

Publicitas International

Middle East Media Portfolio

Middle East Portfolio



The specialist portfolio represents a range of leading news titles from across the region such as The National, The Khaleej Times, Al Ittihad and Asharq Alawsat along with a number leading business sites, such as Zawya.com and menafn.com. With exclusive media owner representation of The ADMC, Saudi Research & Publishing Co, Zawya, and Al Khaleej to name a few, Publicitas International is your specialist in the Middle East media market.

Bahrain



Virtually a city state due to its tiny size Bahrain is a leading financial centre in the Gulf, so it has a strong influence across the region. Freedom of speech is guaranteed under the 2002 constitution and recently the press across the country has been in the extraordinary position of experiencing seismic changes across the country.

Bahrain



Al Ayam is Bahrain's leading liberal daily newspaper. It supports personal liberty and free press and is often controversial in its criticism of religious extremism.

Print Publication: **Al Ayam**

Circulation: n/a

Site: alayam.com



The Al-Wasat Kuwait is an Arabic language daily newspaper that is based in Bahrain, and is one of the only Bahraini newspapers considered to be independent of the government.

Print Publication: **Al Wasat**

Circulation: n/a

Site: alwasatnews.com

Also: Al Bilad, Al Watan, Daily Tribune

Egypt



Egypt has some of the oldest newspapers in the world and its press is one of the most influential and widely read across the region. The country boasts many national, party specific, independent, and opposition newspapers featuring some of the Arab worlds best-known commentators.

Egypt



Print Publication: **Al- Ahram**

Site: ahram.org.eg

Al-Ahram, meaning 'The Pyramids' was founded in 1875, and is the most widely circulating Egyptian daily newspaper, serving a selection of well respected commentary. In 1950, the Middle East Institute described Al-Ahram as being to the Arabic-reading public, "What the London Times is to Englishmen and the New York Times to Americans".

The logo for Al-Masry Al-Youm features the Arabic text 'المصري اليوم' in a stylized, bold, red font. The letters are thick and have a slight shadow effect.

ALMASRY-ALYOUM.COM

Print Publication: **Al- Masry Al- Youm**

Circulation: 200,000

Site: almasry-alyoum.com

Al-Masry Al-Youm is an Egyptian privately owned daily newspaper that was first published in June 2004. It is published in Arabic and has a website in both Arabic and English. It strives to be a full-service multimedia news organization for Egypt.

Also: The Egypt Gazette, Al Akhbar, Daily News, Akhbar Al-Youm, Al Alam Al-Youm

Jordan



Although the state remains a major influence, Jordan's media sector has seen significant privatization and liberalization efforts in recent years. Jordan has also seen a spectacular rise in the number of blogs, websites and news portals as sources of news information. The increasing diversification of Jordan's media is a good sign and should boost advertising revenues and private initiatives.

Jordan



Print publication: n/a

Site: **menafn.com**

Circulation: n/a

The Middle East North Africa Financial Network, Inc. (MENAFN) is the leading provider of online and wireless financial content and financial technology platforms to leading institutions and consumers around the Arab world. Highly educated, connected, affluent and predominantly male consumers use the various offers of MENAFN, such as the mobile service, e-newsletters, online investment simulation and the internet portal to be always up-to-date.



Jordan

THE JORDAN TIMES

Print Publication:

Jordan Times

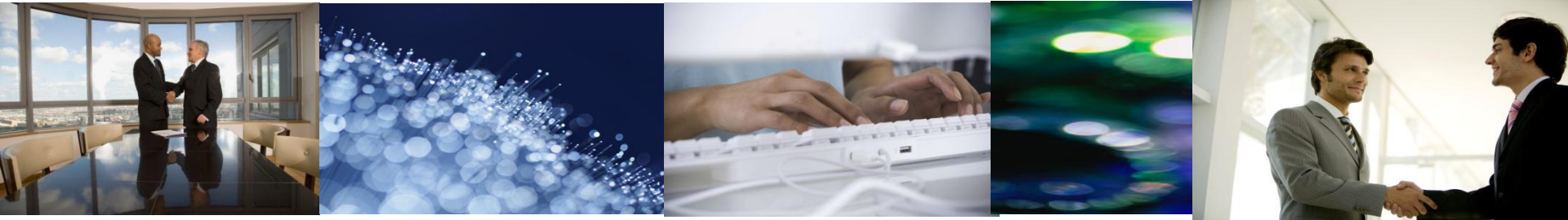
Site: jordantimes.com

Broadsheet English language newspaper. Daily sections include: international & local news, Business, Sport & entertainment. Only daily English language newspaper.



