



**Entrepreneur**  
العربية  
رواد الأعمال

2020 MEDIA KIT

INSPIRING BOLD  
**NEW THINKING  
IN BUSINESS**



ISSUE

HIGHLIGHTS

**January**

**Turning Points**



As we get started on a new decade, here's a look at how lives (and businesses) can change over a period of ten years

**February**

**Getting Ahead**



Innovation has become a strategic imperative for businesses, large and small, but also for governments, academia, and non-profits—here's a primer on keeping up with the trends.

**March**

**The Next Generation Of Entrepreneurs**



The people and companies that we are keeping an eye on as the region gets its entrepreneurship priorities in order.

**April**

**The Best Company Cultures**



A listing of the enterprises in the MENA region that make their employees a priority, and, as such, make themselves employers people want to work (and do business) with.

**May**

**The Customer Obsession Issue**



A look into how customers *should* be served in the Middle East, and the brands -both homegrown and international- that do it best.

**June**

**Let's Get Legal**



A guide for entrepreneurs to everything legal- from protecting their ideas, or starting up a business, all the way to being acquired, or going public.

**July**

**Follow The Leader**



Our annual issue that has enterprise head honchos talk strategy, industry-specific tactics, and professional challenges through the course of their careers in the MENA and beyond.

**August**

**Home Away From Home: Your Business Going Global**



We follow in the footsteps of MENA entrepreneurs that have successfully grown their global footprints, and how the rest of us can go about setting up shop regionally and globally.

**September**

**The MENA Region's Achieving Women 2020**



In time for the annual Achieving Women Forum, this feature is a yearly round-up of the most inspiring, influential women on the MENA business landscape.

**October**

**An Expo For Entrepreneurs**



As Expo 2020 Dubai kicks off, we take a look into the entrepreneurial opportunities presented by the global event taking place in the Middle East for the first time.

**November**

**Finance Demystified**



In addition to helping you overcome financial problems smoothly and quickly, this issue aims to help you mitigate any potential financial issue with some advanced planning.

**December**

**Transformation And How To Achieve It**



Transformation is often defined as transcending beyond the current form, be it on a personal, business, or larger, ecosystem level. This issue explores how to make it real.



## Fueling the Entrepreneurial Community

Entrepreneurs are business owners, creators and thought leaders everywhere building exciting ventures, reshaping entire industries for the better, and rewriting the rules of success. Entrepreneur helps them grow their businesses and realize their best selves and lives through inspiring stories of real people, valuable resources, how-to content, books, podcasts, videos, coaching and more.



### Magazine

**25k**

Copies across the Middle East

### Distribution

- UAE / 44%**
- KSA / 20%**
- Qatar / 12%**
- Kuwait / 6%**
- Bahrain / 5%**
- Oman / 4%**
- Other / 9%**



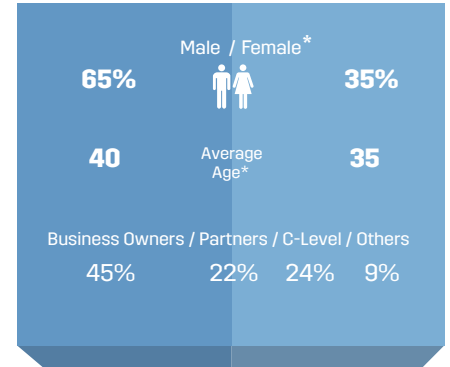
### Digital & Mobile

**86MM**

Page Views



COUNTRY	UNIQUE VISITORS	PAGE VIEWS
<b>UAE</b>	<b>133k</b>	<b>400k</b>
<b>KSA</b>	<b>116k</b>	<b>350k</b>
<b>Qatar</b>	<b>46k</b>	<b>137k</b>
<b>Oman</b>	<b>23k</b>	<b>70k</b>
<b>Kuwait</b>	<b>45k</b>	<b>136k</b>
<b>Bahrain</b>	<b>23k</b>	<b>70k</b>



### Events

**4K**  
Attendees



**International Reach /** Mexico, MENA, India, Georgia, APAC, Europe



### Smartphones & Tablets

**86MM**  
Page Views

**14MM**  
Unique Visitors

### Deliver Your Message Optimally Formatted

Provide these ad unit dimensions, and your campaign can be designed to include exposure to business decision-makers on the mobile web. Plus, the same contextual targeting developed for your campaign can be carried over to the mobile experience.

