

2026  
MEDIA KIT

**BusinessToday.**ME  
BUSINESS, MONEY & FINANCE

# OVERVIEW

**Business Today Middle East** is the region's leading platform for business leaders, entrepreneurs, decision-makers and cultural influencers who shape the future of the Gulf.

For over a decade, we have delivered timely insights, in-depth analysis, and exclusive interviews across the sectors driving growth and innovation, from finance and real estate to design, travel, and lifestyle.

With the launch of our **print edition**, alongside our established digital presence and social channels, we connect readers with the knowledge and perspectives that matter most, helping them stay ahead in an ever-changing business landscape.

Part of **BNC Publishing**, Business Today Middle East combines editorial credibility with regional expertise, offering advertisers and partners a direct line to the region's most influential audience.



# Audience Profile



## Business Leaders & Executives:

CEOs, managing directors, and senior decision-makers driving strategy across key industries.



## Entrepreneurs & Innovators:

Founders and startup leaders shaping emerging sectors and redefining markets.



## Industry Professionals:

Professionals who influence business, culture, and trends.



## High-Net-Worth & Influential Individuals:

Readers who shape taste, investment, and lifestyle, with an eye for quality, travel, design, and culture.

# Print & Digital Reach

Since 2014, *Business Today Middle East* has been a trusted digital destination for professionals, entrepreneurs, and decision-makers across the region. Now, with the launch of our **print edition**, we're extending our influence even further, offering advertisers a powerful, multi-channel platform that connects them with an engaged and forward-thinking audience.

## Digital

**Website:** <https://www.businesstoday.me/>

**Monthly unique visitors:** 50K

## Social Media

Instagram **9.5K**

LinkedIn **3K**

Facebook **3.7K**



# EDITORIAL CALENDAR

Month	Features / Special edition	Key Focus Areas / Suggested Angles
January	Gulf Economic Outlook 2026	Regional growth forecasts, government agendas, FDI trends, and macroeconomic insights shaping the year.
February	Real Estate, Infrastructure & National Development Agendas	Urban expansion, giga projects, housing policy, and infrastructure financing; investor confidence across the GCC.
March	Technology & The Future of Productivity	AI integration, data-driven economies, digital transformation, and how technology is redefining enterprise efficiency.
April	Banking, Finance & Capital Markets	The evolution of GCC financial hubs, fintech regulation, private equity, venture capital, and wealth management.
May	Leaders of Now: Business Icons Fueling 2027 and Beyond (Powerlist)	A definitive annual ranking celebrating executives, entrepreneurs, and innovators who are defining the sector.
June	Love, Legacy & Craftsmanship	Stories of passion in luxury design, watchmaking, jewellery, and bespoke fashion; spotlight on heritage brands preserving artistry.
July	Women in Business & Economic Inclusion 2026	Female leadership in finance and industry, policy reforms driving inclusion, and the metrics of progress.
August	Trade, Mobility & The Future of Movement	Logistics, aviation, and automotive innovation, connecting regional ambition with global trade.
September	Sustainability, Energy & Green Innovation	Renewable projects, ESG leadership, and sustainable design across business and lifestyle sectors.
October	Healthcare & Life Sciences Innovation	Healthcare innovation, workplace wellness, and lifestyle ecosystems enhancing productivity.
November	Retail, E-Commerce & Consumer Trends / GITEX 2026	
December	Leadership & The Future of Work	Rethinking corporate culture, executive mindset, and the human side of progress.

