

# ArabAd

The monthly communications & business magazine

## 2023 MEDIA KIT





**LAUNCHED IN 1986, ARABAD IS THE FIRST AND MOST REPUTABLE ADVERTISING AND COMMUNICATIONS MAGAZINE CATERING TO THE MENA REGION.**

**DISTINGUISHED IN ITS COVERAGE OF ADVERTISING, MEDIA, MARKETING, BRANDING AND EVERYTHING IN-BETWEEN, ARABAD MAINTAINS A WATCHFUL EYE ON THE PULSE OF THIS INDUSTRY TO BRING THE LATEST AND GREATEST FROM THE COMMUNICATION WORLD.**

- ArabAd is the go-to source of the advertising, media and marketing industry in the MENA region.
- ArabAd connects with its audience across web, a quarterly magazine, a bi-weekly newsletter and in-person events.
- The core of ArabAd audience is composed of Media, Digital, Creative, Design, Branding, Marketing, Academics professionals and industry-related students.
- ArabAd provides its audiences with credible and informative content on the platforms they use.

# REGULAR FEATURES OR SPOTLIGHTS:

*These are features that we run throughout the year. For the most part, there's no hard and fast calendar, these are features that we run on an ongoing basis, with an opportunity for brands and clients to be included.*

## AD, CLOSE & PERSONAL

One of the most popular features on the site when it comes to traffic! This feature aims to take a fresh look at creative people working in the ad industry. This feature used to run in previous issues for a long time and was known under the 30-second questionnaire. ArabAd readers have for so long favoured this section, as it combines wit, humour and candid answers from people who made their way through in the communications and business arena. This section is designed to give our readers a unique insight into the life of a creative, introduced from a lighter and fun angle.

## SPOT ON

Spotlights on the up-and-coming junior and mid-level industry talent making amazing work and shaking up the future.

## THE CEO INTERVIEW

Standalone interviews with top CEOs in the international advertising, marketing and creative industries.

## AD SPOT (IN PRINT) / ADS OF THE WEEK (ONLINE)

These sections are a showcase of regional/international creativity. We regularly feature the best recent work from various countries that is worth a highlight—so to help our readers stay on top of the most interesting work as it breaks.

## WHO DID WHAT

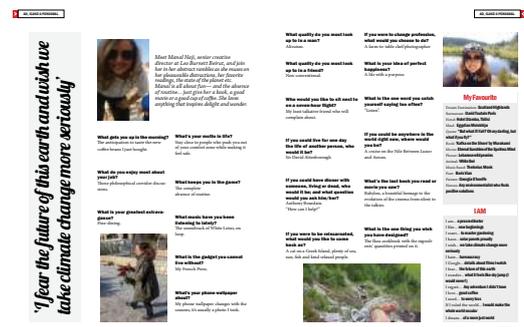
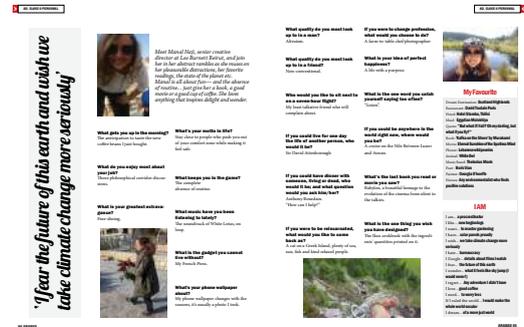
Behind the scenes of some of the most exciting creative campaigns. These can be traditional film campaigns but also digital projects. This feature intends to bring forth the insight, creative and production stories.

## VIEWPOINT

Given the success of our op-eds channel Influencers, we're keen to nurture regular voices on the site and in print. ArabAd collaborates with an A-list of columnists from across regions, sectors and expertise. If you'd like to pitch someone please get in touch.

## PINNACLE:

Pinnacle is a section in ArabAd dedicated to an agency or a brand making amazing work and shaking up the future and that wishes to celebrate achievements and highlights its expertise and know-how. It's a 16-page folio focused on the agency/brand's profile with a specially designed layout. This is a spotlight content designed to build awareness of your brand as a market leader.



## AD KNIGHTS

This section is mainly photo-based, covering industry-related events

# EDITORIAL CALENDAR 2023

## **JAN/FEB: THE PULSE OF LEBANON AD INDUSTRY**

ArabAd dedicates a special issue to investigate the most recent developments shaping Lebanon's communications industry. While we report on the overall mood and state of the current Lebanese agency landscape, we will be talking to the most active players, to record their sentiments and examine their most recent work. The issue will also contain a comprehensive index referencing the most thriving agencies. This listing that we compile annually is designed to act as a directory for anyone interested in Lebanon ad business.

