Forbes Middle East

THE ARAB WORLD’S MOST TRusted BRAND FOR CHAMPIONING LEADERSHIP

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INNOVATORS
TOP INDIAN BUSINESS LEADERS
TOP COMPANIES IN THE ARAB WORLD
GLOBAL MEETS LOCAL
CELEBRITY 100
BILLIONAIRES
Forbes Middle East is the Arab world’s trusted brand for championing leadership and business success

Featuring articles and reports exploring growth, innovation and entrepreneurial spirit, Forbes Middle East is an ideal read for investors looking for new opportunities.

Every month we publish original and relevant lists and rankings based on neutral scientific research. Through a wide network of experts and contributors, we provide insights, commentary and analysis on the people, companies and industries shaping the economies of the Arab world.

Arab Publisher House has the license from Forbes Media U.S., to publish Forbes Middle East’s flagship titles, special editions and online platforms in MENA.
Syrian-French billionaire Mohed Altrad owns the Montpellier-based Altrad Group, one of the leading manufacturers of scaffolding and cement mixtures. Altrad, an Arab immigrant, made it big after moving to France. In his time, he has bought Hérault Rugby, wrote a prizewinning novel and had a stadium named after him.
Audience

Wamda Capital, Fares Ghandour and Khaled Talhouni want to make investing more efficient.

Anghami, Eddy Maroun and Elie Habib built Anghami into the largest Arabic music streaming service.

REMUNERATION PER MONTH

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$54,000 &amp; above</td>
<td>19%</td>
</tr>
<tr>
<td>$27,000 - 54,000</td>
<td>9%</td>
</tr>
<tr>
<td>$13,500 - 27,000</td>
<td>34%</td>
</tr>
<tr>
<td>$8,000 - 13,500</td>
<td>28%</td>
</tr>
<tr>
<td>$4,000 - 8,000</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

DESIGNATION

<table>
<thead>
<tr>
<th>Designation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEOs / CFOs (All industries)</td>
<td>26%</td>
</tr>
<tr>
<td>Presidents / Owners (All industries)</td>
<td>18%</td>
</tr>
<tr>
<td>Government Officials HHs, HEs, Ministers</td>
<td>14%</td>
</tr>
<tr>
<td>MDs / GMs</td>
<td>12%</td>
</tr>
<tr>
<td>Divisional Managers</td>
<td>11%</td>
</tr>
<tr>
<td>Engineers</td>
<td>10%</td>
</tr>
<tr>
<td>Consultants</td>
<td>5%</td>
</tr>
<tr>
<td>Professors</td>
<td>2%</td>
</tr>
<tr>
<td>Media</td>
<td>2%</td>
</tr>
</tbody>
</table>

AGE

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-34</td>
<td>18%</td>
</tr>
<tr>
<td>35-49</td>
<td>53%</td>
</tr>
<tr>
<td>50+</td>
<td>29%</td>
</tr>
</tbody>
</table>
Amir and Dany Farha evolved from entrepreneurs to investors when they founded BECO Capital, leveraging their own experience to offer the most promising young businesses in the region more than just money.
Forbes Middle East is distributed across the United Arab Emirates, the Kingdom of Saudi Arabia, Jordan, Egypt, Lebanon, Kuwait, Oman and Bahrain. Current distribution is 25,000 copies a month, which we will increase as demand grows.
Fearless and influential, the secret of Elissa’s success lies in more than a love song.
2018 Editorial Calendar

JANUARY
Review of 2017
The Arabs from 30 Under 30 global
Editorial Deadline: 15 Dec
Ad Close: 21 Dec On Sale: 25 Dec
List Launch: 25 Dec
Full Magazine Online: 25 Dec

MAY
Top Indian Business Leaders
In The Arab World
Special Report Oman
Business in the Sultanate
Editorial Deadline: 15 Apr
Ad Close: 21 Apr On Sale: 25 Apr
List Launch: 25 Apr
Full Magazine Online: 25 Apr
Gala Dinner
Top Indian Leadearss

JUNE
Top 100 Arab Companies
Top Private Companies
Small Giants: America’s Best Small Companies
Special Report Turkey
At the crossroads of Europe and Middle East
Editorial Deadline: 15 May
Ad Close: 21 May On Sale: 25 May
List Launch: 25 May
Full Magazine Online: 25 May

