

GULF NEWS MEDIA KIT 2019



MIDDLE EAST'S LARGEST ENGLISH LANGUAGE NEWSBRAND PUBLISHER.

We attract a wide range of dynamic, cosmopolitan and influential audiences. So when you pair your brand with our REACH and CONTENT, the results are powerful and effective.



gulfnews.com

Gulfnews.com is the digital platform of Gulf News. The largest English language newsbrand publisher in the Middle East. It delivers a monthly engaged audience of over 4.5m.

The core brand promise is to deliver the news that matters, when it matters, and to provide context to the big stories that are shaping the region and the world. Gulfnews.com lives with the user through their day and is dedicated to keeping users informed and up to date in the worlds of national news, politics, business, sports and celebrity.

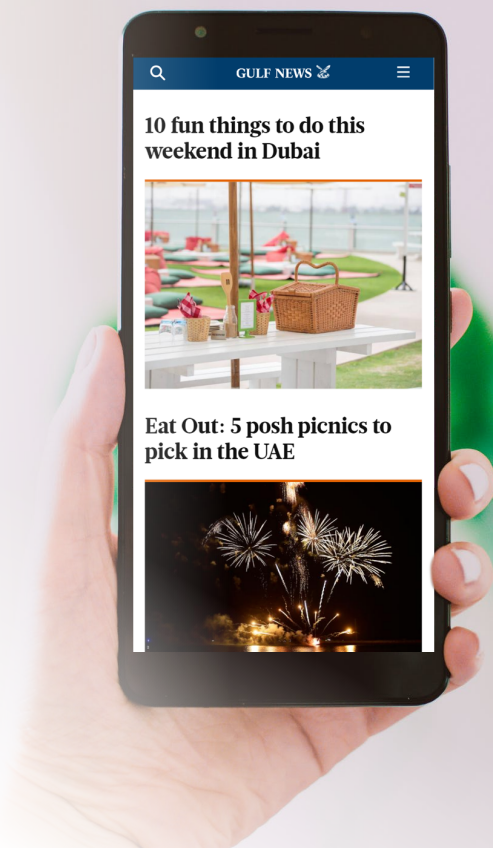
More than that, however, it helps readers plan their evenings, weekends and their day to day lives with an up to date calendar of events and providing guides to theatre, travel, restaurants and other entertainment options.

Whether accessing via mobile, tablet or desktop devices readers are presented with an unrivalled level of content, opinion and analysis. Through data analysis and insight we gain a wealth of demographic and customer behavior data that allows us to shape and present our content in an increasingly targeted and personalized way. Increasing our already high levels of reader engagement and interaction. In turn this user insight and knowledge presents advertisers with a sophisticated level of campaign and audience targeting which in turn delivers a far greater level of campaign effectiveness and ROI.

GULFNEWS.COM

GulfNews.com is the most read English language news web site in the Middle East by any measure - page views, uniques or visits. And that is official. The site is open to scrutiny on Narratiive, and is audited by the BPA. **Gulfnews.com's brand new and extremely engaging home page receives around 650K unique visitors and 8 million page views every month.**

GulfNews.com is also the largest business site in the region - it gets more readers on its business section than any business site, sport site, leisure and lifestyle site too. It is the region's high quality go to site for news, views, entertainment and information. You don't have to take our word for it. Let the numbers do the talking.



BIG NUMBERS BECAUSE IT MATTERS TO YOU

We are the UAE's newspaper of record and the No.1 English speaking newspaper in the UAE and No. 3 in the GCC. Our mission is to provide trusted, fact-checked, brand-safe editorial with the latest breaking news, information, insight, lifestyle and entertainment because that matters the most to our audiences.

4.5M

Monthly Combined
Unique Users

OVER
25M

Page View Monthly

OVER
4M

Unique behaviour
profiles monthly

OVER
2.9M

Fans on Facebook



OVER
170K

Subscribers on
YouTube



OVER
111K

Followers on
Instagram



843K

Followers on
Twitter



67K

Followers on
LinkedIn



GULFNEWS

THE INTELLIGENT CHOICE

Desktop Web

Average Unique users per month - **1.2M**
Average Page views per month - **13M**
Average site duration - **13.40 mins**

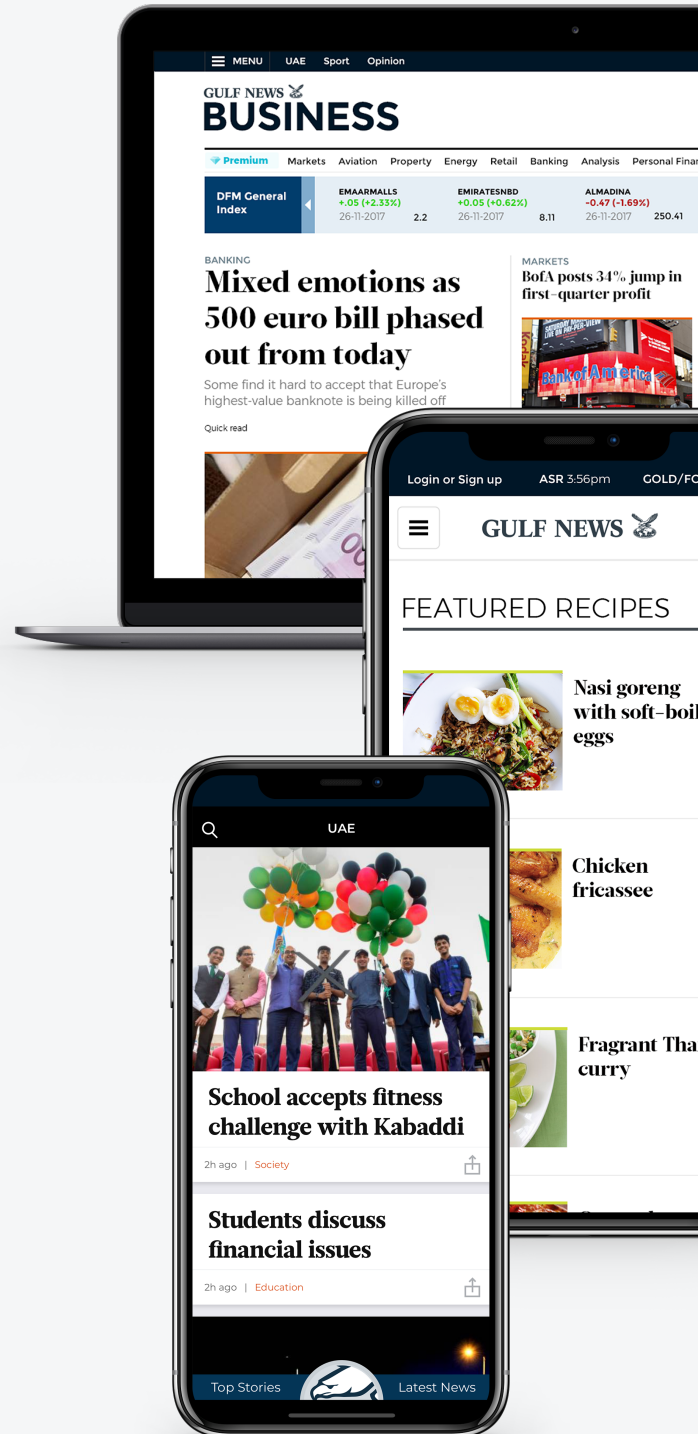
Mobile Web

Average Unique users per month - **3.3M**
Average Page views per month - **12M**
Average site duration - **7.26 mins**

