

**Bloomberg  
Businessweek®**

**Middle  
East**

**Make It  
Your  
Business.**

**Media Kit 2018**

# Platforms

## Print

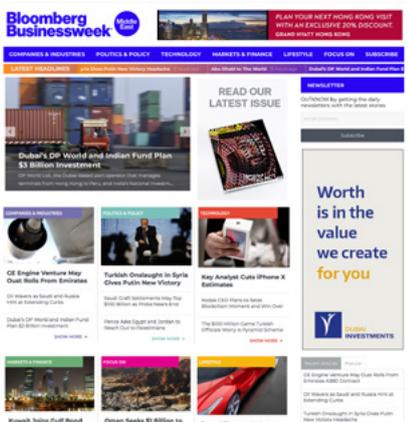
**Bloomberg Businessweek** Middle East

DOSSIER

**GCC Executive Education**

## Digital

businessweekme.com



Electronic Direct Mailers and Newsletters



Mobile



To advertise contact

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# Vital intelligence for a new era of business

**Engaging the Gulf region's business-forward minds with influential reporting, fresh perspectives, smart style and dynamic design**

Bloomberg Businessweek Middle East is a trusted source of essential, comprehensive insight that regional business leaders depend on to get ahead. It combines global perspective with local insights to help them profit from smarter, faster, and more informed decisions.

Reaching more C-level executives than the competition (7 in 10 hold a Director or higher position), Bloomberg Businessweek Middle East keeps them a step ahead of today's business world with complete coverage of critical issues: Business News, Regional Business, Global Economy, World Markets, Financial News, Industry Trends, Technology, Energy Trends, Political Policies, and Corporate Leadership.

**28,972**

Regional Circulation

**fortnightly**

Print Editions

**66,000**

App downloads

**BLOOMBERG BUSINESSWEEK MIDDLE EAST  
MAGAZINE MICRO MEDIKIT METRICS**

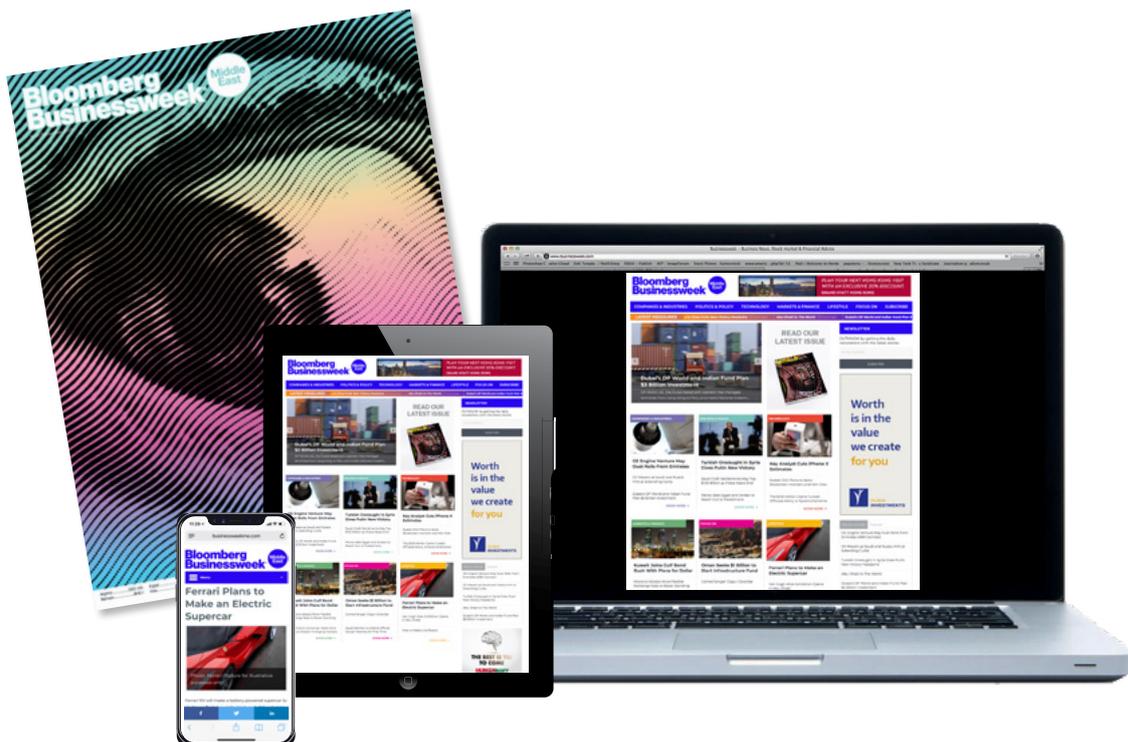
**TOTAL CIRCULATION**  
28,972  
(subscribers, print)

