

# ArabAd

The MENA communications & business magazine

## 2026 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

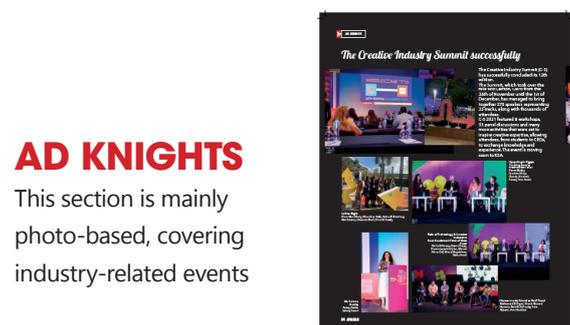
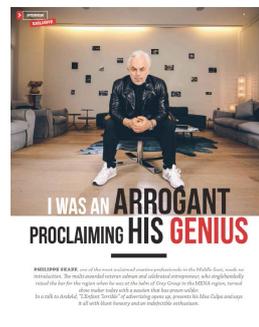
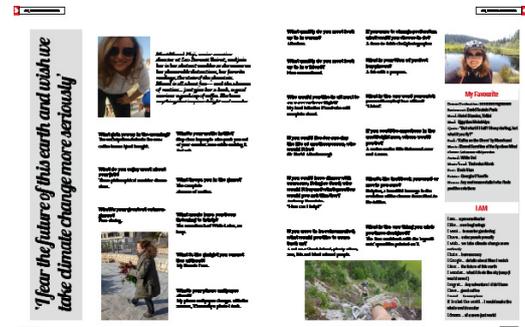
Behind the scenes of some of the most exciting creative campaigns. These can be traditional film campaigns but also digital projects. This feature intends to bring forth the insight, creative and production stories.

## 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](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*



# 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

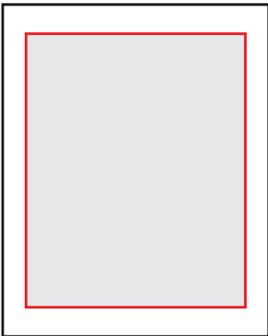
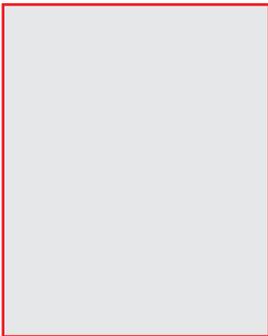
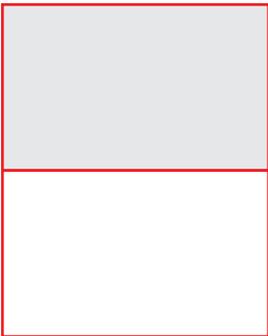
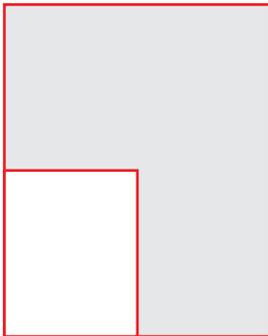
# RATE CARD 2026

## PRINT EDITION

PAGE	POSITION	RATES (USD)
Cover	Inside Back	5,000
Cover	Inside Front	6,500
Cover	Outside Back	8,000
Double	Inside	8,000
Full	Inside	5,000
Bottom & Side Strip	Inside	1,000
Quarter	Inside	1,000

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](mailto:arabad@tread.com)  
Tel: 961 1 611115

# RATE CARD 2026



## 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

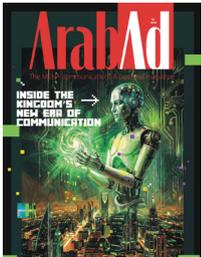
## ONLINE GUEST POST

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

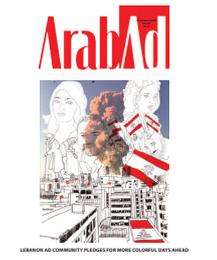
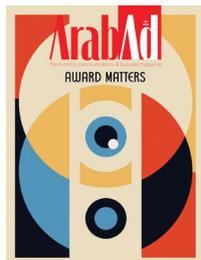
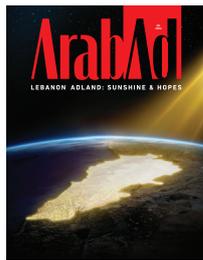
**Advertise with us:** Tree Ad - Member company of Level 5 Holding  
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e-mail: arabad@tread.com  
Tel: 961 1 611115

# Editorial Calendar 2026

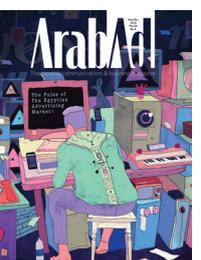
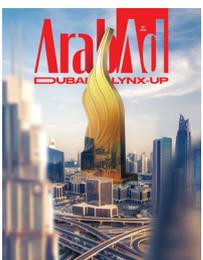
## Q1: KSA SPECIAL MARKET FOCUS + COMPREHENSIVE AGENCY GUIDE



## Q2: THE PULSE OF LEBANON AD INDUSTRY + REPORT ON LEVANT AREA + COMPREHENSIVE AGENCY GUIDE



## Q3: GCC ISSUE + THE TALENT ISSUE



## Q4: ARABAD SPECIAL 40TH ANNIVERSARY ISSUE