Mobile App

iOS - **70%** | Android - **30%**

Monthly unique users - **70K**
Monthly screen views on average - **4M**
Average Time on App - **4-5 mins**
Average number of screen per visit - **5-6**



OUR AUDIENCES

WHAT MATTERS TO THEM?



AFFLUENT GENERATION X

35-50, our audience over-indexing on high net worth individuals. Whether Luxury, Education, Travel, Your Money, Business, or Opinion (around 3-4 minutes on average per visit), you'll find this discerning crowd there.



AMBITIOUS MILLENNIALS

25-34 year olds are our largest audience. They like our site for Travel, Business and our Going Out pages get over 3-4 minutes time on mobile on average where they look for Bars, Clubs, Restaurants and weekend deals away. You can also find them checking out new Tech and the latest releases or gadgets.



BUSINESS-SAVVY PROFESSIONALS

Not only do we over-index on high-earning Professionals and Senior Managers but our Business section is one of the busiest in the UAE, with 2.85 million monthly pageviews on average (most of those mobile) and an average of over 6.5 minutes on site combined per day. Our Property section and Sectors on Aviation to Tech, get high traffic. Our market analysis and focus on local business stories get depth of engagement and time on page.



SOCIALLY-MOBILE FAMILIES

Young families with 1-3 children come to us to find out what to do in the UAE, how tos, lifestyle advice and more. Our Going Out (formerly Guides) section gets 2.4Million pageviews per month on average. Travel, Families, Business, Your Money, Health and Education are hot topics.



LOYAL AND ELUSIVE

Around 70% of visitors to our site are loyal returners (especially on mobile), are largely direct traffic, coming to us over 8-16 times a week, using gulfnews.com in their browser. So, not just finding us on search engines or on social media, but coming straight to us. Making them a consistent audience you can build a relationship with on a brand-safe platform.



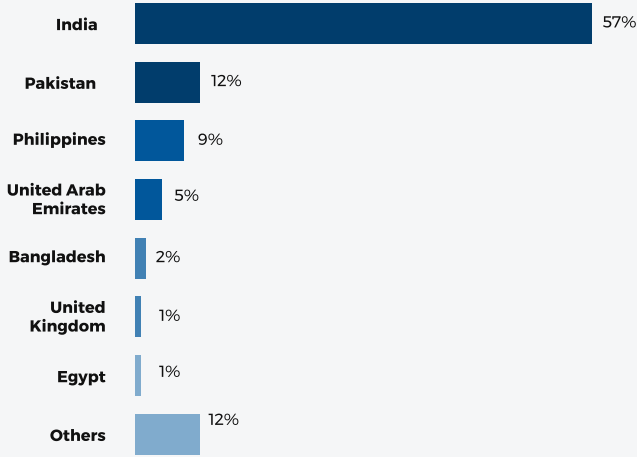
EDUCATED, FASHION-CONSCIOUS TRAVELLERS

Over-indexing on College or University educated audience for MENA, our Travel sections get a high time on page at over 4 minutes on average on mobile and Fashion over 2-3minutes on site per visit on average.