**REACH**  
186,000  
(audience, all mediums)

**PRINT RATE**  
\$7,500  
(full page, 4C, open)

**DEMOGRAPHICS/  
READERS**  
C-Suite, Wealthy

Note: Circulation, Brand Reach and Rates are estimates only. These are not always available and may not be completely correct. There are many factors influencing current figures, so please contact the magazine's advertising team for today's exact figures.



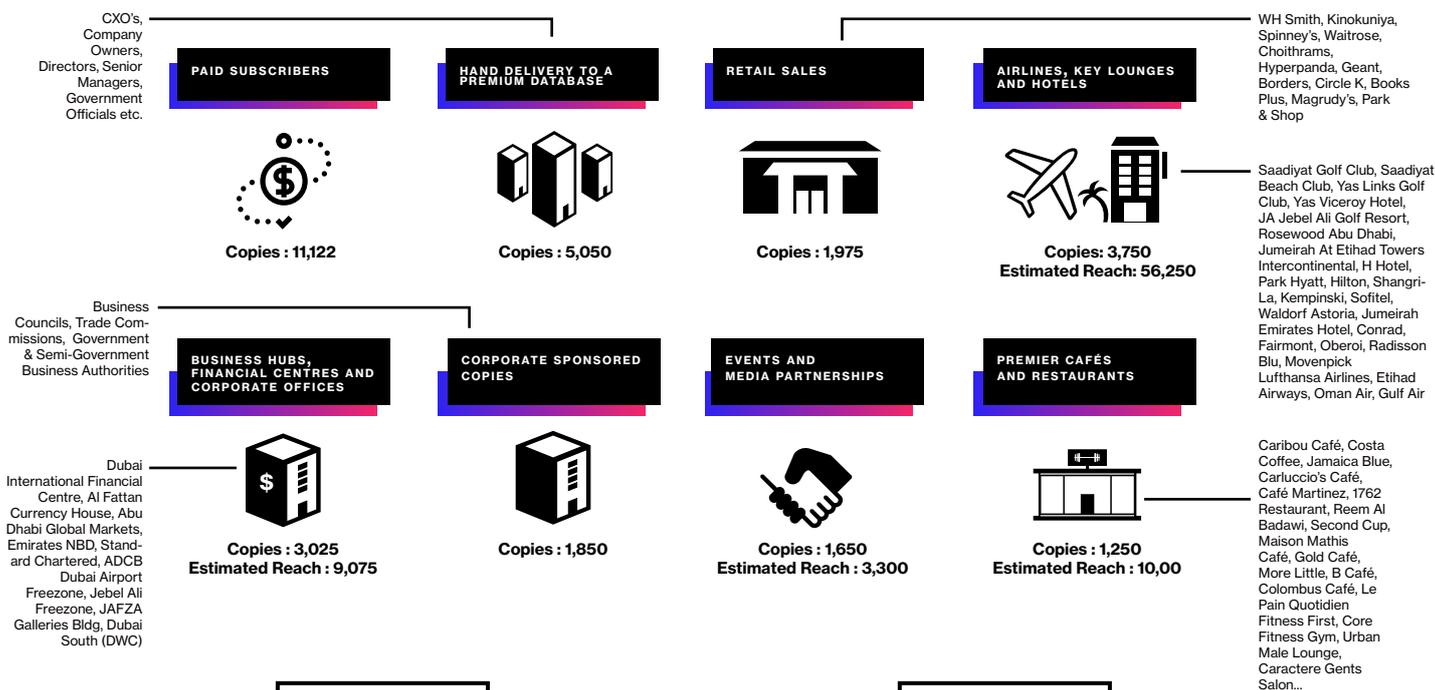
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# Unrivalled distribution, unmatched readership

