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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, and online platforms in MENA.
<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Editorial Themes</th>
<th>Special Reports</th>
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</table>
| DECEMBER 2019 
  JANUARY 2020 | Tycoons In The Middle East                            | Healthcare Report  
  Oman Country Report |
| FEBRUARY   | Middle East Power Businesswomen                       |                                                      |
| MARCH      | Top Marcomm Professionals in MENA /  
  Sustainability In Focus                               |                                                      |
| APRIL      | Healthcare / Insurance                                |                                                      |
| MAY        | Arab Billionaires & Richest Families / Philanthropy  
  The World’s Billionaires                              | The Middle East’s Best Value Colleges Report  
  Leadership Through The Coronavirus Pandemic Report   |
|            | May 24-26 Eid Al-Fitr                                  |                                                      |
| JUNE       | Top 100 Listed Companies In The Middle East            | E-Learning Platform Report  
  Leadership Through Coronavirus Pandemic Report        |
| JULY       | Top 100 Arab Family Businesses In The Middle East  
  Travel & Hospitality  
  Top Celebrities                                          |                                                      |
|            | July 30 Arafat Day; July 31 Eid Al-Adha               |                                                      |
| AUGUST     | Top 50 Women Behind Middle Eastern Brands              | 5G Report  
  Saudi 2030 Vision                                        |
|            | August 1-2 Eid Al-Adha; August 20 Islamic New Year    |                                                      |
| SEPTEMBER  | Middle East Under 30                                  | Logistics  
  Oman Country Report                                        |
| OCTOBER    | Most-Funded Middle East Startups  
  The World’s Most Powerful Arabs (Online)               | Banking and Finance  
  G20 - Saudi Country Report                                 |
| NOVEMBER   | Global Meets Local - Top Executive Management         | Bahrain Country Report  
  Egypt Country Report                                          |
| DECEMBER   | Forbes Middle East Innovators  
  (E-commerce / Big Data / AI / Startups / Fintech)     | Tech Report  
  Dubai Country Report (50 Years)                           |
|            | December 1 Commemoration Day; December 2-3 National Day |                                                      |
| JANUARY 2021 | Entertainment and Media                              |                                                      |

NATIONAL HOLIDAYS OF MIDDLE EAST COUNTRIES

- **KUWAIT**: February 25  
- **EGYPT**: July 23  
- **OMAN**: November 18  
- **BAHRAIN**: December 16  
- **JORDAN**: May 25  
- **SAUDI ARABIA**: September 23  
- **LEBANON**: November 22

2020 Forbes Middle East Media Kit  
www.forbesmiddleeast.com
Top 100 Arab Family Businesses In The Middle East

Family businesses are the backbone of the Middle East’s economies, with some of the largest businesses in the region run by families through private companies. Our list of the Top 100 Family Businesses In The Middle East uncovers the empires that have been handed down through generations and are still some of the best performing businesses in the region.
Forbes
Powerhouse Issues

August 2020
Top 50 Women Behind Middle Eastern Brands
We explore the many own-label fashion, beauty and other business brands founded by women in the Middle East. Many are startups, many are established, all are making waves in their chosen sector, fueled by entrepreneurial creativity and passion.

September 2020
Middle East Under 30
We feature young innovators and disruptors across multiple categories who are reinventing their industries and driving change across the Middle East. Our list will spotlight the achievements of game-changing entrepreneurs, innovators and talented disruptors under the age of 30.

October 2020
Most-Funded Startups
Startups are part of the lifeblood of Middle East economies, with entrepreneurial spirit and a vibrant investment culture enabling both new ideas and regional versions of global success stories to regularly enter the market. We list the top startups that have convinced investors to bet big and gained the most funding in the last year.

November 2020
Global Meets Local
One of our most highly-anticipated rankings, Global Meets Local looks across the biggest international companies with significant operations in the Middle East and lists their most senior regional executives. We also delve into the Middle East’s most influential CEOs and list them according to their experience, success, and sustainability in business.

December 2020
Forbes Middle East Innovators
As access to technology becomes an undisputed necessity, entrepreneurs and investors are answering the call for innovation and ingenuity. We look across e-commerce, Fintech, Big Data, and AI to highlight the innovators accelerating the Middle East’s tech vision and scaling for continued success.
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### Inside Full Page Advertorial

(Content provided by the Client)

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### Inside Full Page Advertorial

(By Forbes Middle East team)

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### Front Cover Gatefold

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### Butterfly Gatefold Wrap (BG)

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### Additional Discount

- $100,000+ 10%
- $150,000+ 15%
- $200,000+ 25%

Special operations such as belly band, loose/bound/stuck inserts i.e. bookmarks, are available upon request. Contact us for packages combining insertions in both Arabic and English editions.
### Digital Advertising Rates

#### LEADERBOARD
- **Dimension**: 728x90 pixels
- **File Size**: 40KB
- **Run On Site (ROS per CPM)**: $84
- **Run on Channel (ROS per CPM)**: $120
- **Premium per CPM**: $162

#### BOX AD
- **Dimension**: 300x250 pixels
- **File Size**: 40KB
- **Run On Site (ROS per CPM)**: $72
- **Run On Channel (ROS per CPM)**: $108
- **Premium per CPM**: $156

#### HALF PAGE
- **Dimension**: 300x600 pixels
- **File Size**: 40KB
- **Run On Site (ROS per CPM)**: -
- **Run on Channel (ROS per CPM)**: -
- **Premium per CPM**: $324

#### BILLBOARD
- **Dimension**: 970x250 pixels
- **File Size**: 60KB
- **Run On Site (ROS per CPM)**: -
- **Run on Channel (ROS per CPM)**: -
- **Premium per CPM**: $420

#### INTERSTITIAL
- **Dimension**: 640x480 pixels
- **File Size**: 100 KB
- **On Welcome page**: $220
- **Net Cost per Day / Round**: $8,000 (day)

#### BRANDVOICE (1 ARTICLE)
- **BrandVoice with 1 Article**: $25,000

#### ONLINE PROMOTIONAL ARTICLE (500 WORDS)
- **1 Article**: $15,000
- **4 Articles (per Article)**: $13,500
- **8 Articles (per Article)**: $12,750
- **12 Articles (per Article)**: $11,250

#### PROMOTIONAL SOCIAL MEDIA POST (ONE IMAGE)
- **1 Image Post**: $6,000
- **4 Posts (per Post)**: $5,400
- **8 Posts (per Post)**: $5,100
- **12 Posts (per Post)**: $4,500

#### PROMOTIONAL VIDEO POST (1 MINUTE, 1 VIDEO)
- **Video Supplied by Client**
- **1 Video Post**: $12,000
- **4 Video Posts (per Post)**: $10,800
- **8 Video Posts (per Post)**: $10,200
- **12 Video Posts (per Post)**: $9,000

#### PROMOTIONAL VIDEO INTERVIEW (1 MINUTE + 3 MINUTES)
- **By Forbes Middle East team**
- **1 Video Post**: $22,000
- **4 Videos (per Post)**: $19,800
- **8 Videos (per Post)**: $18,700
- **12 Videos (per Post)**: $16,500
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