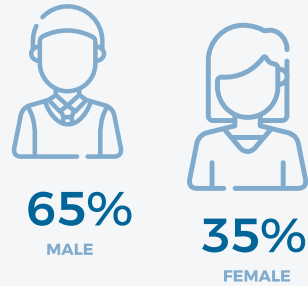
DEMOGRAPHICS

WHERE OUR USERS ARE FROM

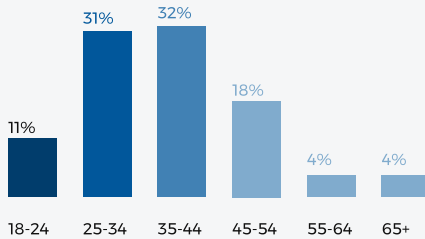
Region of Origin



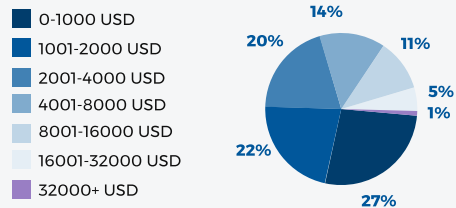
Gender



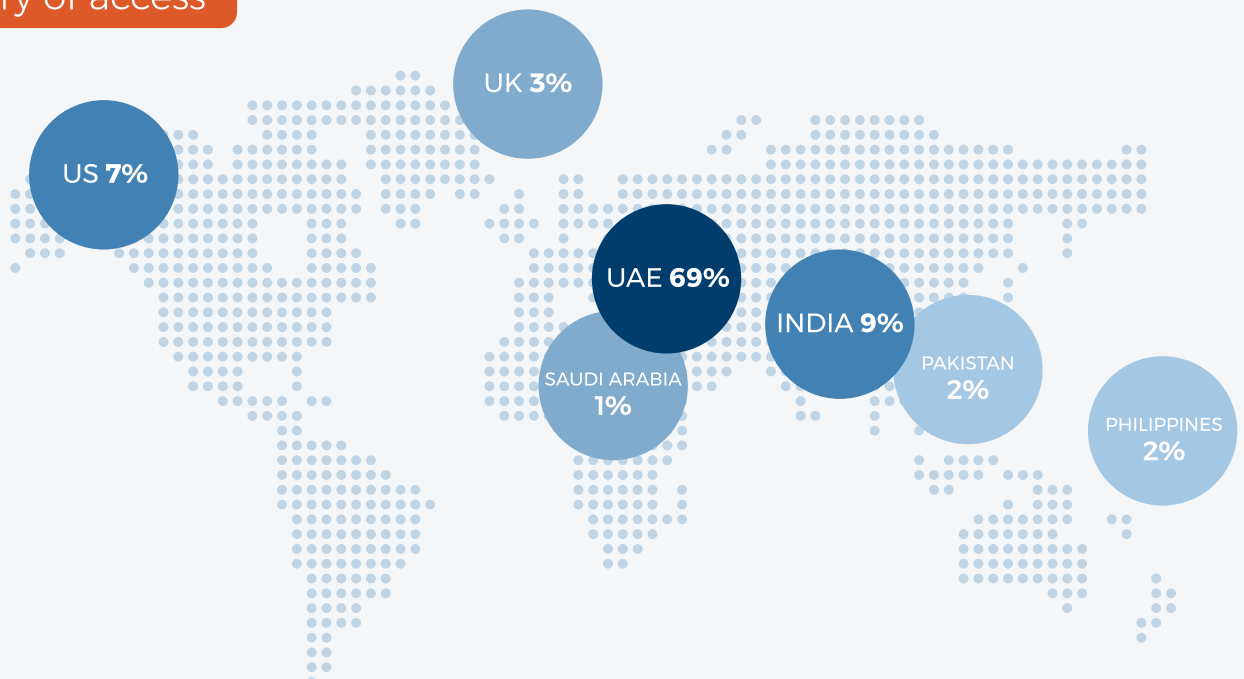
Age



Household income



Country of access



In the UAE channel our reporters cover everything from education to courts, from crime to the environment. Millions of web users turn to GulfNews.com each month to understand what is happening in the region. With hundreds of stories breaking on the site - day and night - it's no wonder they come - and keep coming back.



Audience Reach



Desktop

Page Views
4,900,400
Unique Visitors
486,300



Mobile

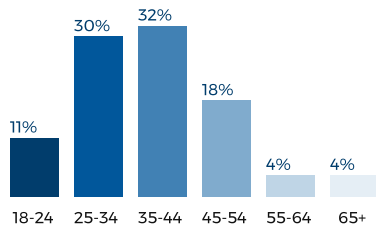
Page Views
5,336,800
Unique Visitors
1,563,400

Time on site

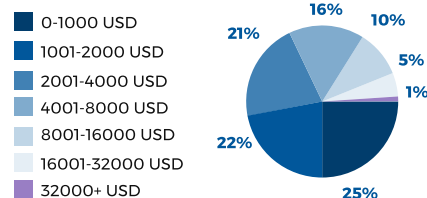


Average session duration
00:09:53

Age



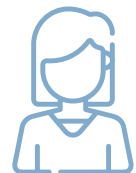
Household income



Gender



67%
MALE



33%
FEMALE

GULF NEWS WORLD

With specific sections for the Gulf, Middle East and North Africa, Asia, North America and Europe a journey across GulfNews.com each day feels like traversing the globe. We report what matters to our readers here in the UAE - news from home that affects their lives and the people they know. Our local viewpoint of international affairs brings a unique perspective.

The second most popular section on the site our international coverage is a vital source of information and often a reference point for international media.



Audience Reach



Desktop

Page Views
2,817,100
Unique Visitors
256,900



Mobile

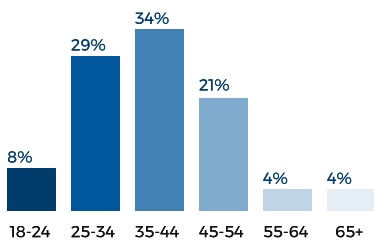
Page Views
2,675,500
Unique Visitors
797,400

Time on site

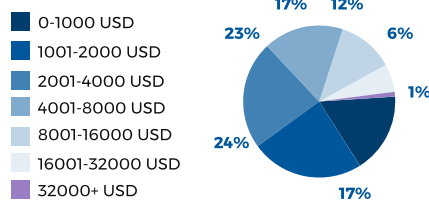


Average session duration
00:12:19

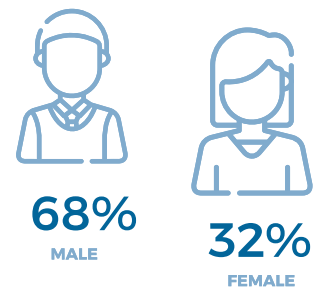
Age



Household income



Gender



GULF NEWS BUSINESS

Working from Dubai and Abu Dhabi, two engines of the Middle East economy, Gulf-News.com's business journalists cover the regional and international trends shaping the world economy. From banking to construction, from education to real estate, our reporters focus in on the stories and data that move markets and shape our futures.

GulfNews.com/Business also blends in analysis and insight plus near real time data and stats that matter - from retail and international gold rates, to global and local market indices and energy prices.



Audience Reach



Desktop

Page Views
2,174,600
Unique Visitors
486,300



Mobile

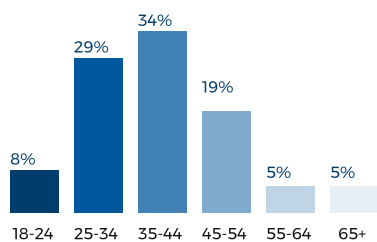
Page Views
5,336,800
Unique Visitors
1,563,400

Time on site

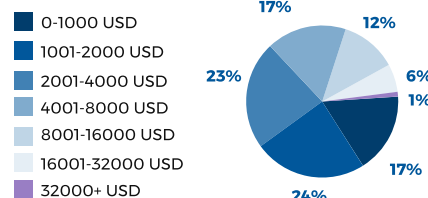


Average session duration
00:09:53

Age



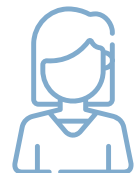
Household income



Gender



69%
MALE



31%
FEMALE

GULF NEWS **OPINION**

If you want to reach GulfNews.com's big thinkers, its thought leaders and its idea innovators, GulfNews.com/Opinion is where you will find them. Home to the best writers on the Middle East, the opinion section provides the stories behind the stories and the context behind the news. Featuring the editorials and the site's user comments, it is also the voice of the newspaper, and the voices of its readership.



Audience Reach



Desktop

Page Views
259,500
Unique Visitors
46,800



Mobile

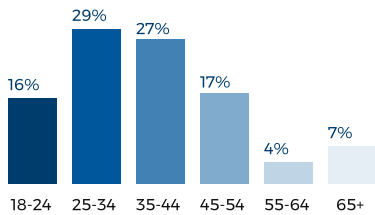
Page Views
200,000
Unique Visitors
102,400

Time on site

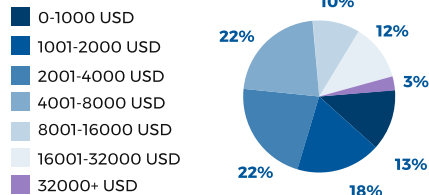


Average session duration
00:08:17

Age



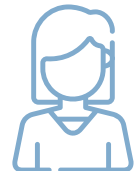
Household income



Gender



69%
MALE



31%
FEMALE

No other web site covers the big games like it. With the best sport journalists in the Middle East reporting on local, regional and international events, plus the site's in-depth sport data for major games, matches and events, GulfNews.com/Sport covers all the angles. Throw in sport video, photography, opinion and punditry, tables and standings for local, regional and international leagues it's no wonder GulfNews.com/Sport is the homepage of choice for the region's true sport fans.