## **MARCH/ APRIL: GCC ISSUE - DUBAI LYNX FOCUS + DYNAMICS OF RAMADAN (WHO DID WHAT)**

This ArabAd special issue will include an expansive coverage of Dubai Lynx, MENA's premier festival of creativity, with a full showcase of all awarded campaigns. We will be talking to the movers and shakers setting the scene of MENA's most celebrated agencies and work.

The issue provides valuable insights into the current state of creativity in the Middle East, the priorities and concerns of brands in marketing communication. It will contain a strong focus on sustainability, creativity for good, creative transformations, and the adoption of emerging technologies.

In addition to that, the issue will include the Top10 Performers/Spenders in the Arab World, recapping the past year's significant advertising activities.

The report contains in-depth analysis, detailed spending schemes, client, brand and agency ranking, as well as a country-by-country breakdown based on media, and 2022 top spends.

ALSO, There will be a report on everything Ramadan that is worth a highlight.

## **JUNE/JULY: ALL THINGS DIGITAL - E - COMMERCE - METAVERSE**

In this issue we will explore the topic of Digital, the top challenges to digital acceleration, and how companies embrace technologies to digitize their operations, and keep pace with the current demands.

We are also interested to know how the industry is navigating their way through this new digitally focused landscape that is web3 and the metaverse. There's been a lot of enthusiastic talk about the metaverse floating around lately. Given the complexity of the issues, and the number of voices that have joined the dialogue, it can often be difficult for many of us to know what we should be paying attention to, and what we can ignore. This issue intends to help clarify matters on everything digital that is embraced by brands in 2023.

## **SEPTEMBER/ OCTOBER: KSA SPECIAL**

KSA Special issue will be dedicated to the Kingdom's Communication industry.

Apart from the comprehensive listing of agencies in profile form, the issue will provide an overview of where the industry stands today, throughout thought leadership pieces, studies, and reports reflecting the pulse of the communications' industry in the KSA.

## **NOVEMBER / DECEMBER: END OF YEAR ISSUE + MARKET FOCUS ON EGYPT / JORDAN / QATAR**

There is no better way to end 2023 but with a review of the challenges, best innovations and campaigns that took place across the Mena region, assessing the lessons and drawbacks that shaped the year and ending it with the 2024 expectations and resolutions.

The issue aims to provide valuable insights into the current state of marketing in the Middle East and the priorities for brands as they look to the future.

This issue, which reports on the overall mood in the Middle East, will contain a focus on three markets EGYPT, JORDAN & QATAR.

# ADVERTISE WITH ARABAD

**Advertising with ArabAd grants you exposure to a targeted community of communication professionals through a wide variety of customized advertising solutions.**

*ArabAd offers highly targeted advertising solutions that range from advertising alongside premium editorial content in print and online, to custom-content solutions, and sponsorship opportunities that provide the aggressive promotional drive you need to reach the most influential decision makers in the MENA ad industry and worldwide.*

**Displaying your corporate advertising in ArabAd print edition, on [www.ArabAdonline.com](http://www.ArabAdonline.com) or within ArabAd e-mail newsletters allows you to target an informed, engaged community of readers who occupy influential and decision-making positions at marcom institutions in the MENA region and worldwide.**

*Join us:*

*Twitter @arabadmag*

*Instagram @arabad*

*Linkedin arabad*

*Facebook arabadonline*

*Youtube arabad*

*Threads arabad*

ArabAd print edition has been the go-to resource in the marcom industry for almost 40 years and reaches targeted audience of top marketing and communications professionals the world over.

Displaying your corporate advertising alongside our editorial content, allows you to target an informed, engaged community of readers who occupy influential and decision-making positions at top companies worldwide.

## SPECIAL ISSUES AND REPORTS

Throughout the year, ArabAd publishes special in-depth market reports on latest topics and trends in the Communication industry. The special issues and reports are recognized for their in-depth analysis and authoritative information.

ArabAd editorial benefits from an unlimited window of relevance. The ads and content have a value far more than the length of a current issue, as this is a magazine that is usually kept for future references and our readers keep coming back to previous issues, which are generally piled and preserved. This is to say that it has a long shelf life, which any content or ad placement are sure to benefit.



