

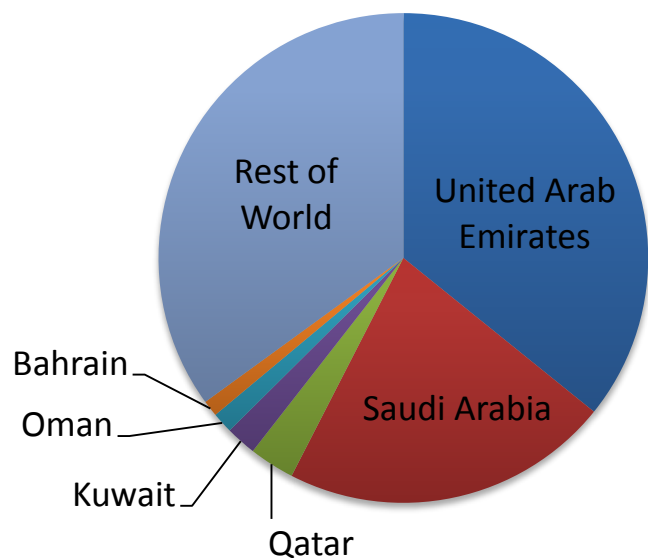
- The definitive home for business intelligence on the web, AB.com provides the regional business community with trusted news, analysis and opinion, delivering breaking stories around the clock in both English and Arabic
- As a result, we attract an exceptionally high-value audience. With over 1.4 million unique users, we reach the regions most influential budget-holders, opinion-formers and purchase decision-makers.
- Staffed by a team of more than 60 journalists in sectors as diverse as banking and finance and leisure, ArabianBusiness.com offers fresh, compelling content to the region's key decision makers.
- Unique for the region the Arabic version has it's very own editorial team and content – it is not simply translated from the English version

The collage displays the website's interface in both English and Arabic. Key elements include:

- English Version (Top):** Features a navigation bar with 'Home', 'GCC', 'World', 'Industries', 'Markets', 'Opinion', 'Interviews', 'Photos', 'Video', 'Lists', 'Lifestyle', 'Topics', 'Jobs', and 'Property'. The main headline is 'REVEALED: The 50 stories that shaped 2012'. A 'Most Popular' section lists top stories, and a Samsung advertisement is prominently displayed.
- Arabic Version (Middle):** Shows the localized content with a headline '100 Most Powerful Arab Women' and the tagline 'POWERED BY AL AAAN TV'. It includes a search bar and navigation links in Arabic.
- Power 500 Article (Bottom):** A featured article titled 'Power 500: The World's Most Influential Arabs' featuring a large portrait of a man in traditional Arab attire.

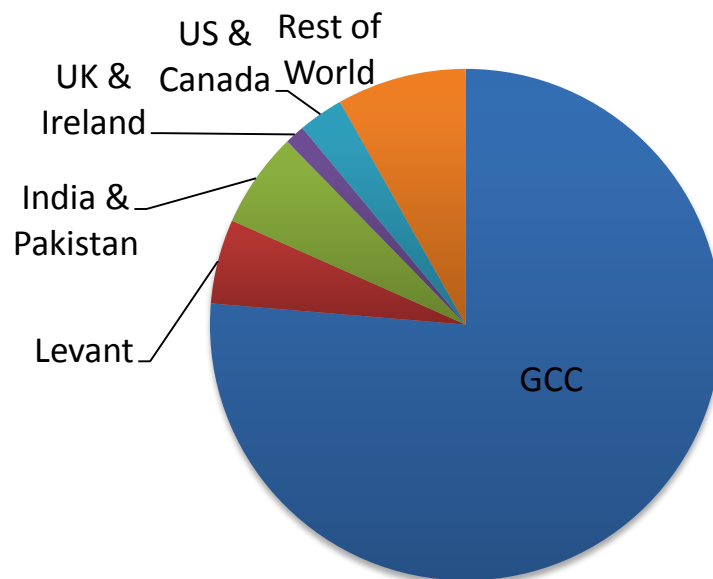
Traffic and demographics

- Unique visitors: 1.46 million
- Page views: 5.2 million
- Average time spent on site: 12 minutes
- Average pages per visit : 4 pages
- Average page duration: 3 minutes per page