Audience Reach



Desktop

Page Views
641,000
Unique Visitors
71,000



Mobile

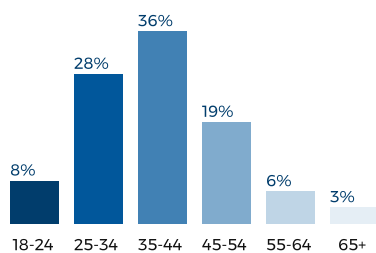
Page Views
465,000
Unique Visitors
172,000



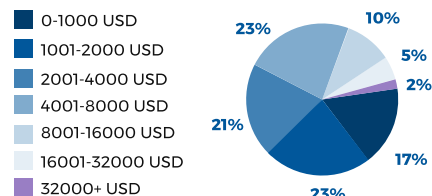
Time on site

Average session duration
00:14:47

Age



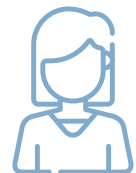
Household income



Gender



77%
MALE



23%
FEMALE

GULF NEWS ENTERTAINMENT

Whether Hollywood or Bollywood gossip, exclusive previews and interviews with celebrities, movie and theatre reviews, what's happening on TV or the music scene in the UAE, you'll find it all here. Reader's watch our Facebook live reviews and watch our Bollywood movie reviews and exclusive interviews, spending over 3 minutes on average on page.



Audience Reach



Desktop

Page Views
700,000
Unique Visitors
93,000



Mobile

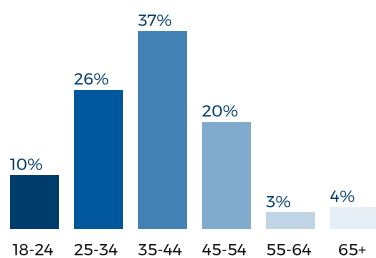
Page Views
465,400
Unique Visitors
198,900



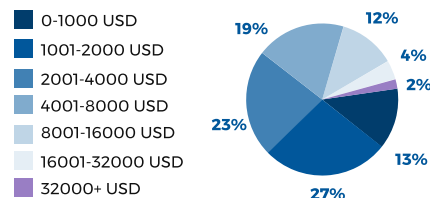
Time on site

Average session duration
00:11:32

Age



Household income



Gender



62%
MALE



38%
FEMALE

GULF NEWS GOING OUT

So much to do...so little time. That's where our experts bring edited choice with teh top things to do in the UAE. Whether adventure, going out with the family or simply relaxing in style, we have every angle covered - from reviews to handy short guides. Plus the latest cinema listings. Powerful search filters from our listings also means readers can instantly find restaurants or bars that suit their taste and budget. No wonder our readers spend a lot of time on this section.



Audience Reach



Desktop

Page Views
691,000
Unique Visitors
110,400



Mobile

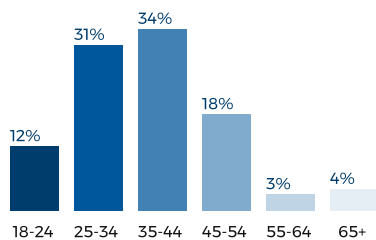
Page Views
476,000
Unique Visitors
188,100

Time on site

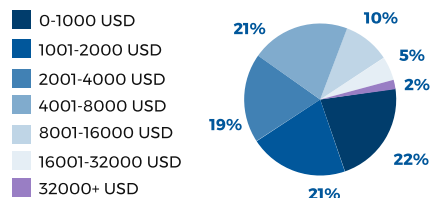


Average session duration
00:11:09

Age



Household income



Gender



60%
MALE



40%
FEMALE

GULF NEWS

FOOD

Delicious, healthy, challenging, our food experts take you through recipes - whether you're a beginner, need a quick meal or you're planning a showstopping dinner party. We've made it easy to find the meal by preparation time and cuisine so reader can easily find something right for them.



Audience Reach



Desktop

Page Views
122,300
Unique Visitors
15,600



Mobile

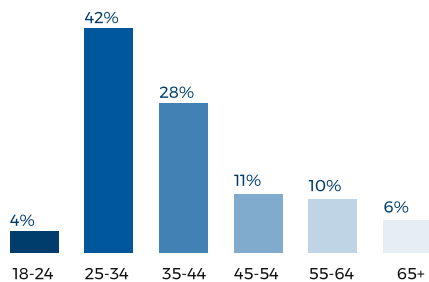
Page Views
61,400
Unique Visitors
20,600

Time on site



Average session duration
00:14:14

Age



Gender



60%
MALE



40%
FEMALE

GULF NEWS TRAVEL

With the UAE as a world hub for travel, it's little surprise that our travel stories get a lot of engaged time. With useful guides on staycations, or faraway destinations, we have travel advice and guides that cover every taste, style and budget. From backpacking across Asia to luxury getaways in Greece, we give hotel and destination guides that would make a perfect opportunity for travel related companies to target a motivated, relevant audience.



Audience Reach



Desktop

Page Views
67,100

Unique Visitors
12,100



Mobile

Page Views
42,100

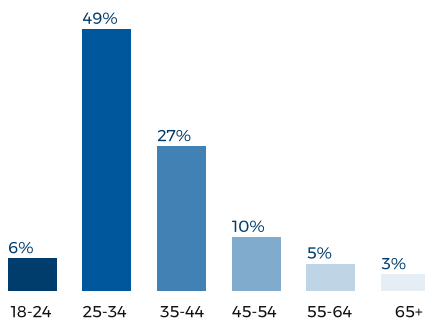
Unique Visitors
20,100



Time on site

Average session duration
00:09:08

Age



Gender



60%
MALE



40%
FEMALE

GULF NEWS LIFESTYLE

If it is parenting or fashion and beauty advice you're looking for... GulfNews.com/Lifestyle is the ultimate destination. The deeply engaged audience here also appreciate our advice and insight to health, well-being, relationships and families. There's everything here to live your best UAE life, from home interiors to fashion (budget or luxury) or bringing up baby.