**Tablet Banner Ad Sizes:** 728x90 · 300x600 · 300x250

**Smartphone Banner Ad Sizes:** 300x50 · 320x50 · 300x250

For more information, contact your Entrepreneur sales representative.

AIMING HIGH

# Magnus Olsson

CAREEM

*“There is absolutely no reason why the [Middle East] region cannot do as amazing, fantastic things, as we can do in Silicon Valley. We can build unicorns from the region. We might call them uni-camels, but we can make them happen.”*



## CREATING MEANINGFUL CONNECTIONS WITH DYNAMIC EXPERIENCES

Under its *Industry Intel* banner, *Entrepreneur Middle East* hosts a variety of events that range from intensive workshops to half-day conferences catered toward the entrepreneurial ecosystem of the region. Each branded series is tailored to fit a unique mission based on the targeted business audience, whether it's by delivering practical advice or encouraging thought-provoking dialogue. These custom events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

### ENTERPRISE AGILITY AWARDS

Entrepreneur OF THE YEAR

#### Enterprise Agility Awards

This annual award series, which has editions in the UAE and Saudi Arabia, recognizes businesses and individuals across the Middle East that have established themselves as clear industry innovators that have made significant contributions to the region's business arena, and set a benchmark for others to follow.

### Achieving Women Awards

#### Achieving Women Awards

*Entrepreneur Middle East's* Achieving Women Awards celebrates the accomplishments of women across the MENA region who have set themselves up as role models in the region's business community.

### INDIAN INNOVATOR AWARDS

Entrepreneur OF THE YEAR

#### Indian Innovator Awards

This annual event honors the contributions of the Indian business community in the Middle East, whereby it recognizes their agility across a variety of industries including luxury, healthcare, construction, hospitality, education, banking, and communications, amongst other key drivers of the region's economy.

### ENTERPRISE AGILITY FORUM

THE ENTREPRENEURIAL  
CONTINUUM IN PERSPECTIVE

#### Enterprise Agility Forum

The Enterprise Agility Forum, which is staged under *Entrepreneur Middle East's Industry Intel* banner, features prominent speakers from all around the Middle East to share their insights and expertise with attendees from the entrepreneurial ecosystem of the region.

### ACHIEVING WOMEN FORUM

THE METHODOLOGY OF BUSINESS

#### Achieving Women Forum

With a focus on women in business in the MENA region, this annual conference sees the region's most prominent female industry figures come together to inform, train and inspire their peers.



**POWER POSE**

**Alya, Huda, and Mona Kattan**

HUDA BEAUTY

*“The heartbeat of the company is definitely that transformational idea, the idea that you can transform, and be beautiful. The vision of the company is definitely to allow people to understand their capabilities, and how far they can go.”*



## Partner with Our Dedicated Team of Content, Brand & Digital Strategists

Entrepreneur Partner Studio, the custom publishing and marketing division within Entrepreneur Media Inc., produces content that engages business owners and elevates the conversation for brands.

Writers, editors, designers and marketing strategists create highly original, in-demand content designed to resonate with partners' target audiences and inspire action.

### Content Formats

- Articles
- Infographics
- Special Reports
- Videos
- Webinars
- White Papers



Visit [entrepreneur.com/spotlight](https://entrepreneur.com/spotlight) for current examples.



### Ideation & Development



Collaborate with Entrepreneur Partner Studio's talented team to produce custom content based on your objectives.

### Publication Strategy



Carefully planned release dates of targeted content throughout the year consistently and memorably imprint your brand with our audience.