## CONTENT AND PAID CONTENT

ArabAd covers the broad and diverse world of commercial creativity and advertising, from strategy, digital and creative to production, and all in between.

ArabAd offers a broad range of content opportunities.

ArabAd offers tailored advertising solutions to suit your needs – whether through sponsored content, guest contribution, op-eds and more.

We are keen to help brands tell their stories in new ways and create together the very best content.

We work with brands to closely align messaging with paid content that inspires, informs, and entertains – whether it be long-form articles, small news or special features.



### ● PRINT ADVERTORIAL

An article designated as an Advertorial in ArabAd magazine is when you are welcome to design and customise the text, image and layout according to your own wishes. You can also ask us to help, at which point our editorial staff will assist you in coming up with a text and visual presentation in return for a small fee.

**HASSAN HAIDER, KNOWN AS HH. THE FACE BEHIND SCUDERIA LEBANON IS FUELED BY AN UNUSUAL 'PASSIONE'.**

**THE PROGRAM MAINTAINS A HIGH RESIDUAL VALUE OF FERRARIS IN THE LEBANESE MARKET**

**SCUDERIA LEBANON PRE-OWNED CARS ARE ALL FERRARI APPROVED**

**FERRARI APPROVED**

### ● EDITORIAL SPONSORSHIP

Editorial sponsorship is content that is funded by an advertiser, but the advertiser has no influence on the content itself. The content is produced, written and edited by ArabAd journalists to the same standards as all editorial content (unique, non-promotional, well informative, and niche-oriented content that is well aligned/matched with ArabAd editorial line).

**WE HAVE SOMETHING TO ADD.**

**SAVING CREATIVES FROM PLAN B**

### ● BRANDED CONTENT

Branded Content is content that is funded by and created in collaboration with an advertiser. We work closely with our advertisers to help tell their brand story through our ArabAd voice and in a way that will be compelling to our audience.

# DIGITAL EDITION AND SOCIAL MEDIA PLATFORMS



## SOME KEY FACTS

ArabAd website generates

**12k**

monthly unique visitors

Arab Ad bi-weekly newsletter subscribers number over

**11k**

Our global audience is growing steadily, up to

**18 %**

of all sessions in mid-2022.

ArabAd publishes every day online with an editorial staff led by editor Ghada Azzi.  
We believe in quality over quantity, honesty over spin.

## BENEFITS OF USING ARABADONLINE.COM AS A MARKETING SOLUTION:

- Getting in front of top decision makers in the digital, creative, design and marketing industries
- Lead generation - numerous opportunities to attract new business, build your brand and drive traffic to your website
- Establishing authority - raise your profile as a thought leader by providing op.ed, whitepapers, case studies, and exclusive content to our knowledge base

## NEWSLETTER

The ArabAd newsletter is emailed to our database of over 11,000 thousand marketing professionals and communications agency subscribers twice a month, every Monday.

**Subscriber base:** over 11,000 readers receive ArabAd's newsletter.

**Run:** four newsletter editions

**Placement:** Native Unit or Leaderboard ad.

## ONLINE GUEST POST

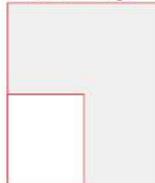
We do accept guest post and thought leadership pieces with backlinks

# RATECARD 2023

## PRINT EDITION

PAGE	POSITION	RATES US \$
Cover	Inside Back	3,500
Cover	Inside Front	4,000
Cover	Outside Back	6,000
Double	Inside	6,000
Full	Inside	3,000
Bottom & Side Strip	Inside	650
Quarter	Inside	500

Prices are subject to VAT when applicable and can be modified without prior notice.

SIZES			
Trim Size	Bleed Size	Half Page	Quarter Page
			
22cm x 28.5cm	23cm x 29.5cm	22.5cm x 15cm	11.5cm x 15cm

## DIGITAL EDITION NEWSLETTER

Specs: 620x280 px  
Sponsorship: 400\$ / Newsletter

## ONLINE GUEST POST

Guest post and thought leadership pieces with backlinks: 500\$ / 600 words

## ONLINE BANNERS

	Dimension	Rate/CPM
Header	970 x 950 px	12 USD
Standard Banner Ads	350 x 250 px / 620 x 283 px	10 USD
LightBox/ Popup	720 x 480 px	10 USD
Skin	Sides: 320 x 150 px Header: 970 x 250 px	8 USD

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