Brand advocacy

- Arabian Business readers are advocates of the brand who visit and engage with the content on a regular basis



Gender



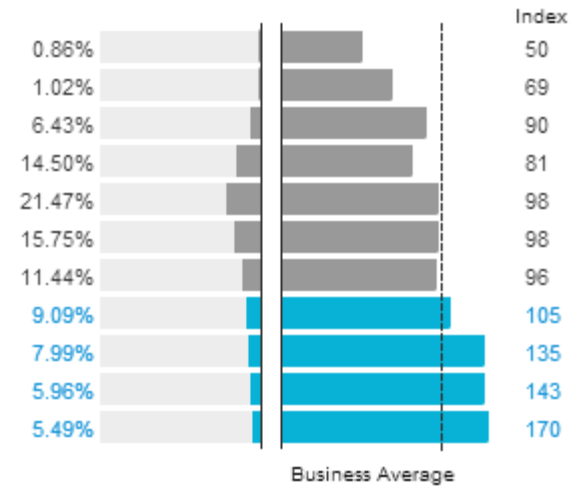
Male
Female



Age



15-17
18-19
20-24
25-29
30-34
35-39
40-44
45-49
50-54
55-59
60+

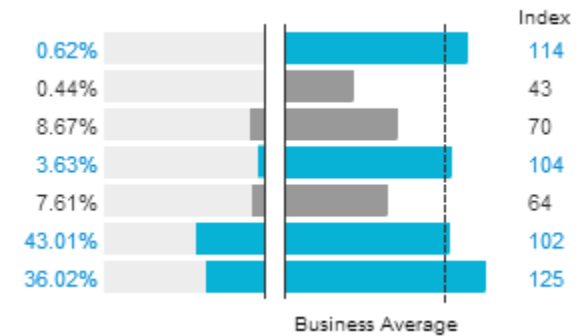


- Decision Making Age
- **91% aged 25+**

Education Level



No formal education
Primary
Secondary
Trade School
Technical College
University or other Tertiary - (Under)graduate
University or other Tertiary - Postgraduate



- Educated Professionals
- **90% been through higher education**

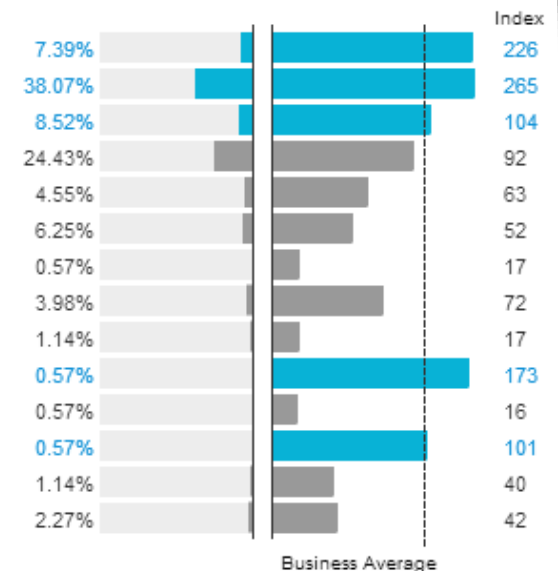


Occupation



- Management/Professionals
- **78% mid to top level management**
- The regions top decision makers and influencers

Director, CEO, COO, CFO, Large Company Owner	7.39%
Senior manager	38.07%
Middle manager	8.52%
Professional	24.43%
Associate Professional and Technical	4.55%
Administrative and Secretarial	6.25%
Skilled Trade	0.57%
Executive / Other White Collar	3.98%
Sales and Customer Service	1.14%
Farmer/agricultural worker	0.57%
Full time student	0.57%
Retired	0.57%
Housewife/husband	1.14%
Other	2.27%