Audience Reach



Desktop

Page Views
1,002,100
Unique Visitors
153,500



Mobile

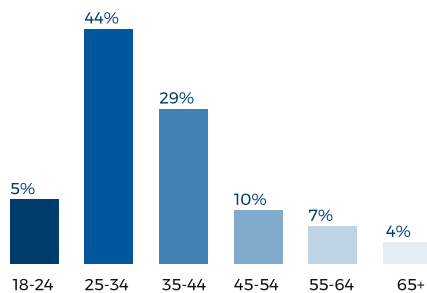
Page Views
811,600
Unique Visitors
357,000

Time on site



Average session duration
00:10:42

Age



Gender



54%
MALE



45%
FEMALE

Our audience has a lot of technophiles. A lot. There's nothing they love more than our reviews of the latest mobile phone or consumer electronics show. Our unpacking videos get high viewing numbers and deep engagement. It's a niche audience that is motivated to buy - whether gaming, mobile phones or gadgets.

We also cover FinTech and the latest tech and media news - from social media to the what's happening in the UAE market from local experts.



Audience Reach



Desktop

Page Views
220,300
Unique Visitors
34,700



Mobile

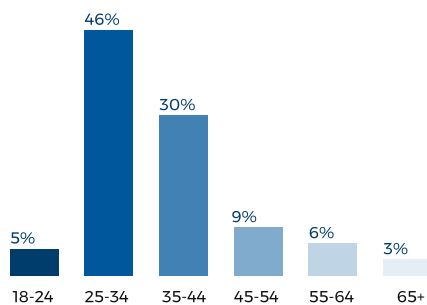
Page Views
140,900
Unique Visitors
61,500

Time on site



Average session duration
00:10:32

Age



Gender



69%
MALE



31%
FEMALE

GULF NEWS

HOW TO

Everything you need to know about coming to or living in the UAE in one place. All from an authoritative, fact-checked and independent source. This is our brand new section that we are committed to growing into one of the most comprehensive guides to life in the UAE in the market. It's little surprise that audiences are already highly engaged.

From Visas, employment law, buying a property, getting your UAE driving licence and far more, we'll keep making this section more powerful and useful for audiences. We'll even be adding language, DIY and life-hacking tips.



Audience Reach



Desktop

Page Views
415,400
Unique Visitors
76,700



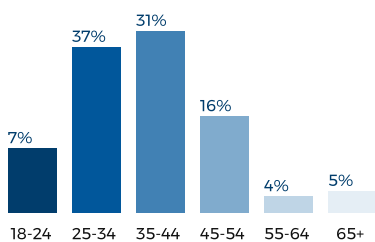
Mobile

Page Views
358,800
Unique Visitors
154,500

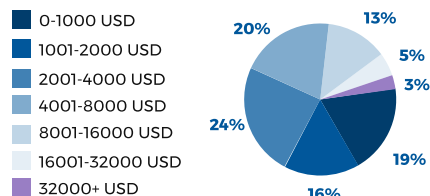


Average session duration
00:08:56

Age



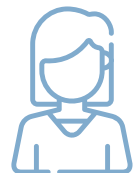
Household income



Gender



65%
MALE



35%
FEMALE

GULF NEWS VIDEOS

With millions of views every month, our video section has a growing audience. From the Daily Business show to live video we cover exclusive interviews, lively debates on the most pressing political issues and lifestyle topics from autos to home decorating.

We have a high rate of completed views and our explainers receive high engagement. It's not just the web's largest growing medium, it's a vital way to get your brand's message across to a relevant audience.



Audience Reach



Desktop

Page Views
127,000
Unique Visitors
28,800



Mobile

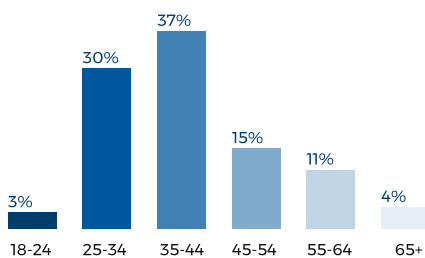
Page Views
257,700
Unique Visitors
31,000

Time on site



Average session duration
00:14:08

Age



Gender



70%
MALE



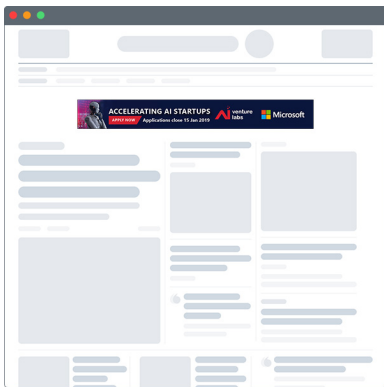
30%
FEMALE

PRODUCTS

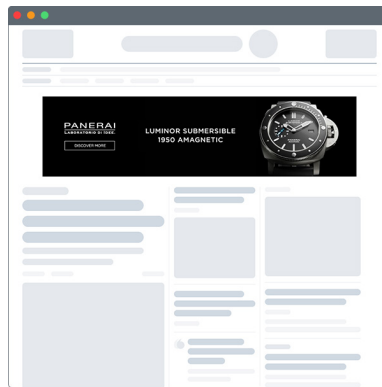
Banner ads - yes we do those. But that's not what you really want. Along with our audience targeting we can bring you a rich portfolio of creative, engaging and powerful inventory. From incorporating music or audio into notifications or mobile ads to interactive 3D, in-read parallax, video and expanding microsities...our inventory goes far beyond banners. Engaging media gets results. Here are some case studies from us and our suppliers. We can give you 360 degree ads, Smart Articles for content marketing, even live data and chat within the advert itself. More importantly we can build-in lead generation and data capture.

Explore all the options below.

