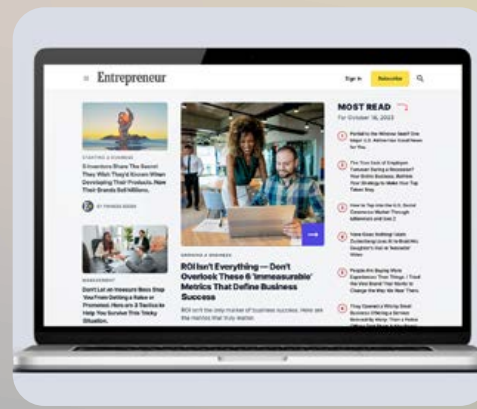






# The Pulse of Entrepreneurship

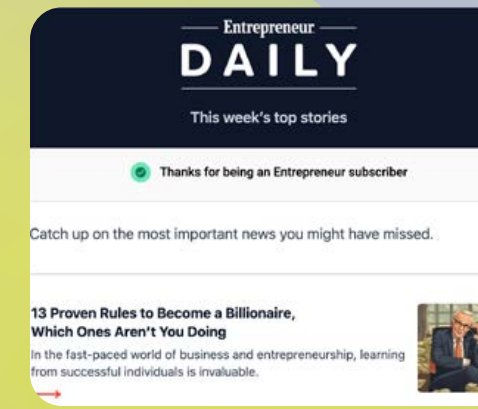
Entrepreneur connects with millions of innovative minds across every platform and medium.



## ENTREPRENEUR.COM

20 MN Monthly UVs

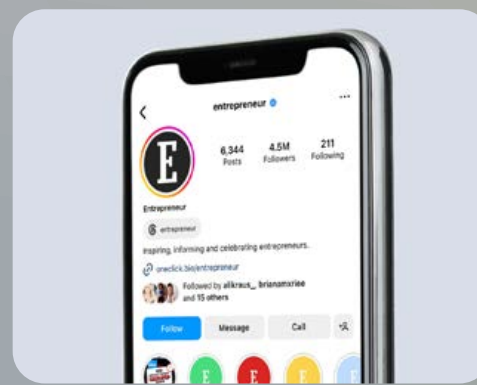
- Premium Entrepreneur Insider Members
- Green Entrepreneur, Women Entrepreneur and Young Entrepreneur Channels
- International Editions: Mexico, Latin America, Mena, India & Georgia



## EMAIL & NEWSLETTERS

440k Subscribers

- 200K Dedicated Email List
- 200K LinkedIn Newsletter
- 40K Entrepreneur Daily Newsletters



## SOCIAL

16 MN Followers

- Access to Experts in Live Conversations
- Join Our Community On: [Facebook](#), [X](#), [LinkedIn](#), [YouTube](#), [Instagram](#), [Tik Tok](#), [Pinterest](#) and [Snapchat](#)



## MAGAZINE

3.6 MN Magazine Readers

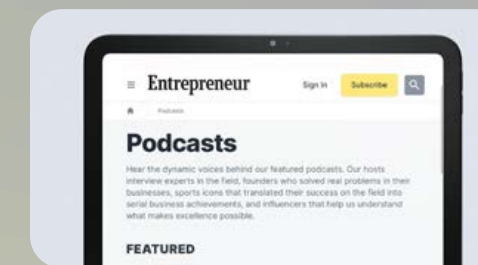
- 6x Annual Digital and Print Issues
- 375K Rate Base
- 5.5 Readers Per Copy
- 3x *Entrepreneur's Startups* Issues



## ENTREPRENEUR TV

On Linear, AVOD, and Streaming Platforms

- Original Programming and Custom Productions
- 10+ Seasons of Entrepreneur Elevator Pitch



## PODCASTS

4.1 MN Monthly Downloads

- 12+ Popular [Shows](#) and Host Personalities
- Available on All Major Streaming Audio Platforms