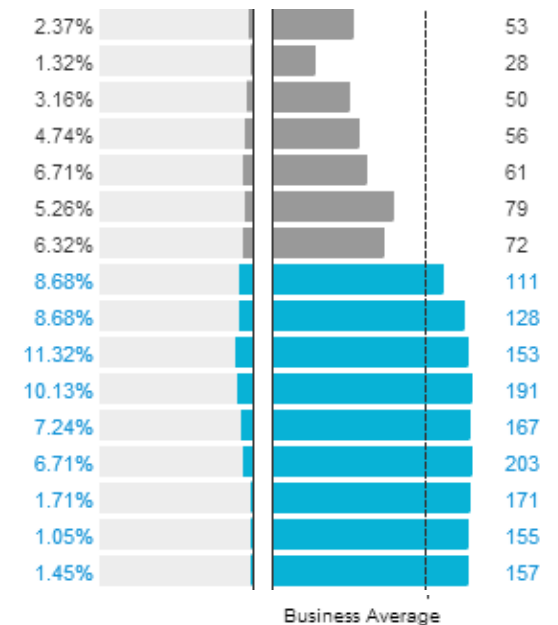


Income (\$)



- Mid to ultra high net worth individuals
- Lifestyle of disposable income

Less than \$125	2.37%
\$126 to \$250	1.32%
\$251 to \$500	3.16%
\$501 to \$1,000	4.74%
\$1,001 to \$1,500	6.71%
\$1,501 to \$2,000	5.26%
\$2,001 to \$3,000	6.32%
\$3,001 to \$4,000	8.68%
\$4,001 to \$5,000	8.68%
\$5,001 to \$7,500	11.32%
\$7,501 to \$10,000	10.13%
\$10,001 to \$15,000	7.24%
\$15,001 to \$20,000	6.71%
\$20,001 to \$25,000	1.71%
\$25,001 to \$35,000	1.05%
\$35,001 +	1.45%



Lifestyle Channel

- The Lifestyle Channel is one of our biggest sections generating an average of 500,000 page views a month
- Our dedicated editors have created a luxury environment for editorial and advertising
- Features on rewarding ways our readers can spend their time and money
- Current sections include arts, cars & boats, fine dining, brilliant gadgets, style, sport and bespoke travel
- Weekly Lifestyle newsletter

The screenshot displays the Arabian Business.com website interface. At the top, there's a navigation bar with the site name, edition (INT'L), login status (YOU ARE NOT LOGGED IN), language (العربية), and search. Below this is a secondary navigation bar with categories like GCC, Industries, Markets, Opinion, Interviews, Photos, Videos, Lists, Lifestyle, StartUp, and Property. The main content area features a 'Lifestyle' section with a sub-header 'Last Updated: Thu, Jul 4 2013 | 12:26 PM | 36°C Dubai, United Arab Emirates'. The primary focus is a large article about Breguet watches, titled 'Breguet: the pioneer of the coveted tourbillon mechanism', accompanied by several images of intricate timepieces. Below this are several smaller article thumbnails with titles such as 'Luxury Shangri-La Dubai offers \$3 room promotion', 'Jamiroquai to play Dubai's Sandance in November', 'A look inside Royal Jet's \$9m plane revamp', 'GQ restaurant, bar to open in Dubai in October', 'Italy's Cesare Paciotti launches Emirati sandal range', and 'Seeing red: New BlackBerry Q5 reviewed'. Further down, there are sections for 'Top 10 apps to download in Dubai', 'Your guide to staying healthy this Ramadan', and 'Photos and Videos'. The 'Photos and Videos' section includes thumbnails for 'Inside an Abu Dhabi royal's super yacht', 'Inside Dubai's golden motorhome', and '10 best quirky gadgets revealed'. A 'Personal Tech' section highlights 'Huawei to launch world's slimmest smartphone in UAE'. On the right side, there is a large advertisement for an Omega watch, featuring the text 'OMEGA CO-AXIAL CHRONOMETER' and 'The perfect mechanical movement. Learn more >'. The bottom of the page shows a list of related articles like 'Top tips to protect your data from snooping' and 'New BlackBerry Q10 reviewed'.