Also: Al Rai, Ad Dustour, Al Ghad

Kuwait



In 2006 the introduction of the new press laws saw a large number of newspaper's launch, yet now the numbers have come back down to a sustainable level and so the marketplace is thriving.

Print Publication:	Al Watan	(Circulation: 100000)
Print Publication:	Arab News	(Circulation: 49750)
Print Publication:	Al Rai	
Print Publication:	Kuwait Times	(Circulation: 35000)
Print Publication:	Al Seyassah	(Circulation: 91750)
Print Publication:	Al Qababs	
Print Publication:	Al Anba	

Lebanon



Lebanon has a booming advertising industry that ranks second in the region in terms of size and profitability after Dubai. Some 150 national and international advertising agencies are based in Lebanon, employing some 8,000 people. In the absence of reliable statistics, the sector's revenue is believed to be in the range of US\$150 million annually. The country has long enjoyed an open and diverse media environment, although much of the media reflects the countries sectarian political system with the owners being affiliated to religious sects or political parties.

Lebanon



Print Publication: **An Nahar**

Site: annahar.com

The paper provided a platform for various free thinkers to express their views during the years of the Syria occupation of Lebanon. The paper can be best expressed as centre left though it's writers' views range across the political spectrum.



Print Publication: **As Safir**

Site: assafir.com

Founded in 1974 its stated aim was to be "the newspaper of the Arab world in Lebanon, and the newspaper of Lebanon in the Arab world". This remains the slogan printed on the paper's masthead.

Also: Al Anwar, Daily Star, Al Balad, aldiyaronline.com, L'Orient De Jour

Libya



Signs of Libya's state controlled media scene opening up proved to be unfounded when the two leading independent dailies were both nationalised back in 2009. Yet due to the current changes sweeping the country, the free press could return again.

Print Publication: Al Jamahiriya (circulation: 57000)

Print Publication: Al Shams

Print Publication: Al Fajer Al Jadid

Oman



Oman's advertising market is currently undergoing many changes. The online market is growing due to the manner of consumption changing across the country. With the developments in broadband access it has made the internet access far easier. The majority of content is in Arabic though English language is also commonly understood.

Oman



Print Publication:

Times of Oman

Circulation: 15000

Site: timesofoman.com

The Times of Oman is the oldest English-language newspaper in the Sultanate. Founded in February 1975 as a weekly tabloid news weekly, Times became a broad-sheet daily newspaper in 1990. News and current affairs covering politics, business, features, sports, life and leisure.



Print Publication:

Oman Tribune

Circulation: 25000

Site: omantribune.com

Latest Arab News and World news. The newspaper is a leading English paper in the diplomatic community of Muscat offering both local and international content, with contributors based Pakistan, Amsterdam and New Delhi.

Oman

Print Publication:

Oman Arabic Daily

Circulation: 318000

Site: omandaily.com

Oman's largest circulated newspaper in Arabic including local and international news, arts and leisure, business and sports, very influential with good readership among businessmen.

Also: Muscat Daily, Oman Daily Observer, Al Shabiba, Al Watan

Qatar



Print publication: **Peninsula**

Site: thepeninsula.com

Leading English daily newspaper with a pro – government editorial line.



Also: Al Watan, Al Sharq, Qatar Tribune, Arrayah, Gulf Times

Saudi Arabia



Saudi Arabia is the largest advertising market in the region, accounting for 40 percent of all advertising expenditures in the Gulf alone. The Saudis, with their relatively high per- capital income and market-oriented economy, have become the prime target of producers of consumer goods and thus, the prime targets of the best international advertising firms.

Saudi Arabia



Print Publication:

The Saudi Gazette

Circulation: 156,000

Site: saudigazette.com

Broadsheet English language newspaper. Printed in Jeddah, it is the most influential English language newspaper in the Western province - commercial centre and location for over 60% of Saudi Arabia's total population. Its reputation is based on quality print and editorial, regular weekly features appear five days a week. Daily sections include: International & local news, Business, Sport & Entertainment.



Saudi Arabia



Print publication:

Okaz

Site: okaz.com.sa

One of the most important and largest selling newspapers in Saudi Arabia. According to the results of a media survey conducted by research company Ipsos Stat, Okaz came first in readership ratings, beating many other newspapers.



Print publication:

Asharq Alwasat

Circulation: 263,121

Site: aawsat.com

The first Arabic daily newspaper of international standing. In-depth analysis, exclusive editorials, the latest news from the Arab world & the international scene, Politics, Business, Finance, Sports, social & educational affairs.