## EVENTS

100K Event Attendees

- Virtual Workshops, Conversations & Events
- Tentpole and Custom In-Person Experiences
- Monthly Motivations with 1,500 Live Attendees



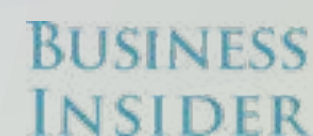
## BOOKS

Over 2.5 MN Books Sold

- [Entrepreneur Books](#)
- Print, Digital and Audio Content



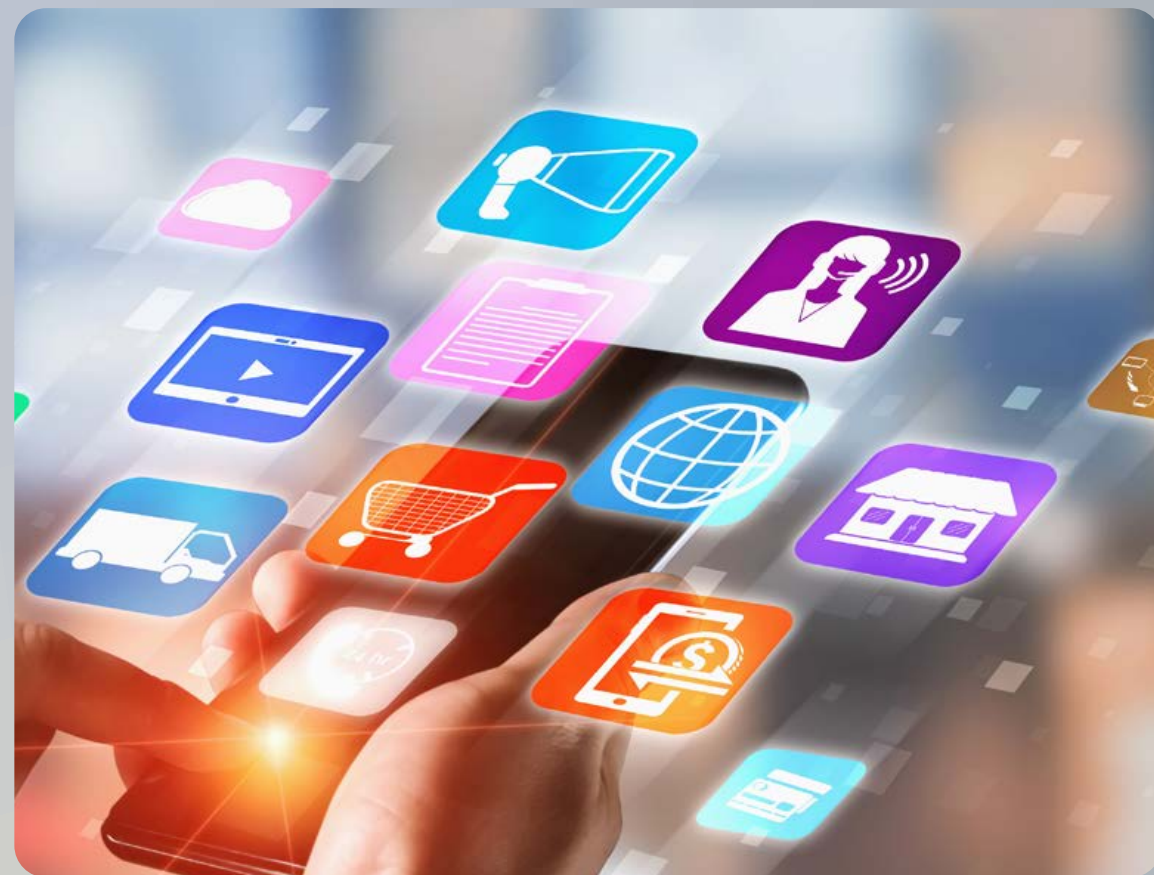
### MEDIA PARTNERS AND DISTRIBUTION CHANNELS





# Entrepreneur Middle East

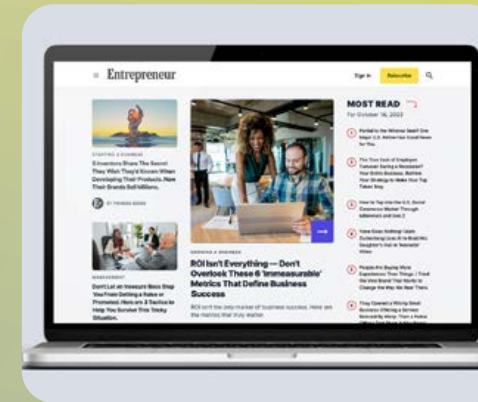
Launched in 2014, Entrepreneur Middle East is the guide for the region's entrepreneurs and business-minded readership. Based out of Dubai, United Arab Emirates, Entrepreneur Middle East is the flagship publication of BNC Publishing, officially licensed by the US-based business and growth publication, Entrepreneur.



### MAGAZINE

**25K**

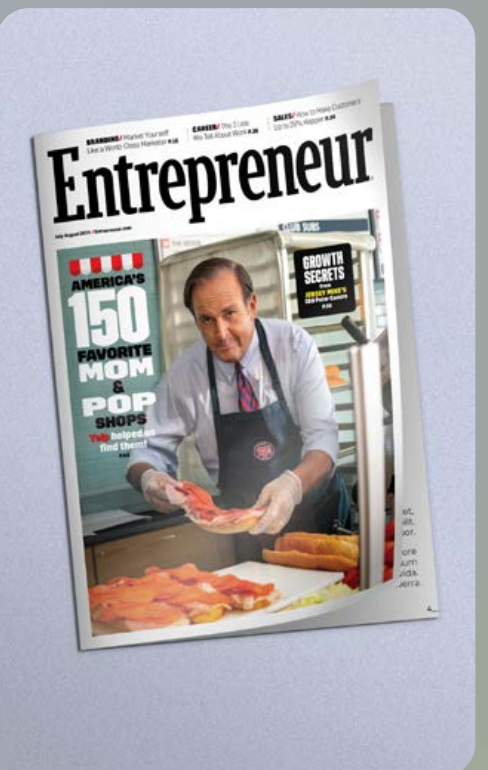
Copies across the Middle East



### DIGITAL & MOBILE

**86MN**

Page Views



### DISTRIBUTION

UAE	44%
KSA	20%
QATAR	12%
KUWAIT	6%
BAHRAIN	5%
OMAN	4%
OTHER	9%

COUNTRY	UNIQUE VISITORS	PAGE VIEWS
UAE	133K	400K
KSA	116K	350K
QATAR	46K	137K
OMAN	23K	70K
KUWAIT	45K	136K