OCTOBER
Innovators
STARTUPS 100
Investors 50
Forbes Cloud 100
Special Report Bahrain
Invest in the future
Editorial Deadline: 15 Sep
Ad Close: 21 Sep On Sale: 25 Sep
List Launch: 25 Sep
Full Magazine Online: 25 Sep
Gala Dinner Innovators

APRIL
Arab Billionaires
Richest Arab Families
The World’s Billionaires
Special Report Wealth Management
Managing The Savings Nest
Editorial Deadline: 15 Mar
Ad Close: 21 Mar On Sale: 25 Mar
List Launch: 25 Mar
Full Magazine Online: 25 Mar

FEBRUARY
Middle East FinTech 20
Special Report Defense
Securing the Borders
Editorial Deadline: 15 Jan
Ad Close: 21 Jan On Sale: 25 Jan
List Launch: 25 Jan
Full Magazine Online: 25 Jan

JULY
Celebrity 100
Arab / Global
The World’s Most Innovative Companies
Special Report Legal Consultants
A Safe Bet
Editorial Deadline: 15 Jun
Ad Close: 21 Jun On Sale: 25 Jun
List Launch: 25 Jun
Full Magazine Online: 25 Jun

SEPTMBER
The Arab World’s Most Influential Women
America’s Richest Self-Made Women
Special Report Jordan
Rekindling Growth
Editorial Deadline: 15 Aug
List Launch: 25 Aug
Full Magazine Online: 25 Aug

NOVEMBER
Global Meets Local
Top Executives in the Middle East
Special Report Aviation
Flying High in the Middle East
Editorial Deadline: 15 Oct
List Launch: 25 Oct
Full Magazine Online: 25 Oct
Gala Dinner
Global Meets Local

APRIL
Arab Billionaires
Richest Arab Families
The World’s Billionaires
Special Report Wealth Management
Managing The Savings Nest
Editorial Deadline: 15 Mar
Ad Close: 21 Mar On Sale: 25 Mar
List Launch: 25 Mar
Full Magazine Online: 25 Mar
When he finished his studies at Skyline University College in 2004, Nitin Anand started working there for his uncle and college founder, Kamal Puri. By May 2017 he had worked his way up to Executive Director of Skyline International Group and was leading his old school into Africa.
## Print Advertising Rates

<table>
<thead>
<tr>
<th>NO. OF INSERTION - 1</th>
<th>SIZE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Full Page (FP)</td>
<td>20.5 x 26.5cm</td>
<td>$10,500</td>
</tr>
<tr>
<td>Inside Full Page in First 20 Page</td>
<td>20.5 x 26.5cm</td>
<td>$12,000</td>
</tr>
<tr>
<td>Inside Full Page Advertorial &amp; Supplied Content</td>
<td>20.5 x 26.5cm</td>
<td>$13,000</td>
</tr>
<tr>
<td>Inside Front Cover (IFC)</td>
<td>20.5 x 26.5cm</td>
<td>$18,000</td>
</tr>
<tr>
<td>Inside Front Cover Spread (IFC+1)</td>
<td>41 x 26.5 cm</td>
<td>$24,000</td>
</tr>
<tr>
<td>Inside Back Cover (IBC)</td>
<td>20.5 x 26.5cm</td>
<td>$18,000</td>
</tr>
<tr>
<td>Outside Back Cover (OBC)</td>
<td>20.5 x 26.5cm</td>
<td>$20,000</td>
</tr>
<tr>
<td>1st Double Page Spread (DPS)</td>
<td>41 x 26.5 cm</td>
<td>$21,000</td>
</tr>
<tr>
<td>2nd Double Page Spread (DPS)</td>
<td>41 x 26.5 cm</td>
<td>$20,000</td>
</tr>
<tr>
<td>Inside Double Page Spread (DPS)</td>
<td>41 x 26.5 cm</td>
<td>$18,000</td>
</tr>
<tr>
<td>Bottom Panels (at editorial discretion)</td>
<td></td>
<td>$4,000</td>
</tr>
<tr>
<td>Cover Gatefold (DPS)</td>
<td>41.6 x 26.5 cm</td>
<td>$28,000</td>
</tr>
<tr>
<td>Forbes' Style Butterfly Gatefold</td>
<td>83.2 x 26.5 cm</td>
<td>$55,000</td>
</tr>
<tr>
<td>Banner in Newsletter</td>
<td></td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Special operations such as belly band, loose/bound/stuck inserts i.e. bookmarks, are available upon request. A discount will be applied for a series of bookings and packages will be offered for bookings in both Arabic and English.
THE ARAB WORLD’S MOST INFLUENTIAL WOMEN
HIGHLIGHTING THE POWER OF WOMEN IN THE MIDDLE EAST.