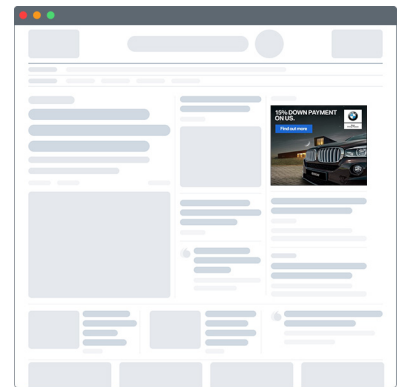
Display



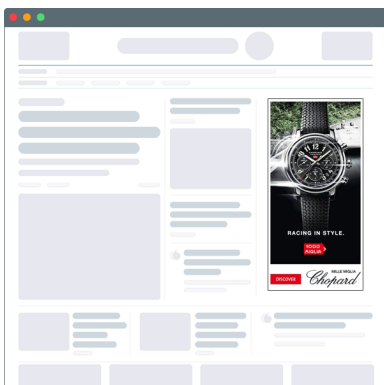
LEADERBOARD



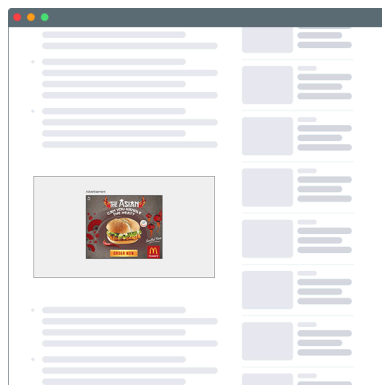
BILLBOARD



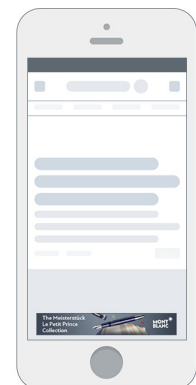
MPU



VERTICAL ADS

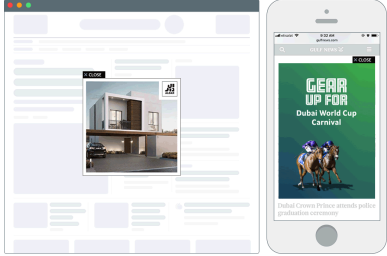


HIGH-IMPACT
IN-ARTICLE ADS

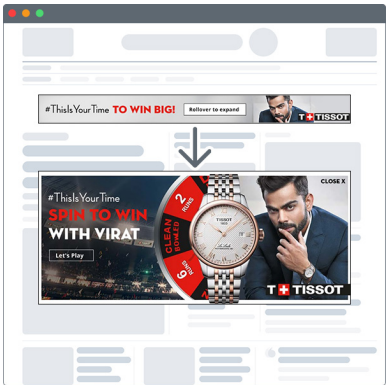


MOBILE
LEADERBOARD

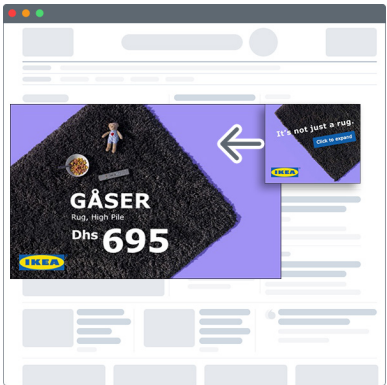
Rich Media



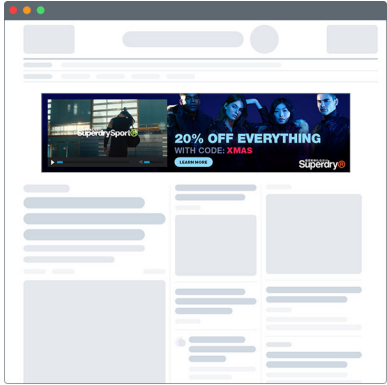
OVERLAY



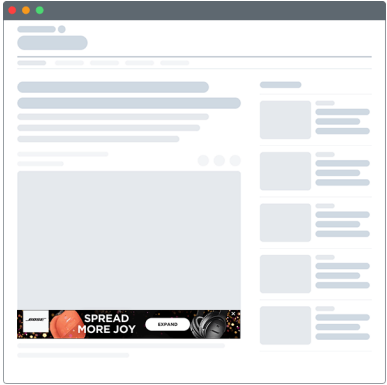
PUSHDOWN



EXPANDABLE



IN BANNER VIDEO



IN-IMAGE



UV SLIDER



STREAMBOX



SPOTLIGHT

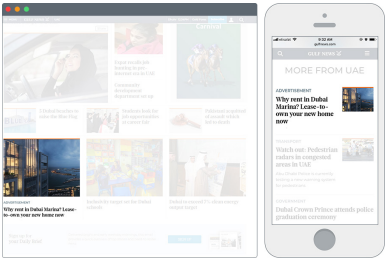


SCROLLER



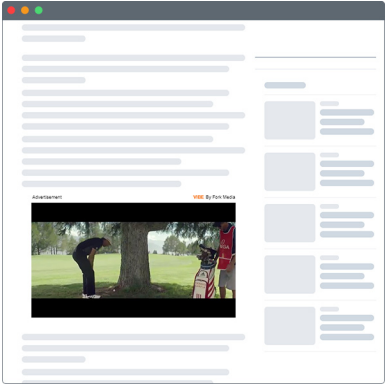
STICKER

Native Ads

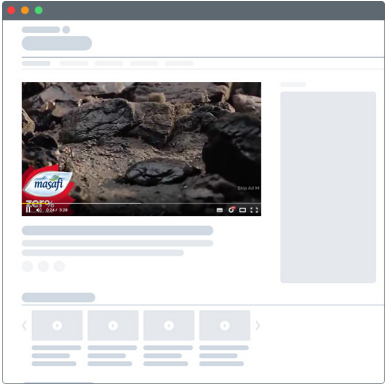


IN FEED ADS

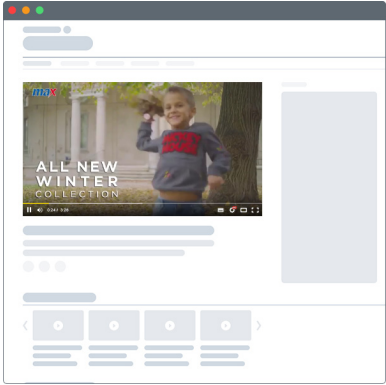
Video



IN-READ VIDEO



PRE-ROLL-SKIPPABLE

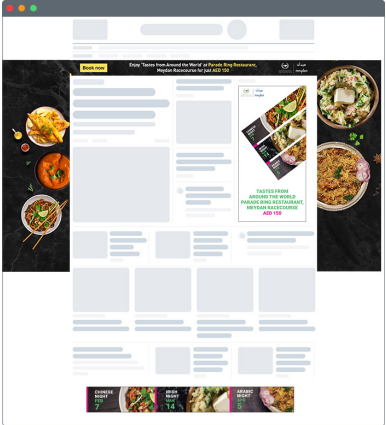


NON-SKIPPABLE
PRE-ROLL BUMPER

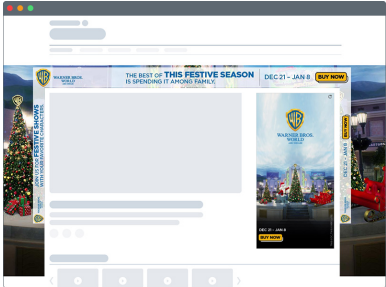
Sponsorship



STATIC SPONSOR LOGO



HOMEPAGE TAKEOVER

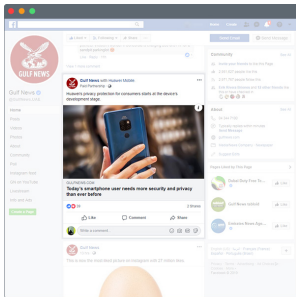


CHANNEL TAKEOVER

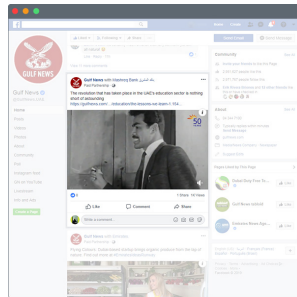
Social Media

