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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.
# Forbes Middle East 2020 Editorial Calendar

## Issue Month | Editorial Themes | Special Reports
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**DECEMBER 2019 JANUARY 2020** | Tycoons In The Middle East | Healthcare 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 Wealth Management & Investment Report Kuwait Country Report
May 24-26 Eid Al-Fitr | 
**JUNE** | Indian Leaders | 5G Report Construction: Looking Ahead Aviation special report
**JULY** | Travel & Hospitality / Middle East's Best Over / Under A Billion / Global 2000 | Egypt Country Report Freezone Report
July 30 Arafat Day; July 31 Eid Al-Adha | 
**AUGUST** | 100 Women Behind Middle Eastern Brands | Jewelry / Fashion Design / Decor & Furnitures Report Logistics
August 1-2 Eid Al-Adha; August 20 Islamic New Year | 
**SEPTEMBER** | Forbes Middle East Innovators (E-commerce / Big Data / AI / Startups / Fintech) | Banking and Finance report Tech report
**DECEMBER** | Under 30 | Flying High: Aviation In The Arab World Report Healthcare Hub: Medical Tourism And The Middle East Report Bahrain Country Report
**TBC** | Tycoons In The Middle East | Healthcare Report
December 1 Commemoration Day; December 2-3 National Day

## National Holidays of Middle East Countries
- **Kuwait** February 25
- **Egypt** July 23
- **Oman** November 18
- **V.A.E.** December 2
- **Lebanon** November 22
- **Bahrain** December 16
Powerhouse Issues

February 2020

Middle East Power Businesswomen

Fierce, innovative and visionary women head up government agencies, business empires and flourishing startups across the GCC. We highlight their achievements and reveal who amongst them is having the biggest impact on the world around them.

March 2020

Sustainability in Focus

We delve into the Middle Eastern companies and individuals using their talents and profits to drive forward a sustainability agenda. From renewable energy to reducing waste and using technology to fight climate change, we champion the champions of environmental ethics in business.

May 2020

Arab Billionaires & Richest Families Philanthropy / The World’s Billionaires

The definitive ranking of the wealthiest people in the Arab world. We uncover the impact of the Middle East’s wealthiest people, and how they continue to stay at the top. Beyond the bottom line, we also explore how many of the region’s richest are using their money for a greater good.

June 2020

Top Indian Business Leaders

Connected by a shared sense of community, opportunity and entrepreneurial spirit, the unbreakable bonds between the GCC and India were formed centuries ago, and yet still now new ties are continuously being built between the two regions. We celebrate the Indian moguls that have helped build these desert metropolises.
Middle East’s Best Over / Under A Billion

We spotlight 50 of the best-performing big listed companies in the Middle East with annual revenue of over $1 billion, and we highlight 50 of the best small and midsized listed companies in the Middle East with annual revenue between $5 million and $1 billion.

100 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.

Global Meets Local

We take the top companies from the Forbes Global 2000 list with offices in the Middle East and rank their most senior executives. This issue celebrates the diversity and success of the many expats leading businesses in the Arab world.

Building the Future

Looking across proptech, smart cities, construction, facilities management, real estate development, consultancy and more, we pull out the pioneers and front-runners in property, and reveal how they continue to flourish in fluctuating markets.

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.
Forbes Middle East brings together the world’s top leaders, policy makers, innovators, experts, and change makers to explore the landscape of today’s ever-evolving world.

Forbes Middle East Media Kit

**The Storytellers Gala Dinner, 3 March, Dubai**
For the first time, we bring together the Arab world’s most successful marketing leaders and celebrate their ingenuity and resilience in one of the region’s most competitive and inspired yet often unsung creative industries.

**Top Indian Business Leaders in the Arab World, 8 June, Dubai**
We will once again applaud the astounding achievements of the Arab world’s most successful Indian business leaders, including some of the region’s most famous names in business, and longest-serving expats. Many of these leaders have spent much of their lives helping to build the thriving economies of the GCC, and they continue to innovate and grow.

**Travel & Hospitality Gala Dinner, 27 June, Dubai**
In a region bursting with the most luxurious and appealing resorts and destinations, we seek to celebrate the best of the best from across the world. On the cusp of the annual ATM, we bring together the industry’s innovators as they prepare to showcase their proudest achievements.

**Forbes Middle East Tech Summit, 7-8 September, Dubai**
Forbes Middle East’s two-day “Tech Summit” will create a platform for a packed agenda of in-depth and insightful discussions on everything digital. From e-commerce to fintech, AI to big data, panels of experts and business leaders will inspire and challenge each other on the biggest tech trends of our time.
Conferences & Events

Global Meets Local Gala Dinner, 7 October, Dubai
Our highly-anticipated annual dinner to reveal our Global Meets Local list will be held for the 8th consecutive year in 2020. The most recognized leaders of the most successful multinational corporations will once again gather in mutual support, appreciation and recognition.

Building the Future Gala Dinner & Summit, 8-9 November, Dubai
Forbes Middle East’s two-day “Building The Future” summit will look across every sector involved in the changing infrastructure of our homes, cities and skylines. As our landscapes implement groundbreaking technology and designs to improve our lives, we bring together the experts to discuss the key impacts.

Middle East Tycoons Gala Dinner, TBC
We uncover the individuals and families that enjoy immense wealth, and have contributed to the region’s economies by investing huge sums of money, as well as created lasting businesses with large turnover. This list will include founders of private business, owners of family businesses and large investors in the region’s stock exchanges, real estate and private equity spaces.

For conferences & events queries, please contact
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daniyal@forbesmiddleeast.com  +971 56 433 4887

2020 Forbes Middle East Media Kit www.forbesmiddleeast.com
## Print Advertising Rates 2020

**Circulation:** 50,000 (25,000 English and 25,000 Arabic)

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(By Forbes Middle East team)

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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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