With a proprietary company research database, strategic tie-ups with associate local distributors and media houses, Bloomberg Businessweek Middle East has the most extensive reader base in the region. Copies reach key readers using a multi-channel distribution strategy including:



**PRINT RUN**

**REGIONAL BREAKDOWN**

**Key facts**

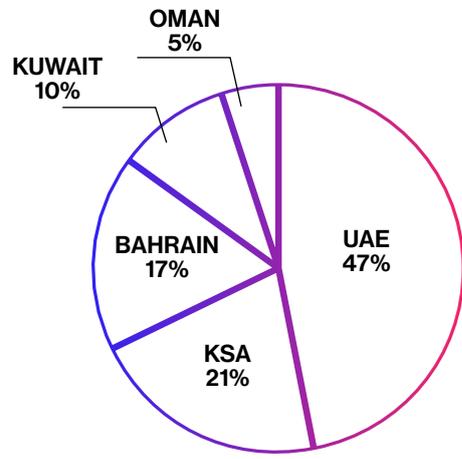
Total Circulation	28,972*
Language	English
Frequency	Fortnightly
Paid copies	16,172
Advertising rate (Full page, ROP)	\$7,900

\*BPA APPLIED FOR

**Readership**

Owner/Partner	4,475
C-Suite and Top Management	12,373

SOURCE: CFD AND SUBSCRIPTION DATABASE



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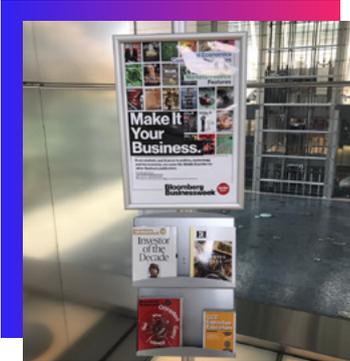
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# Expanding and enriching reach

Bloomberg Businessweek Middle East has undertaken numerous innovative brand building and outreach initiatives, from exclusive magazine stands at high-profile locations, airport lounges and business centres, to “Direct to Reader” deliveries.

It is the media partner of choice for global, regional and local conferences, exhibitions and business events. Leading business councils and trade commissions distribute sponsored copies to their members as part of their loyalty programme.

**Abu Dhabi Global Market**



**Jebel Ali freezone**



**DX Airport and Freezone Authority**



**DIFC**



**Borders Marina**



**Standard Chartered - DIFC**



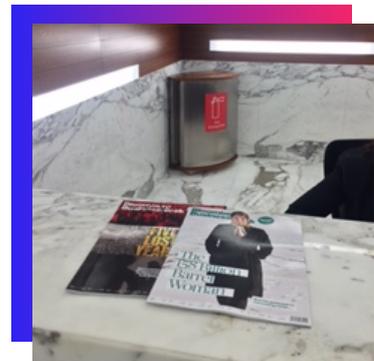
**UAE-India Economic Forum**



**Caribou Mirdif**



**First Gulf bank – Abu Dhabi**



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# A-List to C-Suite unmatched readership

Bloomberg Businessweek Middle East's core audience consists of powerful, influential decision-makers. This audience relies on the magazine for cutting-edge business news and analysis that helps them stay ahead of their rivals. **More than 44% of our readers fall in the Owner/Partner category and C-Suite segment**, presenting advertisers with an unrivalled platform to reach out to these high net-worth individuals.

## READERS BY INDUSTRY

Industry Segment	Readership %
Automotive & Retail & Consumer Services paid copies	9
Banking, Financial services & Capital Markets, Insurance	22
Energy, Oil & Gas, Industry & Manufacturing	17
Construction, Real Estate & Engineering	8
Educational Institutions	3
Entertainment & Media, Hospitality & Leisure	11
ICT	8
Government, Ministry & Public Services	10
Healthcare, Pharmaceuticals & Biotechnology	6
Transportation & Logistics	6

## READERS BY JOB TITLE

Job Title	Readership %
C-Suite	31
MD / Owners	17
Senior Managers	16
HR Manager	5
IT & Admin	12
Government Service	7
Self Employed (Professionals)	10
Student	2

## AUDIENCE TARGETING



# 48%

**LEADERS OF THE NEW ECONOMY**  
Nearly half (48%) of Bloomberg Businessweek readers fall in Owner/Partner category and C-Suite segment.