StartUp

- The StartUp Channel is our fastest growing section
- Aimed specifically to SME's and Entrepreneurs
- Dedicated news, features and 'how to' sections giving advice profiling the best and most successful people in SME
- Weekly StartUp newsletter

The screenshot shows the StartUp section of the arabianBusiness.com website. At the top, there's a navigation bar with the site name, a search bar, and various menu items like GCC, Industries, Markets, Opinion, Interviews, Photos, Videos, Lists, Lifestyle, StartUp, and Property. A sidebar on the left says "Your benefits go up" with a "du" logo. The main content area features a large article titled "Business by design" with a sub-headline "How 5 young Emiratis are bringing a European design company to the Gulf" and a photo of Majed A Jakka. Below this are several smaller article thumbnails with titles like "Du and Google link-up to benefit SMEs", "SMEs key issue for CIFIT delegates", "Students take on corporates in UAE contest", "US SMEs on trade mission to UAE", "New application streamlines SME operations", and "The Middle East's top female entrepreneurs". There are also sections for "E-entrepreneur Mona Ataya", "Art of the re-start: Alex Andarakis", and "More start up news" with a list of headlines. A "Photos and Videos" section follows with four thumbnails. Below that are "How to..." and "Inspiration" sections with advice on legal matters and finding corporate speakers. A large blue box on the right promotes "Pay less and get more benefits over time" with a "Learn more" button. The footer includes "More from StartUp" and "FEATURED ARTICLES".

Industry Channel

- Target senior decision makers in a given industry
- Banking and Finance
- Construction
- Education
- Energy
- Healthcare
- Media
- Real Estate
- Retail
- Technology
- Transport
- Travel and Hospitality



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EMERSON Process Management

100 Most Powerful Arab Women 2013

arabian Business.com

EDITING: INT'L SERVICES LANGUAGE: العربية

YOU ARE NOT LOGGED IN SERVICES

All Articles Videos Photos Companies People

GCC Industries Markets Opinion Interviews Photos Videos Lists Lifestyle StartUp Property SIEMENS

Banking & Finance Construction Education Energy Healthcare Media Real Estate Retail Technology Transport Travel & Hospitality

INDUSTRIES »

Energy Last Updated: Mon, Aug 19 2013 | 9:40 AM | 41°C Dubai, United Arab Emirates

Saudi Electricity's CEO Ali Al Barrak to resign
 State utility approves resignation. will be replaced by Ziad bin Mohammed al-Shiha on Jan 1

- ▶ Saudi utility inks \$3.4bn power plant deal
- ▶ Saudi Electricity posts 10% profit rise on Aramco payment
- ▶ Saudi Arabia, Egypt sign \$1.6bn electricity deal
- ▶ Saudi utility plans \$80bn spend over next decade

Libya's two largest oil export terminals closed again
 Armed guards who were previously on strike reimpose closure

- ▶ Liquid gold
- ▶ Brent crude steady above \$107 ahead of Fed outcome
- ▶ OPEC exports jump 10% to \$1.26trn in 2012

UK law firm picks Dubai for Gulf launch
 SolarWorld shareholders approve Qatar stake deal
 Siemens wins \$966m Saudi power plant deal
 Saudi utility inks \$2.4bn power plant deal
 UAE's Dana Gas Q2 net profit slides 45%
 Doha mega project installs first solar panels
 UAE cooling firm Tabreeds Q2 net profit jumps 37%
 Abu Dhabi's TAQA swings to loss in Q2
 All Energy news stories »

Opinion »

Coming around again?
 Why Fisher's revolving skyscraper will never be built in grown-up Dubai...

Dubai's property bubble puzzle
 Daniel Shane questions how effective plans will be to reimburse investors...

Interviews »

Stable condition
 A year after his appointment Mohammed Al-Mojil Group's CEO Stewart Macphail tells...

Built to last
 One year after paying off its \$1bn sukuk, Saudi Arabia's biggest listed developer...

Photos »

VW enthusiasts gather for festival

In pictures: The World Pipe Band Championships

Videos »

Video highlights dangers of drifting

UK protestors welcome fracking halt

Features & Analysis

Freezing US aid to Egypt would not be easy
 Obama under pressure to shut off aid in the aftermath of the army's crackdown on...

Splash the cash
 Orlando Crowcroft finds Qatar's retail market is creating a lot of work for contractors...

Most Popular

READ PHOTOS VIDEOS EMAIL COMMENTED

1. Iranian woman deemed too beautiful to take up council seat
2. Prince Alwaleed sacks TV boss over Muslim Brotherhood link
3. Saudi's king orders medical help for 610kg man
4. Former FA chief suggests re-bid for 2022 World Cup
5. UK refuses UAE extradition request in blackmail case

Your solution to automate your production, process and distribution are now next door.

Click here for more info.

