

**Forbes**  
Middle East

Media Kit  
**2013**



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### About Forbes Middle East

**Forbes Middle East** features articles and reports that are related to the finance and business world. The readers of **Forbes Middle East** are “The Billionaires”; “Leaders”; “Powerful Arab Men and Women” and the “Decision Makers in the Corporate world” residing in the MENA region. **Forbes Middle East** is an ideal read for investors looking for new investment opportunities in the Arab region. **Forbes Middle East** puts together original and relevant Lists / Rankings based on the criteria of neutrality, authenticity, commitment to the methodology of scientific research and the quality of standards set globally by Forbes Media, U.S.

**Forbes Middle East** serves as a guide for businessmen and decision makers by providing them with information and statistics necessary for making right decisions in various aspects of their business and also investments. The magazine is the guiding compass for investments in the region. Through its wide network of press correspondents, **Forbes Middle East** also works toward covering all the economic fields and issues concerning the Arab region.

### **APH** Arab Publisher House **About Arab Publisher House**

Arab Publisher House is a joint venture of influential Saudi Arabian investors with its head office in Dubai Media City. Arab Publisher House has the license from Forbes Media, U.S. to publish **Forbes Middle East** flagship titles / magazines and Online versions from the MENA region. Arab Publisher House plans to bring to the region a number of other key publications, including ForbesWoman, ForbesLife and other magazines.

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### Forbes Middle East

The Middle East is a vital and dynamic part of the world, full of power players who rely on Forbes' business information to compete and win. Arab Publisher House has brought **Forbes Middle East** to aide this audience.

### The Magazine

Since its establishment in 1917, Forbes has enjoyed a long history as one of the most successful and recognized publishers of business. "Forbes' mission is to provide insights, information and incisive analysis on the people, companies and industries shaping the global economy, with a distinctive point of view found nowhere else." Today, Forbes ranks #1 in "trustworthiness" for financial and business news and information. This trust has made Forbes the largest business media brand and the number one source of business information on the planet.





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## Forbes ranked #1 in “trustworthiness”

Trustworthiness for financial and business news and information on a scale of 1 to 5

	Total	Forbes Panel	Non-Subscribers
1 FORBES	4.28	4.32	4.25
2 Wall Street Journal	4.17	4.26	4.12
3 The Economist	3.73	3.78	3.70
4 Bloomberg News	3.76	3.81	3.74
5 Fortune	3.51	3.45	3.54
6 BusinessWeek	3.35	3.40	3.31
7 Yahoo! Finance	3.18	3.12	3.21
8 CNN Money	2.91	2.91	2.91
9 CNBC	2.89	2.99	2.83
10 New York Times	2.77	2.83	2.75
11 CNN	2.72	2.73	2.71

Source: Forbes-ExecuNet Trust in Media Survey, March 2009

Q5: Please rate how trustworthy you believe the following sources to be when it comes to business and financial information.

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## Partners in Circulation



BRITISH AIRWAYS



فندق فور سيزونز الرياض



فندق رويال عمان



فندق رافلز دبي



فندق فور سيزونز عمان



فندق فيرمونت



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### The Distribution

Distribution is key to our business. **Forbes Middle East** is being distributed through the best distributors in the Gulf region. The main countries of distribution are United Arab Emirates, Jordan, Kingdom of Saudi Arabia, Egypt, Lebanon, Kuwait, Qatar, Oman and Bahrain. Current distribution is 25,000 copies a month and we will increase the quantity in future with growing demand.

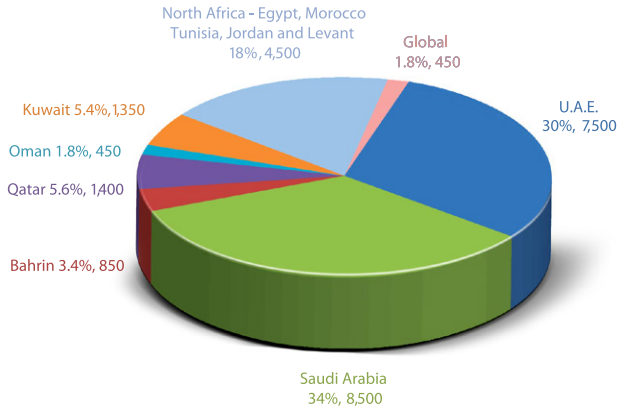




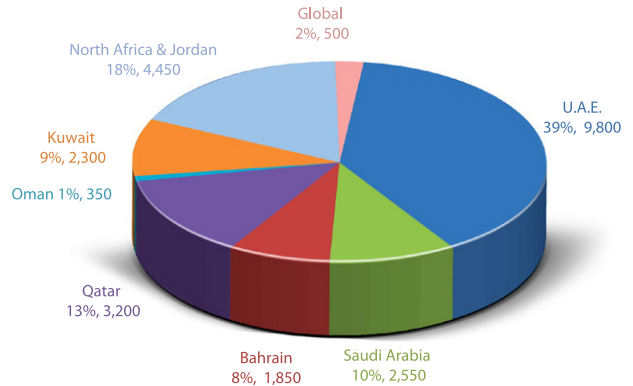
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### Circulation break up in MENA region