BAHRAIN	23K	70K



### EVENTS

**4K**  
Attendees







ENTREPRENEUR.COM

Entrepreneur



Entrepreneur MIDDLE EAST

Subscribe

**FINANCE**  
Redefining Capital's Purpose: The Evolution Of Impact Investing  
BY KEVIN CHIN

**NEWS AND TRENDS**  
10 Insights On The Business Of Healthtech In The MENA Region  
BY ERIKA MASAKO WELCH

**ENTREPRENEURS**  
Staying At The Top Of Your Game: Switching From Work-Life Balance To Life Maximization  
Create a meaningful day at work by seeing it as part of your daily life, rather than a separate entity.  
BY NATHAN FARRUGIA

**MOST READ**  
For January 24, 2024

- This Former Stay-at-Home Mom Started a 'Zero Experience' Side Hustle That's Earned Over \$500,000 — and She Doesn't Work More Than 1 Hour a Day
- 55 Small Business Ideas to Start in 2024
- How To Start a Youtube Channel: Step-by-Step Guide
- Finding A Match In Family-Owned Business And Innovation-Driven Entrepreneurship
- Why You Should Be Investing Your Money In Real Estate
- Drone Delivery Could Soon Be Coming To Dubai
- How Leveraging External Trainers Can Advance Your Companies Growth and Talent Optimization