A diversely-skilled team of experienced newsroom editors that offers you the very best of digital and social journalism through content that resonates with the audience. The team has built an engaged reader base across Facebook, Instagram and Snapchat that keeps Gulf News ahead of its competitors by far. Social channels' engagement, reach and campaigns that convert are our core strengths. Working with the Gulf News Social Media Team means access to +3 million audience base with multi-channel approach to content plans.

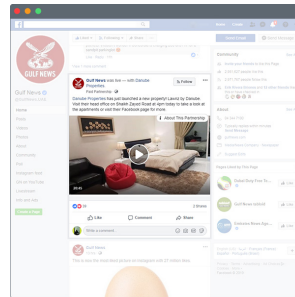
From Facebook Lives, competitions, campaigns to produced social videos, the team offers a range of content services that are on target. We have worked – commercially – with numerous sectors including real estate, gold and jewellery, food, hotels, tourism, travel, technology, exhibitions and events, entertainment, healthcare and retail.



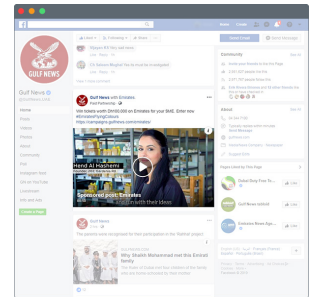
FACEBOOK
SPONSORED
PICTURE POST



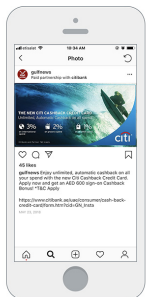
FACEBOOK
SPONSORED VIDEO
POST



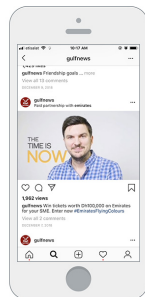
FACEBOOK LIVE
VIDEOS



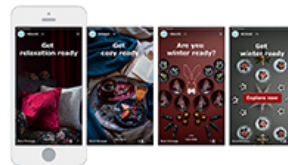
FACEBOOK
COMPETITIONS



INSTAGRAM
PICTURE POST



INSTAGRAM
SPONSORED VIDEO
POST



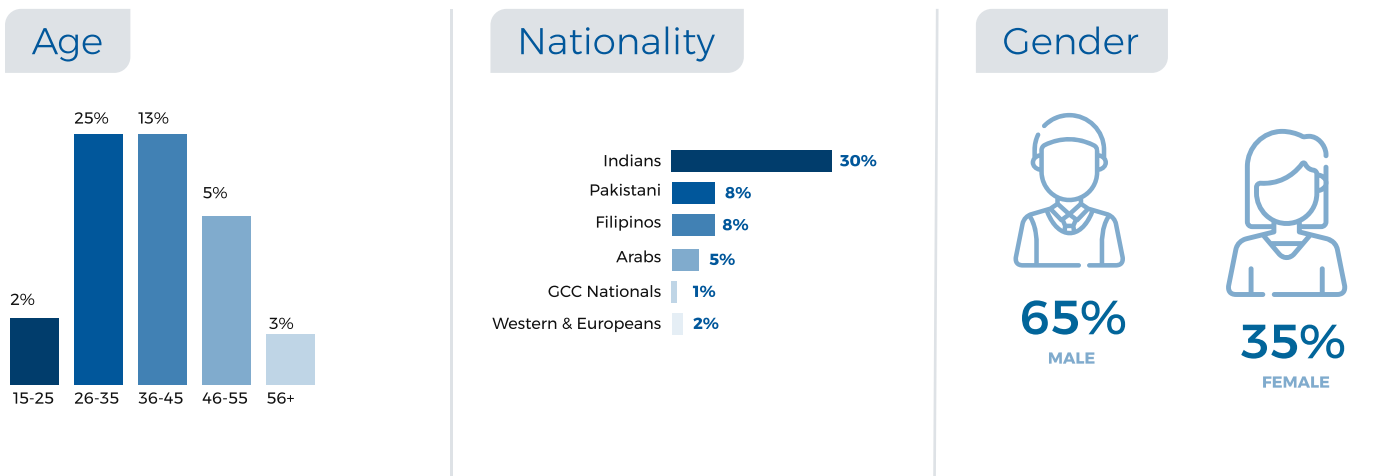
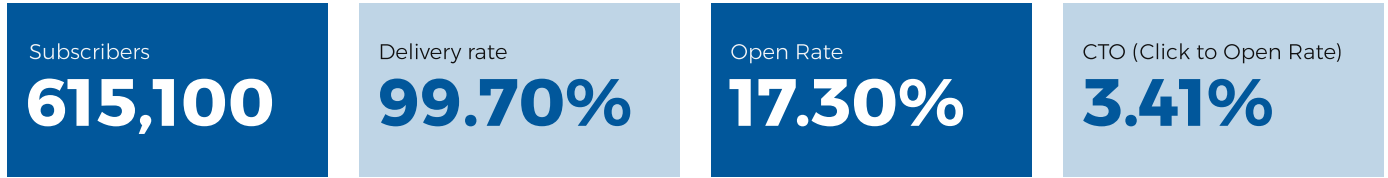
INSTAGRAM
STORIES