GET TO KNOW

AMAL BAHWAN
From humble beginnings as a trader plying the waters of the Arabian Sea, Suhail Bahwan built a multibillion-dollar business empire in Oman. Last year, he entrusted his daughter Amal to carry on his legacy.
# 2018 Special Editions Calendar

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Editorial Themes</th>
<th>Editorial Deadline</th>
<th>Ad Close</th>
<th>On Sale</th>
<th>Full Mag Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td><strong>KSA</strong>&lt;br&gt;New Beginning: Awakening To A Vibrant and Promising Future</td>
<td>20 Dec</td>
<td>25 Dec</td>
<td>10 Jan</td>
<td>10 Jan</td>
</tr>
<tr>
<td>February</td>
<td><strong>Education</strong>&lt;br&gt;Next Generation: Moulding the Future Leaders</td>
<td>5 Feb</td>
<td>10 Feb</td>
<td>20 Feb</td>
<td>20 Feb</td>
</tr>
<tr>
<td>March</td>
<td><strong>Healthcare</strong>&lt;br&gt;Healthcare Summit: Innovation &amp; Investment in Healthcare</td>
<td>20 Feb</td>
<td>25 Feb</td>
<td>10 Mar</td>
<td>10 Mar</td>
</tr>
<tr>
<td>April</td>
<td><strong>Travel &amp; Life</strong>&lt;br&gt;High Flyer: A Guide for the Luxury Business Traveler</td>
<td>15 Apr</td>
<td>21 Apr</td>
<td>25 Apr</td>
<td>25 Apr</td>
</tr>
<tr>
<td>May</td>
<td><strong>Kuwait 100</strong>&lt;br&gt;Gala Dinner</td>
<td>20 Apr</td>
<td>25 Apr</td>
<td>10 May</td>
<td>10 May</td>
</tr>
<tr>
<td>July</td>
<td><strong>Retail</strong>&lt;br&gt;Industry Focus: The Game changers Influencing the future of the retail industry</td>
<td>15 July</td>
<td>21 July</td>
<td>25 July</td>
<td>25 July</td>
</tr>
<tr>
<td>August</td>
<td><strong>Lebanon 100</strong>&lt;br&gt;Gala Dinner</td>
<td>25 July</td>
<td>30 July</td>
<td>10 Aug</td>
<td>10 Aug</td>
</tr>
<tr>
<td>September</td>
<td><strong>Real Estate</strong>&lt;br&gt;Building The Future: A Real Estate Event&lt;br&gt;Gala Dinner</td>
<td>15 Sep</td>
<td>21 Sep</td>
<td>25 Sep</td>
<td>25 Sep</td>
</tr>
<tr>
<td>November</td>
<td><strong>Banking and Finance</strong>&lt;br&gt;Banking Summit: Top Banking Advisors</td>
<td>10 Nov</td>
<td>15 Nov</td>
<td>25 Nov</td>
<td>25 Nov</td>
</tr>
<tr>
<td>December</td>
<td><strong>UAE 100</strong>&lt;br&gt;Gala Dinner</td>
<td>15 Nov</td>
<td>21 Nov</td>
<td>2 Dec</td>
<td>2 Dec</td>
</tr>
</tbody>
</table>

Editorial Calendar is subject to change. BrandVoice: Always Available

www.forbesmiddleeast.com
Ajay Banga, Mastercard's President and CEO, is a step ahead of disruptors as he invests extensively in making the company more digitally agile.
Print Production Specifications

IMPORTANT NOTE:

For best reproduction, materials should be submitted in a digital file format. Accepted file formats are: PDF, Illustrator and InDesign. All high-res images and fonts must be included when the file is created. Images must be CMYK or grayscale, TIFF or EPS in 300 dpi. For more information regarding digital ads, please contact: Soumer Daas, Art & Design Director at soumer@forbesmiddleeast.com
TOP COMPANIES IN THE ARAB WORLD

REVEALING THE REVENUES OF THE MOST SUCCESSFUL ARAB COMPANIES.