**Forbes Middle East Arabic (25.000)**



**Forbes Middle East English (25.000)**



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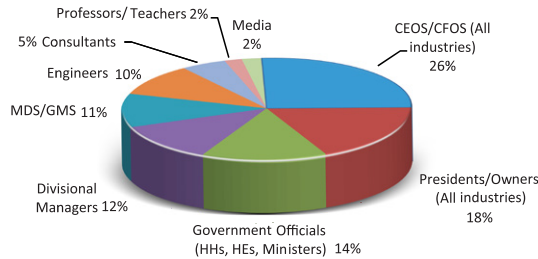
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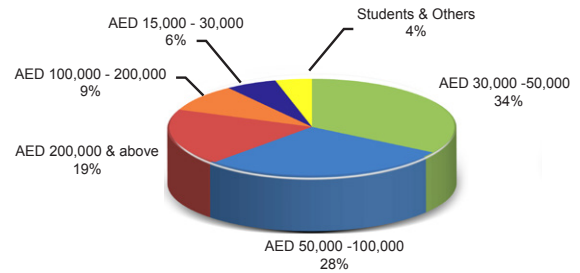
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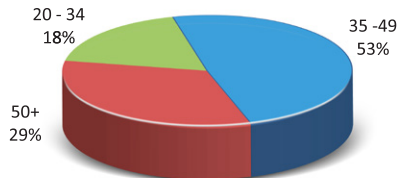
### Designation



### Remuneration per month



### Age



### Gender





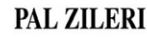
# Forbes

Middle East

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2013 Cover	Rankings	Events	Special Reports
January Cover			Education Special Edition*
February Cover			Private Jets & Airlines Report; Insurance Report; Turkey Country Report
March Cover	Most Powerful Women (Government; Family Business; Private Companies)	4 <sup>th</sup> / 5 <sup>th</sup> March 2013	Jewelry Report; WETEX report; Private Banking & Wealth Management report
April Cover	Arab Billionaires / Rich List		Real Estate & Home Finance Report; Couture Special Report; Healthcare Special Report
May Cover	Top 100 Listed Companies UAE Top 100 Listed Companies KSA	May 2013	Travel Report ; Investment Guide*; Oman Tourism Report; RAK Emirate Report
June Cover	Private and Islamic Banking Ranking		Corporate Banking Report (SME Section); Free Zones Report; Green Technology Report
July - August Cover	Top Charity Companies in the MENA Region & Top Social Media		Education Report; Tyres & Lubricants Report; CSR Report
September Cover	Most Powerful Women in Listed Companies	8 <sup>th</sup> October 2013	Logistics Report; Asset Management Report; Qatar Country Report; Smart Technology(Laptops - Mobiles- and LCD) Special Report
October Cover			Islamic Banking Report; Real Estate Report; MICE Report
November Cover	Top Executive Management (CEOs / Leaders)	4 <sup>th</sup> / 5 <sup>th</sup> November 2013	Shipping and Air Cargo Report. Aviation Report; Oil & Gas Report; Automobile Special Report*
December Cover	Top Media in the MENA Region		Health Care Report; Wealth Management Report; Insurance Report; Luxury Special Report*

*\*All Special reports are promotional and only published if there is quality participation*



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Four Color

No. of Insertion	1
Inside Full Page	10,500
Inside Front Cover (IFC)	15,000
Inside Back Cover (IBC)	15,000
Outside Back Cover (OBC)	18,000
Inside Double Page Spread	16,500
Inside Cover Spread	21,000
Half Page	4,750
Bottom Panels (at editorial discretion)	3,750
Cover Gatefold	28,000
Forbes' Style Butterfly Gatefold	40,000
Forbes Accordion operation	50,000
First 25 pages warrant a US \$ 1,500 loading	
E- shots	30 cents per email
Banner in newsletter	5,000

All Forbes Middle East Rates are in US Dollars

Special operations such as belly band, thick paper, loose/bound /stuckinserts 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





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[www.forbemiddleeast.com](http://www.forbemiddleeast.com) 2013 RATE CARD

Unit	Description	Size	Net Cost		
Leaderboard	Available anywhere on the website	728 x 90	ROS	\$50	CPM
			ROC	\$80	CPM
			Premium	\$125	CPM
Box Ads / Half Page	Available anywhere on the website	300 x 250	ROS	\$60	CPM
			ROC	\$100	CPM
			Premium	\$135	CPM
Video	:15 Second Pre - Roll			\$180	CPM
Monthly Sponsorship	Available anywhere on the website	728 x 90	ROS	\$25,000	
			ROC	\$30,000	
		300 x 250	ROS	\$30,000	
			ROC	\$35,000	
EDM (email Direct Marketing)	0 - 10,000	HTML		\$450	CPM
	10,001 - 20,000		\$400	CPM	
	20,001 - 30,000		\$375	CPM	
	30,001 - 40,000		\$350	CPM	
	40,001 - 50,000		\$325	CPM	
	50,001 ++		\$300	CPM	



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### Full Pages

FINAL CUT  
W 20.5 H 26.5 cm



Bleed size:  
W 21.5 H 27.5 cm



### Double Page Spread

FINAL CUT  
W 41 H 26.5 cm

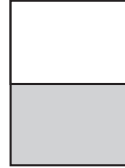


Bleed size:  
W 42 H 27.5 cm

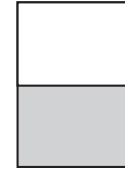


### Half Pages

FINAL CUT  
W 20.5 H 13 cm



Bleed size:  
W 21.5 H 13.5 cm





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