Saudi Arabia

arab news
The Middle East's Leading English Language Daily

Print publication:

Arab news

Site: arabnews.com

Arab News is a Leading English Daily Newspaper in the Middle East, featuring Local & International news covering everything from politics & finance to sports & social events. Arab News has a daily editorial focus on categories such as Political News of Kingdom and GCC, Middle East, Americas, South Asia Philippines, International, Opinion, Economy, and Sports & Leisure.



Site: **arriy.com**

Arriy.com is the online version of the daily Arriyadiyah, Saudi Arabia's leading sports lover's newspaper. Covering sports news, with interviews and special sporting reports, Arriy.com offers rich, up to date content to a high an audience of prominently young males 15 to 35.



Also: Al Watan, Al Eqtisadiyah, Al Bilad, Al Hayat, Al Riyadh, Al Jazirah, Al Youm

Saudi Arabia

Site: **arriy.com**

Arriy.com is the online version of the daily Arriyadiah, Saudi Arabia's leading sports lover's newspaper. Covering sports news, with interviews and special sporting reports, Arriy.com offers rich, up to date content to a high an audience of prominently young males 15 to 35.



Saudi Arabia



Print publication:

Sayidaty

Circulation: 2417000

Site: sayidati.net

It covers all subjects of interest to the Arab woman including fashion, beauty (perfume & hygiene, make-up, accessories, literature, cinema, social & family life. The first and only Pan Arab Women weekly, provides professional and quality reading. This makes it the most powerful advertising vehicle among women's magazine in Saudi Arabia and the Gulf.



Launched in 1992, Hia is an Arabic monthly magazine which has established itself as the number one choice of the affluent Arab woman. Beautifully designed and printed, the editorial addresses subjects of particular interest to ladies of style and wealth. Particular attention is paid to the business women of today. It also has contributions from renowned literary & economic figures. Hia magazine has repeatedly been declared the leading monthly magazine for the Affluent Arab lady in IPSOS surveys conducted in the region including IPSOS 2009.



Print Publication: **Hia**

Site: HiaMag.com

Syria



Print Publication: Tishrine (circulation: 110000)

Print Publication: Al Thawra (circulation: 70000)

Print Publication: Al Baath (circulation: 60000)

Print Publication: Al Watan (circulation: 45000)

United Arab Emirates



Across the Middle East there is still a very high consumption of media through 'traditional' formats. Whilst Dubai and Abu Dhabi are the most westernized of the Emirates, there is still a tendency for the newspaper to be seen as the male product and the magazine only for females. This is reflected by the advertising of the different products, business, finance, investment and property are all in the newspapers and the luxury goods, watches, luggage, and fashion are all in the magazines.

Across some of the more traditional Emirates, such as Sharjah and Ajman, men would not use magazines at all due to the social stigma. Al Ittihad newspaper is regarded as the national local language newspaper of the UAE and is held in great regard amongst the locals because the royal family of the Emirates reads it.

UAE

TheNational

Print publication:

The National

Circulation: 70000

Site: thenational.ae

The National is represented in print and digital media and with topics like local and international news, business, sports, arts and life, travel and motoring attractive for consumers with various interests. The target group can be described as educated, affluent, out and about, business leaders, decision makers and key influencers as well as well travelled culture vultures.

UAE

Print publication: **M Magazine**

Site: thenational.ae

Our readers are intelligent, sociable and brand conscious.

M magazine delivers content to satisfy their knowledge about the things that matter to them in the UAE.



Print publication: **Ultratravel**

Site: thenational.ae

Ultratravel magazine was launched in 2004 as a high-quality international showcase for the world's premium travel brands. Distributed with the UK's best-selling quality broadsheet newspaper The Daily Telegraph, Ultratravel is now the biggest, most widely read travel magazine in Europe and the Ultratravel brand is highly respected by both consumers and travel industry experts worldwide.



UAE



الاتحاد
لكل الوطن

Print publication: **Al Ittihad**

Circulation: 94,275

Site: alitthad.ae



admcSPORT

Site: admcSPORT.com

Al Ittihad is a leading Arabic language daily publication, widely regarded as the national newspaper of record in the United Arab Emirates. From its launch in October 1969, the publication recorded the political, social and economic developments in the Emirates. This is one of the oldest most established brands in the marketplace and is seen as a trusted source of information.

ADMCSport.com is a multimedia sports website, focused on bringing even the most fanatical fans in the region the best sports coverage and content. Reflecting the audiences needs, the site will focus specifically on football, bringing a new digital experience to the MENA region by offering exclusive Live access to premium football content.

UAE

The logo for Khaleej Times, featuring the name in a stylized, gothic-style font with blue and white decorative flourishes.

