivate.ae)



# Editorial calendar\*

## JANUARY

**COVER:** Emirati lawyer Youssef Al Bahar

**FEATURES:** Brexit, Qatar

**TECH:** Hybrid workplace

**SPECIAL REPORT:** E-commerce

**LIFESTYLE:** NEOM's sporting ambitions

## FEBRUARY:

**FEATURES:** Brexit & Sustainable tech

**SPECIAL REPORT:** E-commerce

**FEATURE:** SME In Dubai

**LIFESTYLE:** Sports – NEOM in Saudi Arabia

## MARCH:

**FEATURE:** Luxury Home Interiors

**TECH:** Cybersecurity in 2021

**SPECIAL REPORT:** Emerging tech

**LIFESTYLE:** Yachts & Boats

## APRIL:

**COVER:** Arab Power List

**FEATURES:** Ramadan/CSR & View from the Top - CMOs

**LIFESTYLE:** Food: concept restaurants & trends

## MAY:

**COVER:** Top Brits list

**FEATURES:** Influencer marketing

**SPECIAL REPORT:** European & British business leaders in the GCC

**TECH:** Cloud-latest trends

**LIFESTYLE:** Watches & Wonders

## JUNE:

**FEATURES:** Halal economy & View from the Top - Businesswomen

**SPECIAL REPORT:** Wealth management

**TECH:** Mobile phones 5G

**LIFESTYLE:** Hospitality & Hotels

## JULY:

**FEATURES:** Israel report, View from the Top - Media/ PR agencies

**SPECIAL REPORT:** Sustainability

**TECH:** Autonomous vehicles I

Drones

**LIFESTYLE:** Art

## AUGUST:

**COVER:** Top Indians

**FEATURES:** Education report

**SPECIAL REPORT:** Top Indians in the GCC

**TECH:** Education

**LIFESTYLE:** Esports & Gaming

## SEPTEMBER:

**FEATURES:** Saudi report & View from the Top - Young leaders

**SPECIAL REPORT:** Top Tech companies & leaders listing

**TECH:** Country focus: Qatar

**LIFESTYLE:** Fashion

## OCTOBER: THE EXPO ISSUE

**TECH:** Smart City technologies at the heart of Expo

**LIFESTYLE:** Auto - Munich Motor Show



## NOVEMBER:

**FEATURES:** Cityscape & View from the Top – Real Estate

**SPECIAL REPORT:** Banking

**TECH:** Fintech

**LIFESTYLE:** Private aviation focus

## DECEMBER:

**COVER:** UAE at 50 – The anniversary special

**FEATURES:** Airshow, & View from the Top – UAE for 50 years

**SPECIAL REPORT:** UAE at 50 – The Anniversary Special

**TECH:** GITEX 2021

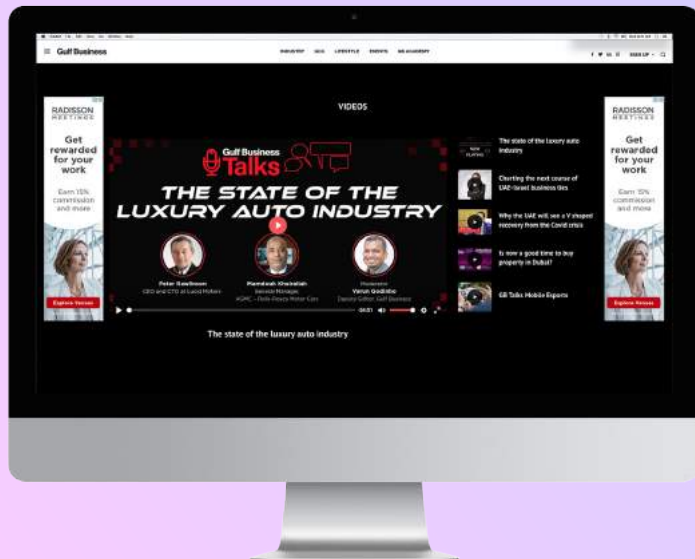
**LIFESTYLE:** Dubai Watch Week coverage

\*Subject to change - at editor's discretion

# GB Talks

Our thought-leadership events and power breakfast sessions feature industry experts and corporate leaders discussing trending topics and the region's business vision. The exclusive series of events focus on knowledge sharing via discussions and debates - both physically and via webinars.

Our expert team is available to help organise third-party events - from roundtables and seminars to webinars and set-piece conferences - under the highly-credible *Gulf Business* brand.