GET TO KNOW

ISMAIL DOUIRI

Moroccan bank Attijariwafa, and its co-CEO Ismail Douiri, continue to follow an ambitious growth strategy while balancing a commitment to promote development and innovation.
In response to the growing need for accessible, informative and compelling information, Forbes Middle East offers a unique and innovative platform that combines the best elements of an event with both print and online channels.

**The discussion**
Speakers made up of sponsors and invited guests will engage in debate for up to an hour and a half on the subject in hand.

**The write up**
The discussion will be hosted by a moderator from Forbes Middle East, who will after the event write an article about the discussion to be published in the following month’s magazine. Copies of the article can be given to you to reuse and send out to other media.

**The video**
Upon request, Forbes Middle East will film the roundtable and publish a professionally edited video on forbesmiddleeast.com. This will be both playable from the website and available to download onto desktops and devices, as well as hosted on your own website.
Samer Abu-Ltaif, head of Microsoft’s operations in the Middle East and Africa, has been charged with leading the company through the region’s digital revolution. He’s embracing new technologies to stay relevant against increasing market competition.
• **Advertise On The Website**
From large-format banner inventory, to text links, to site captures, we offer advertising opportunities that suit all your needs. We support all formats of new-media innovation and interactive advertisements.

• **Email Marketing Services**
We offer targeted email marketing services to our registered and verified database of users. We limit our email marketing to one email contact per user per month to maintain high credibility with our users, resulting in significantly better open rates.

• **Targeted Cross Sell Messaging**
When you have a message that is directly relevant to audiences looking at specific content on our site, we can deliver it in a highly targeted manner with no audience spillover.

• **Next Generation Ad Formats**
Whether it is expanding, floating, wrapping or something entirely new, we commit to deliver an attention-grabbing and highly engaging brand experience.
Ahmad Alzaini and Mosab Al Othmani set up Foodics to inject tailored technology into Saudi’s fast food scene. Their apps may now be monitoring your morning coffee.
# Online Advertising Rates / Specs

<table>
<thead>
<tr>
<th>Ads Type</th>
<th>Dimensions</th>
<th>File Size</th>
<th>Description</th>
<th>CPM</th>
<th>Net cost per day/ round</th>
<th>Fixed cost for a month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader Board</td>
<td>728 x 90 pixels</td>
<td>40 KB</td>
<td>ROS</td>
<td>$60</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROC</td>
<td>$100</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Premium</td>
<td>$135</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Box ad</td>
<td>300 x 250 pixels</td>
<td>40 KB</td>
<td>ROS</td>
<td>$50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROC</td>
<td>$80</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Premium</td>
<td>$125</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Half page</td>
<td>300 x 600 pixels</td>
<td>40 KB</td>
<td>Premium</td>
<td>$270</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250 pixels</td>
<td>60 KB</td>
<td>Premium</td>
<td>$350</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640 x 480 pixels</td>
<td>100 KB</td>
<td>On Welcome page</td>
<td>$220</td>
<td>$8,000(day)</td>
<td></td>
</tr>
<tr>
<td>Newsletter Banner</td>
<td>728 x 90 pixels</td>
<td>KB</td>
<td>Standard Position</td>
<td>NA</td>
<td>$6,500(round)</td>
<td></td>
</tr>
</tbody>
</table>

**Monthly Sponsorship**

<table>
<thead>
<tr>
<th>Ads Type</th>
<th>Dimensions</th>
<th>Description</th>
<th>CPM</th>
<th>Net cost per day/ round</th>
<th>Fixed cost for a month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box ad</td>
<td>300 x 250 pixels</td>
<td>ROS</td>
<td></td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ROC</td>
<td></td>
<td>$30,000</td>
<td></td>
</tr>
<tr>
<td>Leader Board</td>
<td>728 x 90 pixels</td>
<td>ROS</td>
<td></td>
<td>$30,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ROC</td>
<td></td>
<td>$35,000</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>Max Video &amp; Animation Frame Rate : 24fps</td>
<td>Max. initial file load size is 40 KB; Sub. max user initiated file load size is 2MB; size for EDM is 80-100 KB</td>
<td>Max. animation length is 15 seconds; Max. video length is 30 seconds</td>
<td>$180</td>
<td></td>
</tr>
</tbody>
</table>

*Image types supported for all banners: JPEG – for Static Ad; GIF – for Animated Ad; Code for both Banners and Videos : Script tags*
Since joining Aster DM Healthcare in 2012, Alisha Moopen has risen quickly through the ranks of the private healthcare company founded by her father. She's done it while adding her own unique style to the family business.