EMERSON Process Management

EMERSON. CONSIDER IT SOLVED.

Don't miss

Revealed: 16 most iconic watches of all time
 Arabian Business guides you through the most iconic time pieces to have ever been made

Your guide to Ramadan 2013
 Iftar, cultural dos and don'ts plus more traditional activities in the UAE

Top 10 airline economy class cabins
 Gulf carriers make the Skytrax Awards top 10 as voted for by travellers from over 160 countries...

The GCC's 20 tallest towers under construction
 Arabian Business brings you the biggest towers under construction in the Gulf region

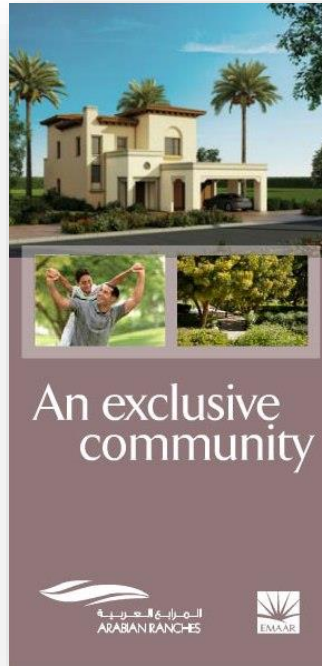


Standard Banners

All can be expandable and/or video (user activated)



MPU (300 x 250)



MANCHESTER 1824
The University of Manchester
Manchester Business School

NETWORK WITH OVER 6000 EXECUTIVES
FROM OVER 100 COUNTRIES ACROSS
7 DESTINATIONS WORLDWIDE
ROLL OVER TO KNOW MORE »

Makes you think
Original Thinking Applied

Leaderboard (728 x 90)

White Space (220 x 550) or
Half Page (300 x 600)

arabian Business.com

Click here to skip this advertisement (15)

JAGUAR XF

THE NEW JAGUAR XF,

FOR A FAST MOVING WORLD.

CONFIGURE YOUR OWN JAGUAR XF FIND YOUR NEAREST DEALER

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Interstitial (750x450)

Moves to destination page after 60 seconds. Must include a 'Click here to skip this advertisement' option

arabian Business.com

HOME GCC WORLD INDUSTRIES MARKETS OPINION INTERVIEWS PHOTOS VIDEO LISTS LIBRARY TOPICS JIBS PROPERTY LINKS

INTERNATIONAL EDITION

For leasing enquiries, call 800-TDIC (8342) or email leasing@tdic.ae

Mid-east airlines forecast to add 2,370 planes

Qatar Property: Stop penthouse

More business news

Agility wins \$230m deal in Western Australia

Asian gains to boost Gulf sentiment

UAE seeks stronger ties with Egypt

Steady at \$100 on stimulus

Siemens helps progress talent in the region to help only its first 3000 jobs

Aid has done so for over 150 years

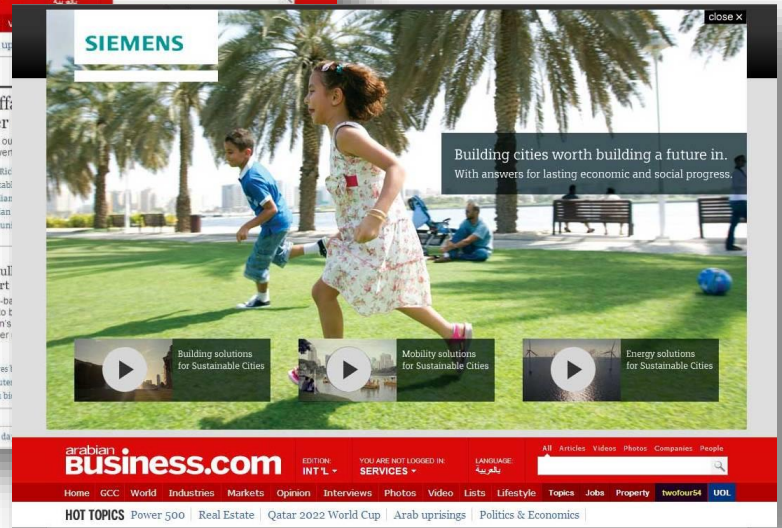
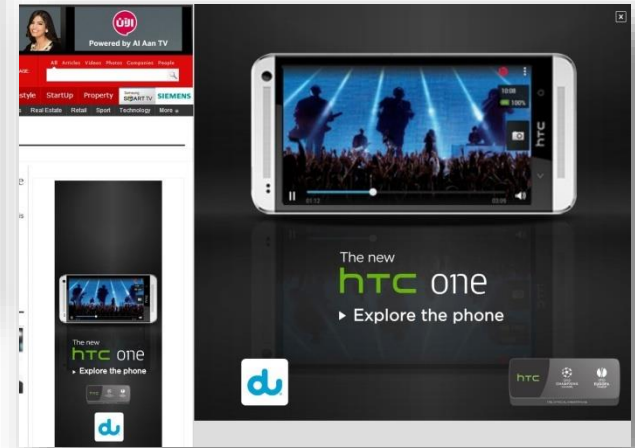
Overlay (450x450)