# 44%

**THE WORLD'S RICHEST PEOPLE**  
Average personal income is US\$210,776 – and average net worth is US\$1,547,976.

# 40%

**THE FINANCIAL ELITE**  
40.3% of those who work in Banking are Bloomberg Businessweek Middle East Readers.

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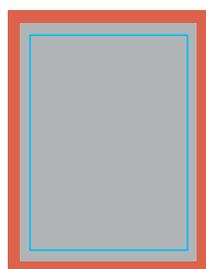
# Advertising rates 2018

With effect from Jan 1, 2018

AD UNIT	NON BLEED/SAFETY WIDTH X DEPTH	TRIM WIDTH X DEPTH	BLEED WIDTH X DEPTH	RATE US Dollar	RATE AED*
1 page	181 x 248 mm	200 x 266 mm	206 x 273 mm	\$7,900	28,995
1/3 page vertical	48 x 248 mm	67 x 266 mm	73 x 273 mm	\$4,200	15,414
1/2 page vertical	81 x 248 mm	100 x 266 mm	106 x 273 mm	\$5,460	20,040
Opposite TOC	181 x 248 mm	200 x 266 mm	206 x 273 mm	\$11,025	40,460
2nd Cover/Inside Front Cover	181 x 248 mm	200 x 266 mm	206 x 273 mm	\$16,275	59,730
3rd Cover/Inside Back Cover	181 x 248 mm	200 x 266 mm	206 x 273 mm	\$13,125	48,170
Double Spread	381 x 248 mm	400 x 266 mm	406 x 273 mm	\$15,750	57,800
4th Cover/Outside Back Cover	181 x 248 mm	200 x 266 mm	206 x 273 mm	\$17,325	63,585
2nd Cover Spread/IFC Spread	381 x 248 mm	400 x 266 mm	406 x 273 mm	\$26,775	98,265

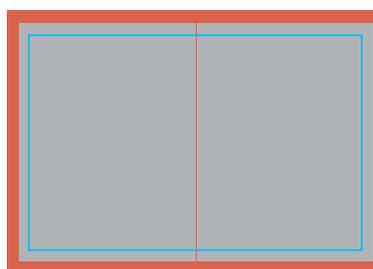
Loading charges of 25% apply on ads within first 20 pages.

## SINGLE PAGE



■ Bleed  
■ Trim (actual page size)  
□ Non bleed/safety  
 All images in 300 dpi.

## SPREAD



■ Bleed  
■ Trim (actual page size)  
□ Non bleed/safety  
 All images in 300 dpi.

\*For all bookings from United Arab Emirates, AED rates would be applicable. In case of any exchange rate discrepancy, the rate as per UAE Dirham would be valid.

To advertise contact

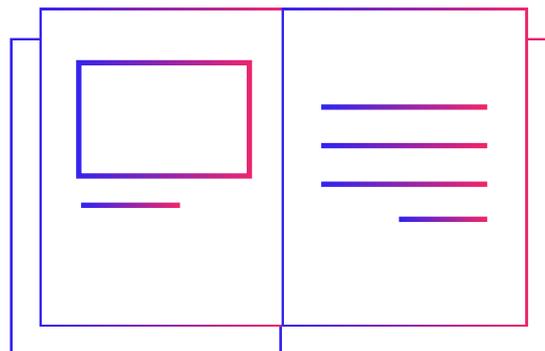
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# Mechanical stats

## MECHANICAL SPECIFICATIONS

- Final trim: 200mm x 266mm
- Line screen: 133 lines per inch



## GENERAL FILE REQUIREMENTS

- Each file should contain only one page or one spread
- Line screen: 133 lines per inch (54 lines per centimetre)
- Screen angles used (unless otherwise requested on disk label): C-15%, M-45%, Y-90%, K-75%
- Include quality control patch (colour bars) within maximum dimension of ad file
- All marks (trim, bleed, centre) should be included in all colours