**LATEST**

Startup Spotlight: Abu Dhabi-Based Hulexo Is Here To Reduce Operational Bottlenecks For Small Businesses

Staying At The Top Of Your Game: Switching From Work-Life Balance To Life Maximization

Not For The Light-Hearted: Navigating The Realities Of Entrepreneurship  
BY RYAN SHARIF

**LIFESTYLE**  
The Executive Selection: A. Lange & Söhne 1815 Annual Calendar  
The 1815 Annual Calendar comes with analog displays for the date, day of week, and month, as well as a moon-phase display calculated to remain accurate for 122.6 years.  
BY ENTREPRENEUR MIDDLE EAST STAFF

The newly appointed CEO of Fairmont Hotels & Resorts, Mark Willis (center), and his team at their new headquarters in Dubai



السبت، نوفمبر 9، 2024 English من نحن اتصل بنا

Open an Emirates Islamic Priority Banking Account and earn up to AED 30,000 cashback [Apply Now](#)

Entrepreneur العربية

أخبار لايف ستايل قادة أعمال رواد أعمال أسواق شركات ناشئة شؤون رياضية WAED

لماذا يُعد افتتار الشركات الصغيرة إلى التطبيقات خطأ كبيراً؟

شركة بانتثيون للتطوير العقاري تكشف عن مشروع "ون سنترال" بقيمة مليار درهم في رأس الخيمة

شركة بانتثيون للتطوير العقاري تكشف عن مشروع "ون سنترال" بقيمة مليار درهم في رأس الخيمة

مادا بعد فوز ترامب بالرناسة؟

الإمارات الإسلامية EMIRATES ISLAMIC

Open an Emirates Islamic Priority Banking Account and earn up to AED 30,000 cashback [Apply Now](#)

أخبار

الكل رواد شباب حوار

لماذا يُعد افتتار الشركات الصغيرة إلى التطبيقات خطأ كبيراً؟

مادا بعد فوز ترامب بالرناسة؟

مجموعة الصياح تطلق مشروعها الجديد ابراج باترفلاي في أركان، دبي بقيمة 350 مليون درهم

معرض HostMilano يكشف من دبي عن

شركة بانتثيون للتطوير العقاري تكشف عن

تقرير المملكة العربية السعودية تستثمر في صناعة السياحة 26م

توجهات التجارة الإلكترونية إنتقل عملك إلى المستوى التالي 46م

نقطة NFTs شركة رائدة تبني البنية التحتية للويب 3 وصناعة البلوكتشين 53م

Entrepreneur العربية رواد الأعمال

إليانا موتوك ويلي أبو ضاحي أسستا شركة تكنولوجيا التعليم الناشئة **منارة** 20م

تحريير الإمكانات

شركة تكنولوجيا التعليم الناشئة **منارة** تمكّن المواهب الرقمية الأكثر إبداعاً من الجنسين

AUGUST 2022 | ENTREPRENEURALARABIYA.COM

Pickl 27م | كيف نجحنا في الإمارات | Shapes Defined | كيف تعرف نطاق | EZZehale 27م | كيف فشلت في الإمارات