### Distribution



Content is distributed across Entrepreneur platforms, to newsletter subscribers and social communities. Extended distribution with our media partners offers even more exposure to your target.

### Optimization



Multivariate headline testing optimizes toward the highest-performing content. Metrics-based reporting and data inform future efforts.

## Standard Banners

- 728x90
- 970x90
- 300x600
- 300x250
- 320x50

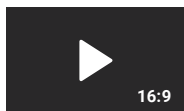
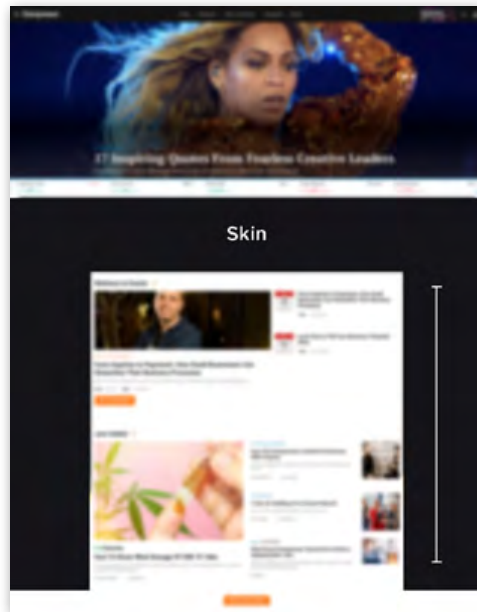


## Global Specs

FILE FORMATS	.jpg, .gif, .png, HTML5
MAX FILE SIZE	300kb
ANIMATION	15 seconds, Max 3 Loops
IN-BANNER VIDEO/AUDIO REQUIREMENTS	<ul style="list-style-type: none"> <li>• User Initiated Sound</li> <li>• Pause &amp; Mute Controls</li> </ul>
RICH MEDIA REQUIREMENTS	<ul style="list-style-type: none"> <li>• All Rich Media must be 3rd-party served (includes expanding and video ads)</li> <li>• Expansion must be user initiated and close on mouse-off</li> <li>• Audio must be muted by default</li> <li>• Max pixels: 5</li> </ul>
RECOMMENDATIONS	<p>AMPHTML Ads Highly Recommended:</p> <ul style="list-style-type: none"> <li>• Average 10% higher Viewability</li> <li>• Double the CTR on Average</li> <li>• Learn More About AMP HTML Ads <a href="#">Here</a> and <a href="#">Here</a>.</li> </ul>

## High-Impact Units

- 970x250
- 1200x250
- Article Break-In
- In-Article Parallax
- Skin
- Mobile Interscroller



## Pre-Roll Placement/

FILE TYPE	3rd Party VAST or 1st Party (mp4 or mov)
MAX FILE SIZE	10 mb
DURATION	15 seconds
MAX FRAME RATE	30
CLICK THROUGH	Yes



## Daily Newsletters/

DATABASE	120k Subscribers
NATIVE INTEGRATION	<p><b>Headline:</b> 10 words max, 50 characters max.</p> <p><b>Deck:</b> 25 words max, 115 characters max.</p> <p><b>Image:</b> 600x338 (no or minimal text in image)</p>



## Dedicated Emails/

LIST SIZE	400k Names
SEND MAX	200k
	Contact your sales representatives for more details



MAKING HISTORY

# Ronaldo Mouchawar

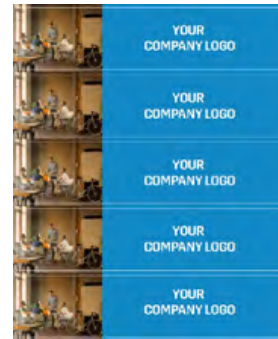
AMAZON MENA (FORMERLY SOUQ.COM)

*“Our model is very simple; it’s connecting people with products using technology, and creating better opportunities for people around us. I think the opportunity part of it always was a huge motivator, because I have seen how our team, our people, our sellers, our customers, have grown around us.”*