## FILE FORMAT

- PDF/X-1a:2001
- EPS, JPG in high resolution (300 dpi), CMYK 
- Scanned images must be high-resolution (300 dpi), CMYK (no spot colours, RGB, LAB, or ICC colour profiles), and saved in TIFF or EPS format
- All fonts must be included

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# SPECIAL REPORTS

# Key trends researched

**SPECIAL REPORTS FEATURE FOCUSING ON KEY TRENDS AND ISSUES AFFECTING A PARTICULAR INDUSTRY OR PRODUCT CATEGORY**

Each feature is carefully researched and presents an unmatched editorial and advertising platform. Carried within the main issue, **SPECIAL REPORT** features offer the same unmatched readership and distribution strength of Bloomberg Businessweek Middle East.



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# Special Reports

# Editorial

# calendar 2018

Bloomberg Businessweek Middle East's Focus On features provide advertisers with a unique opportunity to showcase their products and services to a dedicated audience.

## SPECIAL REPORT TOPICS

Issue Date 2018	Special Report
01/01	ME Banking Outlook Abu Dhabi: Commercial Hub of the Future
01/02	Revolution in Finance: Blockchain & Fintech
01/03	GCC Innovation & Entrepreneurship
01/04	Cyber Security Country Focus: Jordan
01/05	Smart Government Country Focus: Bahrain
01/06	Markets & Personal Finance The Digital Transformation of Finance
01/07	Renewable Energy
01/08	Technology: Internet of Things
01/09	Enabling Trade: Middle East Free Zones
01/10	Country Report: Turkey
01/11	Strengthening Food Security
01/12	2019 Forecast: The Year Ahead Report

Issue Date 2018	Special Report
16/01	The Business of Healthcare Best Business Schools in 2017
16/02	Country Focus: Kuwait Sustainable Growth: Waste Management
16/03	Cloud Computing / Country Focus: South Africa
16/04	Insurance and Risk Management
16/05	The Big Data / China - Middle East trade
16/06	Corporate Aviation
16/07	
16/08	Wealth Management Investing in Nigeria
16/09	Country Focus: Saudi Arabia
16/10	Succession Planning for Business
16/11	Country Report: Oman
16/12	Country Focus: Bahrain

**\*Pursuits Features:**

March: Hybrid Cars & EV's  
 April: Travel  
 May: Cars / Desert  
 August: Watches

**Booking deadline**

Four weeks prior to the publication date

**Artwork deadline**

Two weeks prior to the publication date

\*Dates and topics are subject to change at the publisher's discretion

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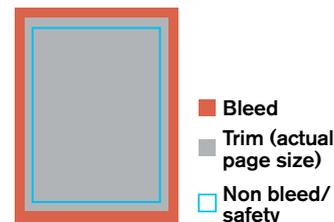
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# Advertising specs 2018

## Print

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### SINGLE PAGE



### SPREAD



\* Final size: 200mm x 266mm  
 \* All images in 300 dpi.

## Web

FORMAT	DIMENSIONS (PIXELS)	FILE/SIZE (MAXIMUM)
<b>HOME PAGE</b>		
Leaderboard	728 x 90	50KB
Premier MPU	300 x 390	50KB
Large skyscraper	300 x 600	100KB
Mid Page Unit	300 x 250	50KB

LEADERBOARD

PREMIER MPU

LARGE SKYSCRAPER

MID PAGE UNIT

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# Advertising specs 2018

## Newsletter

FORMAT	DIMENSIONS (PIXELS) WIDTH X HEIGHT	FILE/SIZE (MAXIMUM)
<b>HOME PAGE</b>		
Top banner	468 x 60	200KB
Middle banner	720 x 90	200KB



## EDM

FORMAT	TEXT	DIMENSIONS (PIXELS) WIDTH X HEIGHT	FILE/SIZE (MAXIMUM)
HTML with sliced images (JPG/GIF)	Title/ subject, 88 characters including whitespace. All image to include both <alt> and <title>	600 x 1024	300KB



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