**POWER BREAKFAST**  
**CONFERENCES**  
**ROUND-TABLES**  
**SEMINARS**  
**WEBINARS**



EVENT	DATE	LOCATION	INVESTMENT
ROUND TABLE	CUSTOM	VIRTUAL	US\$10,000
POWER BREAKFAST	CUSTOM	HOTEL	US\$15,000

# Advertising rates

## REGULAR POSITIONS

FULL PAGE (ROP)	\$6,500
ROP - DOUBLE PAGE SPREAD	\$12,300
1/2 SOLUS	\$4,800

## PREMIUM POSITIONS

OUTSIDE BACK COVER	\$14,100
INSIDE FRONT COVER SPREAD (2 PAGES)	\$23,400
INSIDE BACK COVER	\$9,350
FRONT COVER REVERSE GATE FOLD (2 PAGES)	\$11,000
INSIDE FRONT COVER GATE FOLD (3 PAGES)	\$26,700
ROP - GATE FOLD (3 PAGES)	\$15,900
FULL PAGE - OPPOSITE CONTENTS	\$7,800

## SPECIAL POSITIONS

1ST DPS	\$18,400
2ND DPS	\$17,800
3RD DPS	\$16,500
4TH DPS	\$15,250
5TH DPS	\$14,250

## SPECIAL OPERATIONS

BOOK MARK	\$16,500
BELLY BAND	\$15,600
BOUND INSERT	\$16,500
ADVERTORIAL FP	\$8,100
ADVERTORIAL DPS	\$14,500

## SERIES DISCOUNT

3-5 INSERTIONS	5%
6-9 INSERTIONS	10%
10+ INSERTIONS	15%

## DISPLAY ADVERTISING

LEADERBOARD	\$75/CPM
MPU	\$89/CPM
HALF-PAGE	\$102/CPM

## WEBSITE

WEBSITE SPONSORSHIP	PRICE ON REQUEST
SECTION SPONSORSHIP	PRICE ON REQUEST
PAGE SPONSORSHIP	PRICE ON REQUEST

## EMAIL MARKETING

EDM	\$220/CPM
NEWSLETTER	\$220/CPM

## VIDEO

PRE-ROLL VIDEO	PRICE ON REQUEST
BRANDED VIDEO	PRICE ON REQUEST
SOCIAL VIDEO	PRICE ON REQUEST

## EDITORIAL

SPONSORED EDITORIAL	PRICE ON REQUEST
SPONSORED SOCIAL	PRICE ON REQUEST



\*All invoice amounts are in US\$ and 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.

## PRINT SPECS

SPACE	TRIM AREA (H X W) MM	TYPE AREA (H X W) MM	BLEED (H X W) MM
DPS	270 X 412	245 X 390	276 X 418

(DPS ADS NEED TO BE SENT AS 2 SINGLE PAGES AFTER 7MM TILING IS DONE ON BOTH SIDES OF THE SPINE)

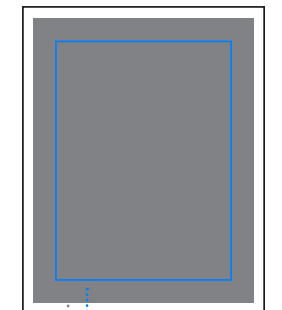
FULL PAGE	270 X 206	245 X 182	276 X 212
HALF PAGE HORIZONTAL	122 X 182		

HALF PAGE VERTICAL	245 X 80		
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• FOR BLEED ADD 3MM EXTRA ON ALL SIDES AFTER THE TRIM MARKS.

• PLEASE ENSURE THAT ALL TEXT OR LOGOS ARE AT LEAST 10MM AWAY FROM THE TRIM ON ALL SIDES.

• IMAGE LOSS IN THE GUTTER IS 3 TO 4MM ON EITHER SIDE OF THE SPINE IN CASE OF DPS ADS.



○ TYPE AREA  
○ TRIM AREA  
○ BLEED AREA

## DIGITAL MEDIA FORMATS

ARTWORK MUST BE SENT ONLY AS PRESS READY PDF FILE (VERSION 1.3) GENERATED THROUGH ILLUSTRATOR/QUARKXPRESS OR INDESIGN, SAVED ON MAXIMUM RESOLUTION (300DPI) IN ACTUAL SIZE WITH BLEED AND CROP MARKS. ALL FILES MUST BE CMYK FORMAT AND ALL BLACK TEXT AS OVERPRINT

# Gulf Business

Understanding, beyond the headlines.

## For enquiries

### SALES

**MANISH CHOPRA**

*Group Sales Manager*

+97155 848 0559

manish.chopra@motivate.ae

**RAVI DUTT**

*Senior Advertising Manager*

+97152 634 7708

ravi.dutt@motivate.ae

**ANDREW WINGROVE**

*Group Director*

andrew.wingrove@motivate.ae

### EDITORIAL

**AARTI NAGRAJ**

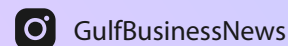
*Acting Editor*

aartin@motivate.ae

**VARUN GODINHO**

*Deputy Editor*

varun.godinho@motivate.ae



[www.gulfbusiness.com](http://www.gulfbusiness.com)

**HEAD OFFICE**

PO Box 2331, Dubai, UAE

T: +971 4 427 3000

F: +971 4 428 2261

sales@motivate.ae

**ABU DHABI**

PO Box 43072, Abu Dhabi, UAE

T: +971 2 677 2005

F: +971 2 677 0124

motivate-adh@motivate.ae

**LONDON, UK**

Motivate Publishing Ltd Acre

House, 11/15 William Road,

London, NW1 3ER, UK

motivateuk@motivate.ae

**SAUDI ARABIA**

Office 451/452, Regus Offices, 4th Floor,

Al Hamad Tower, King Fahad Road, Al Olaya, Riyadh, KSA

T +966 11 834 3595 / +966 11 834 3596 F +966 11 834 3501

motivate@motivate.ae

[motivatemedia.com](http://motivatemedia.com)