Must include a close button. Overlay disappears after 60 seconds

Special Executions

We can run most special executions as long as they are user activated

Shown here with video embedded is a sidekick launching from a half page and pushdown launching from the leaderboard



Channel Content Integration

'Brought to you by' presence

Bespoke editorial related to the client integrated into a particular section through interesting features etc

Full roadblock and branded background

Client assets worked into the channel

Editorial traffic drivers

Advertising traffic drivers

Each content integration bespoke to the client and their needs

The screenshot shows the website's navigation bar with categories like Home, GCC, World, Industries, Markets, Opinion, Interviews, Photos, Video, Lists, Lifestyle, Topics, Jobs, and Property. The main content area features a 'Travel' section with a date of 30 Dec 2012. A prominent feature is a large image with the text '10 to try: Literary journeys' and a 'Brought To You By THE RITZ-CARLTON' logo. Below this are several article thumbnails with titles such as 'Destination guide: The Ritz-Carlton, Moscow', 'Phase one of \$2.7bn Dubai theme park to open in 2014', 'Dubai's Jumeirah to open Mumbai hotel in 2017', 'UAE's flydubai to launch Maldives flights', 'RAK eyes 6,000 Russian tourists in next six months', and 'Taj Mahal replica developer in talks with hotel operators'. There are also sections for '10 to try: Natural beauty breaks', '10 brilliant beach breaks to try', 'Photos and Videos', and '10 to try: Natural beauty breaks'. At the bottom, there are two 'Travel' sections: 'Travel 1' with the headline 'St Regis to bring New York jazz to Doha' and 'Travel 2' with the headline 'EXCLUSIVE: Nakheel, Kerzner scrapped 'The World' hotel'. A large advertisement for 'Let Us Stay With You' is visible on the right side of the page.

Regionalised Editions

Saudi
Qatar
Bahrain

e-Newsletter

- AM/PM, Lifestyle, StartUp, Property
- Breaking/current news /articles direct to your inbox
- Replaces the newspaper for many due to convenience
- Banner positions available
- English versions: 166,000 subscribers
- Arabic versions: 44,000 subscribers



e-DM

- Effective and efficient digital marketing tool
- Access our database of 580,000 active permission based contacts
- Bespoke creative and subject line marketing
- Database regularly cleansed and updated
- Reach an exact target audience
 - Age
 - Gender
 - Nationality
 - Country of residency
 - Job title
 - Industry
 - Income



Your business has a lot to gain from Acer.

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 <p>Notebooks Highly versatile and powerful.</p>	 <p>Desktops Great flexibility, better efficiency.</p>	 <p>Monitors Stunning image quality at work.</p>	 <p>Projectors Exceptional resolution for bright ideas.</p>
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Transform the way you work

<p><i>A new twist on everywhere-you-go productivity</i></p> <p>Iconia W510P</p> <ul style="list-style-type: none"> - Intel® Atom™ Processor Z2760. - Windows 8 Pro. - Hard disk drive of up to 64 GB. - 580 g. weight with keyboard dock; 1260 g. - 18 Hours battery with docking station. 	<p><i>Powerful as a PC, as light as a tablet.</i></p> <p>Iconia W700P</p> <ul style="list-style-type: none"> - 3rd Generation Intel® Core™ Processor. - Windows 8 Pro. - Hard disk drive of up to 64/128 GB. - 0.95 Kg. weight. - 9 Hours battery.
--	--

Plus, enjoy an exclusive limited time offer on Acer Commercial Desktops with Intel!