*Image courtesy Amazon MENA*



6-Page Rolling Gate



Perforated Bookmarks



Full-Page Insert Card



Dry Erase



Report Card



Trading Cards



Right-Hand Gatefold



Double-Page Butterfly Gate



BRC



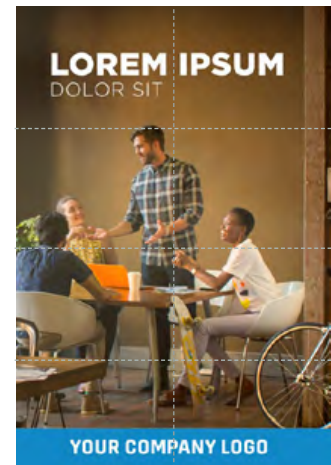
Tab Unit  
(1 inch tab)



Right-Hand  
1/2 Page Gatefold



French Door Unit



Poster—8 Page Fold-Out  
(front and back)



4-Color	1x	3x	6x	9x	12x
Outside Back Cover	US\$ 20.500	US\$ 18.450	US\$ 16.605	US\$ 15.000	US\$ 13.500
Inside Front Cover Spread	US\$ 20.000	US\$ 18.000	US\$ 16.200	US\$ 14.600	US\$ 13.125
Inside Front Cover	US\$ 14.500	US\$ 13.050	US\$ 11.745	US\$ 10.570	US\$ 9.500
Inside Back Cover	US\$ 14.000	US\$ 12.600	US\$ 11.340	US\$ 10.200	US\$ 9.180
Double Page Spread	US\$ 15.000	US\$ 13.500	US\$ 12.150	US\$ 10.935	US\$ 9.840
Full Page	US\$ 10.000	US\$ 9.000	US\$ 8.100	US\$ 7.300	US\$ 6.565
DPS Prime	US\$ 17.500	US\$ 15.750	US\$ 14.175	US\$ 12.756	US\$ 11.480
Full Page Prime	US\$ 12.500	US\$ 11.250	US\$ 10.125	US\$ 9.113	US\$ 8.200
Half Page Vertical	US\$ 6.500	US\$ 5.850	US\$ 5.265	US\$ 4.750	US\$ 4.000
Half Page Horizontal	US\$ 6.500	US\$ 5.850	US\$ 5.265	US\$ 4.750	US\$ 4.000

## MECHANICAL REQUIREMENTS

MAGAZINE FINAL TRIM SIZE 20.3CM X 27.3CM

SPACE /	TRIM /	BLEED /
Spread	40.6 cm x 27.3 cm	41.6 cm x 28.3 cm
Full Page	20.3 cm x 27.3 cm	21.3 cm x 28.3 cm
1/2 Page Horizontal	20.3 cm x 13.3 cm	21.3 cm x 13.8 cm
1/2 Page Vertical	10 cm x 27.3 cm	10.5 cm x 28.3 cm

### FORMAT

The recommended digital format for the supply of artwork is Adobe Acrobat PDF files. Please ensure fonts are embedded. Material may also be submitted in Adobe InDesign, Adobe Illustrator or Adobe Photoshop formats. All scans, logos, illustrations and fonts (used in the layout document and placed EPS files) must be supplied in addition to the layout file. If a PDF cannot be produced, files from PC computers must be saved to an EPS format, with all fonts outlined and either all images embedded or supplied separately. Conversion charges may apply.

### COLOUR

CMYK Colour must be used throughout. RGB and spot (eg Pantone) colours will be converted to CMYK colourspace. Colourspace conversion will change the appearance of colours in your file. It is strongly recommended that you convert all colour files to CMYK before finalising your design and submitting the material to us. We accept no responsibility for colour variations if files are supplied in Pantone or RGB format and/or you do not supply a colour accurate digital proof.



## Advertising Sales Contacts /



For all commercial enquiries related to Entrepreneur العربية  
contact [sales@bncpublishing.net](mailto:sales@bncpublishing.net)

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