Print publication:
The Khaleej Times

Circulation: 90,000
Site: khaleejtimes.com

Khaleej Times – or KT – is the oldest and most respected daily English newspaper in the Gulf. Published by Galadari Printing and Publishing LLC out of Dubai, and owned by the Galadari Brothers Group, the paper has a formidable following across the world for its unique brand of thought-provoking journalism. Khaleej Times has, over the years, paid careful attention to evolving reader needs, providing them with information that better fulfil their many roles



UAE



Site: **zawya.com**

Circulation: 750,000

Zwaya is an aggregated news and business service focusing exclusively on the Middle East – keeping business and investment professionals up-to-date with the latest business and opportunities. It is the 'must use' site for those young and affluent investors who have an eye on the world outside the ME. Because of the international audience it is looking to attract, the site uses English rather than Arabic.





Site: **ikoo.com**

ikoo.com is an advertising network that succeeded over the past years in building the biggest advertising platform in the Middle East and North Africa region, with a portfolio of online destinations that includes more than 120 websites, attracting more than 39 million monthly unique visitors who generate a traffic that counts to 1.4 billion Ad impressions.



Al Arabiya News Channel

Site: **alarabiya.net**

One of the leading news websites in the Arab world with visitors of all ages and usually from the Middle East and North Africa in addition to large numbers from the U.S., Canada and Germany.

UAE



Site: **vevo.com**

VEVO was created in partnership with Universal Music Group (UMG), Sony Music Entertainment (SME), and the Abu Dhabi Media Company. It is operated independently by a dedicated management team with offices in New York, London, Los Angeles, Chicago, Detroit, and San Francisco. VEVO powers music videos on over 200 artist pages across Facebook, as well as syndicates to dozens of online sites, including AOL, BET, and CBS Interactive Music Group (including Last.fm). Additionally, through a special partnership with YouTube, VEVO is accessible in over 200 countries, expanding the platform's reach around the globe



Site: **anazahra.com**

Anazahra.com is the gateway to Arab women on the internet. The web site focuses on the interests of Arab women which includes fashion and beauty, health and fitness, as well as the most important and latest news on stars, family interests and children and home decor.



Print publication:

Zahrat Al Khaleej

Site: **zahramag.com**

Zahrat Al Khaleej is the Abu Dhabi Media Company's flagship lifestyle magazine. Published weekly, it is aimed at 20-45-year-old women and their families, and covers health, beauty, fashion, celebrity and lifestyle issues.

UAE

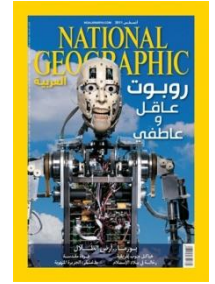


Print publication:

National Geo Al Arabiya

Site: ngalararabiya.com

National Geographic Al Arabiya is distributed across the pan-Arab region, providing readers with superior content about our planet and culture, in an incomparable and exciting format. Readers who are curious about their world, and passionate about discovery, can experience rich, Arabic content covering a range of topics – geography, nature, wildlife, space and the universe, history, culture and science – as well as the award-winning photography that has inspired and informed audiences globally for decades.





Print publication: **Meed**

Circulation: 1123500

Site: meed.com

Since 1957, MEED has been at the forefront of reporting on news and current affairs in the Middle East. Each week MEED provides essential business information for senior decision makers in the Middle East and world-wide on all Middle Eastern and North African countries. Every edition contains: a comprehensive A-Z country news digest; features on topical issues affecting Middle East business; an update of regional events; banking and financial analysis; a full business tenders listing and a special reports section focusing on different sectors, countries and trade partners. MEED is written by an award-winning team of internationally renowned experts in their own fields, backed by an extensive network of correspondents in the region.

UAE

Print publication:	Al Khaleej	(circulation: 364361)
Print publication:	Alroya Aleqtisadiya	(circulation: 30000)
Print publication:	Al Bayan	(circulation: 88800)
Print publication:	Al Emarat Al Youm	(circulation: 85000)
Print publication:	7 days	(circulation: 72500)
Print publication:	Gulf Today	(circulation: 46300)
Print publication:	Sports 360	(circulation: 30000)
Site:	albayan.ae	
Site:	Al Khaleej.ae	

Yemen



On May 22nd 2010, The Yemeni Government pardoned a number of journalists from jail in an attempt to appease the negative press they were receiving. This has been followed up by further crackdowns and threats.

Print publication:	althawranew.net	(circulation: 44230)
Print publication:	26 September	(circulation: 31300)
Print publication:	14 October	(circulation: 26000)
Print publication:	Al Gumhuryah	(circulation: 34550)
Print publication:	Yemen Times	(circulation: 25000)
Print publication:	National Yemen	(circulation: 7000)
Print publication:	Yemen Observer	(circulation: 12000)