Upgrade your performance

 <p>- Veriton M6610G - Intel® Core™ i5-2320 - 4GB DDR3 - 500 GB SATA 7200rpm - Windows 7 Pro 64bit</p> <p>USD 589</p>	 <p>- Veriton M6610G - Intel® Core™ i7-2600 - 6GB DDR3 - 1 TB SATA 7200rpm - Windows 7 Pro 64bit</p> <p>USD 701</p>
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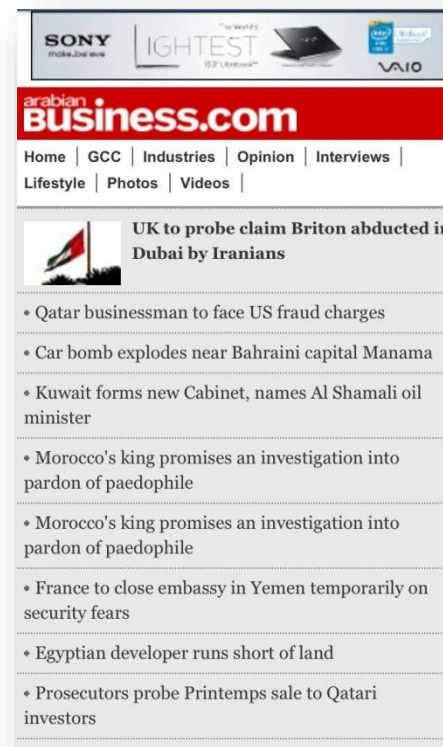
To explore the complete range, visit www.acer.ae or email: kashif.moidy@acer.com

Mobile

- 700,000 impressions per month come from our mobile site
- Separate website with 300x50 available
- 321,673 unique users
- 396,692 visits

iPad

- Average time spent on the app 30:23 minutes
- Average of 40,000 page views per month and increasing
- A total of 14,000 downloads and increasing
- Easy-to-navigate interface, instant news updates and interactive capabilities
- Standard, tenancy and sponsorship opportunities inc microsites within app
- iPhone and Blackberry apps launching soon



Rate card - For rates on all our advertising options please see our full rate card – available on request

Execution	Dimensions	File Size	Rate Card CPM (AED)	Rate Card CPM (USD)
Leaderboard*	728 x 90px	50 KB	AED 330	USD 90
MPU (Medium Rectangle)*	300 x 250px	50 KB	AED 349	USD 95
Whitespace Banner (Verticle Rectangle)*	220 x 550px	50 KB	AED 367	USD 100
Half Page	300 x 600px	50 KB	AED 404	USD 110
Overlay (Eyeblaster)	450(w) x 450(h) px - this is the maximum. Include a close button functionality	50 KB	AED 551	USD 150
Interstitial	Full Screen - 750 x 450px	100 KB	AED 551	USD 150
Home Page Roadblock per day (AB.com English)	220 x 550px, 728 x 90px, 300 x 250px	As above	AED 51,408	USD 14,000
Home Page Roadblock per day (AB.com Arabic)	220 x 550px, 728 x 90px, 300 x 250px	As above	AED 34,884	USD 9,500
Branded Backgrounds	1652(w) x 770(h) px - for visibility breakdown see last page	50 KB	Contact Sales Team	
IAB Rising Stars	Pushdown, Portrait, Sidekick, Slider, Filmstrip	Various	AED 1,101	USD 300
Special Operations	Contact Sales Team		Contact Sales Team	
Direct Email Marketing				
HTML	640px	100KB	AED 1,652	USD 400
AB Mobile				
Leaderboard	300 x 50px	10 KB	AED 275	USD 75
Mobile/Tablet Apps	Contact Sales Team		Contact Sales Team	
eNewsletters				
AM/PM per Newsletter Dispatch	728x90 or 220x550	50KB	AED 11,016	USD 3,000
Lifestyle, CEO per Newsletter Dispatch	728x90 or 220x550	50KB	AED 18,360	USD 5,000
Property, Start Up, Regional per Newsletter Dispatch	728x90 or 220x550	50KB	AED 14,688	AED 4,000

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