

ArabAd

The MENA communications & business magazine

2025 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

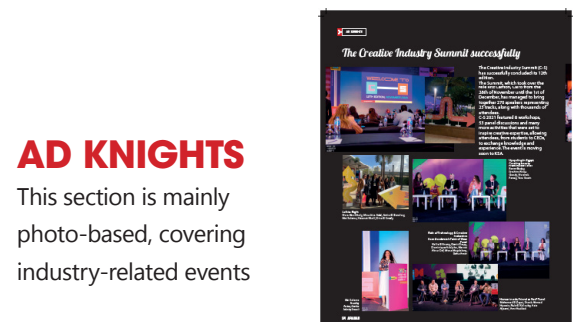
Behind the scenes of some of the most exciting creative campaigns. These can be traditional film campaigns but also digital projects. This feature intends to bring forth the insight, creative and production stories.

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

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 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

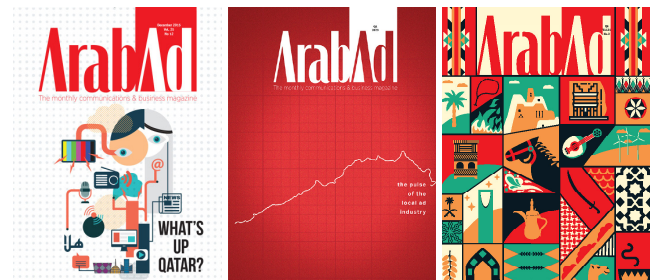
ArabAd print edition has been the go-to resource in the marcom industry for almost 40 years and reaches targeted audience of top marketing and communications professionals the world over.

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.

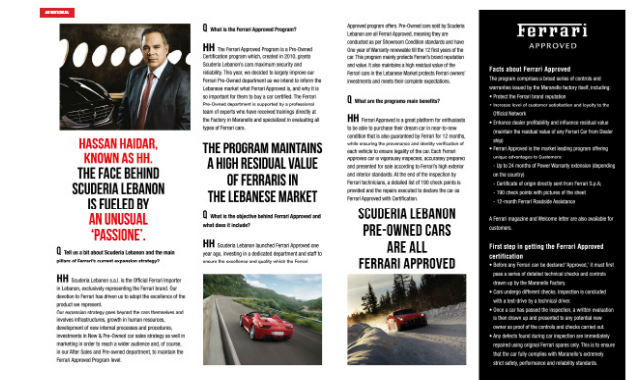
We are keen to help brands tell their stories in new ways and create together the very best content.

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.



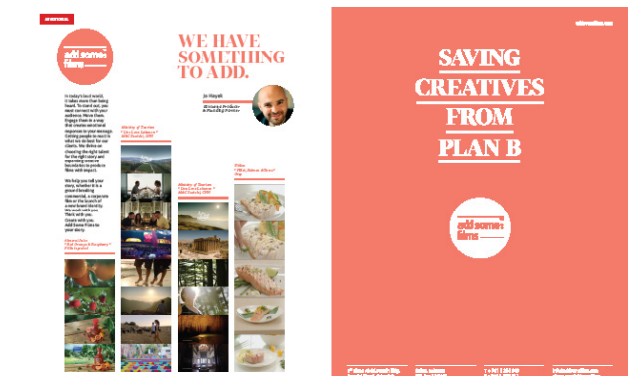
● PRINT ADVERTORIAL

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.



● 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).



● 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

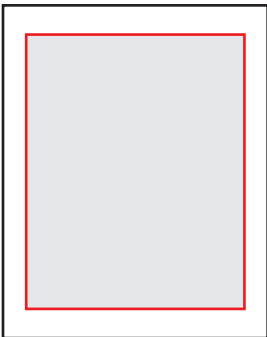
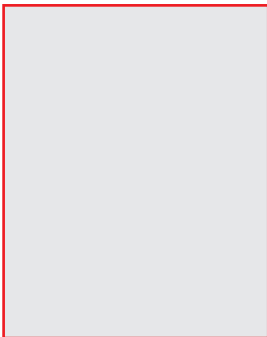

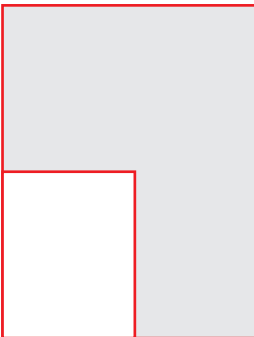
RATE CARD 2025

PRINT EDITION

PAGE	POSITION	RATES (USD)
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
			
22 x 28.5 cm	23 x 29.5 cm	22.5 x 15 cm	11.5 x 15 cm

Advertise with us: Tree Ad - Member company of Level 5 Holding
Level 5 Building - President Elias Hrawi Avenue, Beirut, Lebanon
P.O.Box: 16-7246
e-mail: arabad@tread.com
Tel: 961 1 611115

RATE CARD 2025



ONLINE BANNERS

SIZES (px)	Desktop	Mobile
Large Leaderboard	970×90	-
Billboard	970×250	-
Leaderboard	728×90	-
Mobile Leaderboard	-	320×50
MPU (Mid Page Unit)	300×250	300×250
Large Skyscraper	300×600	300×600

RATES (USD)	Rate/Month Rotating	Rate/Month Fixed
Large Leaderboard	500	1,000
Billboard	500	1,000
Leaderboard	750	1,500
Mobile Leaderboard	750	1,500
MPU (Mid Page Unit)	300	600
Large Skyscraper	500	1,000

DIGITAL EDITION NEWSLETTER

Specs: 620 x 280 px

Sponsorship: \$1000 / Newsletter x2/month

ONLINE GUEST POST

Guest post and thought leadership pieces with backlinks: \$800 / 600 words

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e-mail: arabad@tread.com
Tel: 961 1 611115

Editorial Calendar 2025

Q1: THE PULSE OF LEBANON AD INDUSTRY + TOP 10 SPENDERS IN MENA + REPORT ON LEVANT MARKETS + COMPREHENSIVE AGENCY GUIDE



Q2: GCC ISSUE + DUBAI LYNX COVERAGE + DYNAMICS OF RAMADAN



Q3: THE TALENT ISSUE (SPOTLIGHT ON FRESH GRADS & EMERGING TALENTS IN MENA) + ALL THINGS DIGITAL (RETAIL MEDIA, AI, METAVERSE...)



Q4: KSA SPECIAL MARKET FOCUS + SPORTS MARKETING + FORECASTS 2026