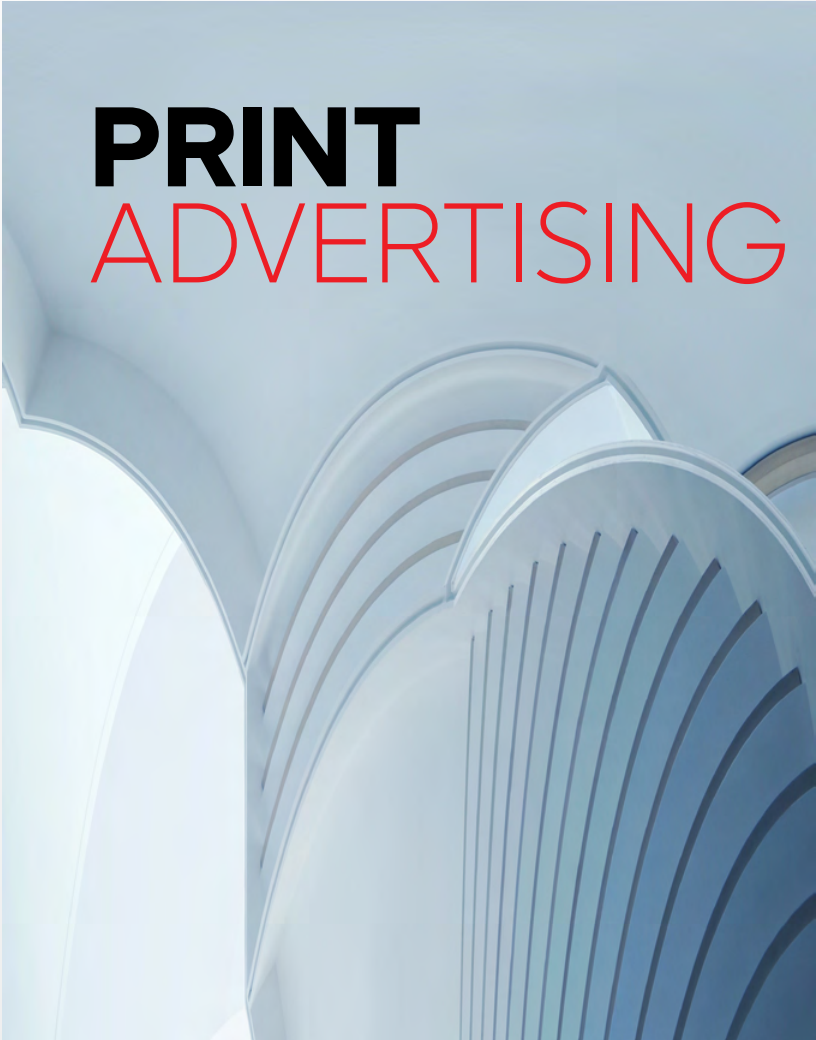
# EVENTS CALENDAR

Sector	Event	Date
Content Creation Economy	1B Follower Summit	9 - 11 January 2026
Real Estate	RISE Expo 2026	13-15 January 2026
Real Estate	SHARJAH REAL ESTATE EXHIBITION - ACRES	21-24 January 2026
Finance	CFOs & Finance Leaders' Summit Middle East 2026	27 January 2026
Fashion	Dubai Mall Festival of Fashion	29 & 30 January 2026
Hospitality	Gulfood Dubai	26 - 30 January 2026
Fashion	Dubai Fashion Week	01 - 06 February 2026
Finance/Business	PropTech Connect 2026	04 - 05 February 2026
Real Estate / Tech	InvestPro UAE Dubai 2026	09 February 2026
Finance	FiNext Conference & Expo	10 - 11 February 2026
Business	WHX Dubai	09 - 12 February 2026
Business	Investopia 2026	31 March-2 April 2026
Finance/Business	Global FinEXPO Dubai 2026	01-02 April 2026
Real Estate	IPS Show 2026	13-15 April 2026
Fashion / Business	Watch & Jewellery Middle East Show	08 - 12 April 2026
Fashion	Emirates Fashion Week SS'26	27 - 28 April 2026

# EVENTS CALENDAR

Sector	Event	Date
Finance	Token 2049	29 - 30 April 2026
Finance	World Investor Summit	01 & 02 May 2026
Fintech	Dubai Fintech Summit	11- 12 May 2026
Finance	Seamless Dubai 2026	12 - 14 May 2026
Design	INDEX & The Hotel Show	02 - 04 June 2026
Tech/ Business	The Future Innovation Summit	09 & 10 November 2026
Fashion	International Apparel & Textile Fair	17 - 19 November 2026
Business	Gitex 2026	07-11 December 2026
Business	Expand North Star	08 - 10 December 2026





# PRINT ADVERTISING RATES

PLACEMENT	1x insert		4x insert		8x insert		12x insert	
	USD	AED	USD	AED	USD	AED	USD	AED
Inside Front Cover	\$8,500	AED 31,220	\$6,800	AED 24,976	\$5,440	AED 19,834	\$4,352	AED 15,984
1st Right-Hand Page	\$8,000	AED 29,383	\$6,400	AED 23,506	\$5,120	AED 1,8805	\$4,096	AED 15,044
Inside Back Cover	\$7,000	AED 25,710	\$5,600	AED 20,568	\$4,480	AED 16,454	\$3,584	AED 13,163
Outside back Cover	\$10,000	AED 36,729	\$8,000	AED 29,383	\$6,400	AED 23,506	\$5,120	AED 18,805
Double Page Spread	\$15,000	AED 55,094	\$12,000	AED 44,075	\$9,600	AED 35,260	\$7,680	AED 28,208
Full Page	\$6,000	AED 22,037	\$4,800	AED 17,630	\$3,840	AED 14,104	\$3,072	AED 11,283
Half Page	\$4,000	AED 14,691	\$3,200	AED 11,753	\$2,560	AED 9,402	\$2,048	AED 7,522
Quarter Page	\$3,000	AED 11,018	\$2,400	AED 8,815	\$1,920	AED 7,052	\$1,536	AED 5,641



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