INSTAGRAM
COMPETITIONS

Email Direct Marketing

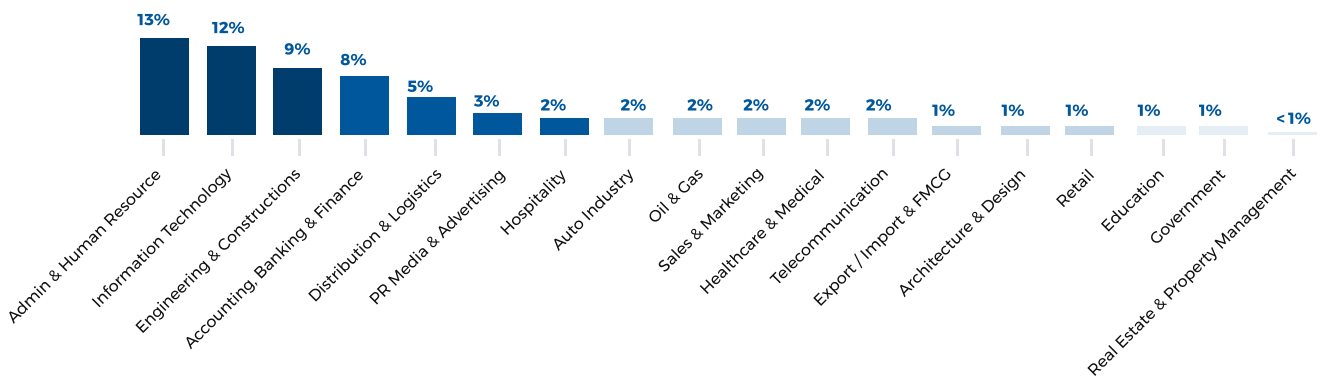
Whether you want to target a business manager in Dubai or a consumer in Abu Dhabi, our Email Direct Marketing can help you reach the inbox of your target market. With a huge database of opt-in subscribers, plus a wealth of demographic, ethnic and professional criteria, you can advertise with pinpoint accuracy, both quickly and cost-effectively.



Demographics

+34% Mid Career **+13%** Management Professionals **+6%** Executive Level

Industry



Delivery Rate - The percentage of the total number of successfully delivered emails over the total number sent out
View Rate - The percentage of the number of email messages opened over the total number of successfully delivered emails
CTO - Click To Open is the number of emails clicked compared to those that were viewed.

Audience Targeting

Reaching nearly every segment of the UAE, we have around 5 million unique behavioral profiles that are refreshed every month

CORE VERTICALS

Behavioral and Campaign data

REGION AVAILABILITY

UAE and parts of GCC (Saudi, Oman, Kuwait, Bahrain, Qatar)

DEVICE COVERAGE

Web and Mobile

SOURCE OF DATA

gulfnews.com | getthat.com
fridaymagazine.ae | wheels.ae
babyandchild.ae | insideoutmagazine.ae

KEY HIGHLIGHTS

As the UAE's No.1 newspaper of record, online and in print, we are a trusted source of information for our readers and a brand-safe environment for advertisers. We have approximately 5 million unique behavioural profiles every month.

Top Segments



AUTO ENTHUSIASTS

Our auto enthusiasts is one of our most engaged audiences. They are petrol heads and car buyers seeking pre-owned and new car sales alongside a need for speed with our latest car news and reviews from our expert motoring journalists.



FASHIONISTAS

With exclusive celebrity interviews, red carpet coverage and local coverage of the latest designers, local talent and beauty advice, we attract a highly engaged audience who want to look great and take pride in their look.



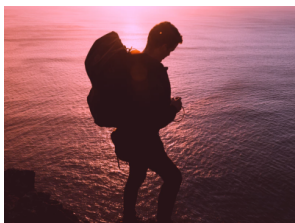
SPORTS & FITNESS BUFFS

Our audience loves sport. Cricket and football coverage delivered by our highly respected sports commentators keeps our audience coming back for fan-tertainment and no holds barred opinion.



REAL ESTATE FOLLOWERS

Moving in and moving out of this region is not only a high rental market but serious investors for new and existing developments. Our content experts in property reach every sector from mortgages to rentals, housing trends and availability, new developments and investment advice.



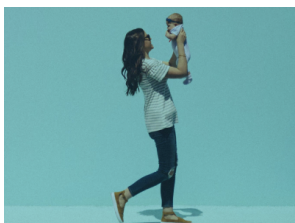
TRAVEL INTENDERS

As a hub for international travel, with plenty of long weekends for getting a well-deserved break home or away, there's no wonder our online readers are avid searchers of deals and inspiration for travel or activity ideas from our Guides and Going Out team.



TECH AND GADGET ENTHUSIASTS

With our reporters often on the ground at major unveiling events like WWDC and CES, it's no wonder we reach a huge tech-savvy audience eager to see the latest gadgets, gaming and software.



EXPECTANT/NEW MUMS

With a wealth of practical information, health tips, well-being and educational expertise, we deliver content for the whole experience of being a new mum, from pregnancy, infant development and tips for preschool children.



FOOD AND DINING LOVERS

From foodies to people looking for the best restaurant experiences, our journalists review and deliver content every week on the best recipes, gourmet dining and cooking experiences with master chefs in the region.



HIGH NET WORTH INDIVIDUALS

With the latest business news and insight on a macro and local economic viewpoint, we consistently reach an affluent C-level audience interested in a broad range of topics from golf to markets, buying property and luxury brands (especially performance and sports cars).



BUSINESS INFLUENCERS

One of our most popular areas of content, our journalists are well-renowned for covering the hot topics for local and world economics. Whether live coverage from major events or deep analysis, they regularly attract a large, active audience, diving into the defining issues across business management, banking, construction, aviation, oil and gas, technology and much more.

Programmatic

Our programmatic advertising solutions provides advertisers with the ability to serve adverts to specific customers in a specific context. This enhanced targeting ability means advertising campaigns can be designed to resonate with individuals on the pages they are most likely to engage with and at a time that they are most likely to engage. As well as delivering a more engaged, targeted audience our programmatic solutions are designed so that advertisers only pay for the relevant impressions, delivering a far greater campaign ROI.



Programmatic Direct



Preferred Deals



Private Auctions

REACH by Gulf News

REACH is the branded content team from Gulf News Media that combines an audience of over 4.2 million people with the best in editorial and multimedia talent.

We create front page visibility, features or editorial for your own channels, and we work across print, email, web or social. Our strategists creative technologists and content creators are focused on ROI for your brand Some examples of our digital work for clients may be found on this page.

Who do we do it for?



For other pricing models (CPC, CPL, CPCV, etc.) Podcast, Listings and Reviews, Newsletter, please get in touch with our sales team at digitaladvtd@gulfnews.com or call **600 587234**

CONTACT INFORMATION



The Gulf News Head Office is a modern media publishing plant situated between interchanges one (Defence Roundabout) and two (Safa Park) on Shaikh Zayed Road in Dubai, United Arab Emirates.

Gulf News - Dubai (Head Office) Opposite Emirates Holidays, Near Emarat Atrium / Holiday Inn Express / Safa Park, Sheikh Zayed Road, Dubai, U.A.E.

Telephone: **600 587234**

Email: **digitaladvtd@gulfnews.com**

P.O. Box: **6519**