Entrepreneur العربية رواد الأعمال

علي سنجواني

بنقل "داماك" إلى مرحلة الشراكة مع العملاء

ملتقى النجوم

مهرجان الشارقة لريادة الأعمال 2021

موزة لأفضل اللحظات في

28م

كيف يعمل نظام الفرشايير والمطعم التقليدي ذهب مع الريح

سرا النجاح

كيف يعمل القادة على بناء شبكة العلاقات؟

شباب الإمارات يظهرون جيلهم في سوق العمل العربي

شركات الوبلازيون والشركات التي ستعجز بوبايون هربا

رواد الأعمال

أطفال الإمارات رواد أعمال

الطبي المهيبي

أنستت مشروعها بة آلاف درهم

حديث مع دالي فرحة المدير التنفيذي والشريك في بيكو كاتيل

إطلاق الإعلان للامكالات البشرية في النظام البيئي للشركات الناشئة السعودية

تطور مشهد التمويل الاستثماري في دبي

شركة استثنائية بدمج التقنية مع التعليم

مستثمرين كثر في الشرق الأوسط

محمد بلوط / المصمم استراتيجي Kinetix | كيف يمكن للشركات السعودية مواجهة التحول الرقمي؟

سماح حمادة / مؤسس Dora | كيف يمكن للشركات السعودية مواجهة التحول الرقمي؟

Entrepreneur العربية رواد الأعمال

رائد الأعمال

وليد الحاج

أنا مع نظام الفرشايير والمطعم التقليدي ذهب مع الريح

مشاريع النساء

في مبادرات رأس المال السعودي المخاطر

سرا النجاح

كيف يعمل القادة على بناء شبكة العلاقات؟



01		<b>JANUARY</b> New Possibilities in 2025	07		<b>JULY</b> How Creativity Fuels Business Success
02		<b>FEBRUARY</b> The Power of Anticipation: Staying Ahead in a Rapidly Changing World	08		<b>AUGUST</b> Leading the Way to Profitable Sustainability
03		<b>MARCH</b> Igniting Innovation - AI / Profit with Purpose (Ramadan edition)	09		<b>SEPTEMBER</b> Follow The Leader
04		<b>APRIL</b> Navigating Business Success in E-Commerce	10		<b>OCTOBER</b> MENA Women Building Global Brands
05		<b>MAY</b> Future Proofing Economy, Sector by Sector	11		<b>NOVEMBER</b> Foresight as a Competitive Edge in Business
06		<b>JUNE</b> The Business of Fintech	12		<b>DECEMBER</b> Business Trailblazers In The Middle East





# Get to Know Today's Transformative Leaders

Entrepreneurs are the independent leaders designing the future with their groundbreaking innovations, ventures, and missions. They are brilliant minds with a distinctive spirit and approach to life that only one media brand serves and supports—Entrepreneur.

Mark Nutter, founder and Chairman|Yomly



Neha Mishra, founder|Kinoya

## AFFLUENT LEADERS

Average Age

**38**

Ranked #1

Average HHI

**\$575,500**

Ranked #1

Identify As An Entrepreneur

**62.8%**

Index 206

## BUSINESS DECISION-MAKERS

Ranked #1

Business Owner/Partner/  
C-Level Executive

**73.7%**

Index 192

Ranked #1

Business Purchase Decision-Maker

**77.3%**

Index 160

## INFLUENCERS

Ranked #1

Opinion Leader

**80.8%**

Index 148

Ranked #1

Influence Others' Behaviors, Opinions  
and Thoughts on Business Issues

**67.7%**

Index 181

Ranked #1

First to Try New Products or Services

**78.4%**

Index 156



Dr. Mounira Jamjoom, Basma Bushnak, and Sara Zaini, co-founders|Emkan Education



Abdullah Al Mutawa, founder|Cari



Kate Wooyeon Park, founder|Lamise Beauty



Armin Moradi, co-founder|Qashio



# Content for Inspired Minds

Entrepreneur's exciting network inspires, informs, and celebrates the people shaping the future of business. Generate visibility with both in-program and interstitial brand integration opportunities featured against premium content.

## ENTREPRENEUR TV



ENTERPRISE AGILITY AWARDS



PEPSICO GREENHOUSE ACCELERATOR PROGRAM



VIRTUZONE AWARDS 2023



THE MBRIF INNOVATION ACCELERATOR PROGRAM



MASTERS OF CHANGE

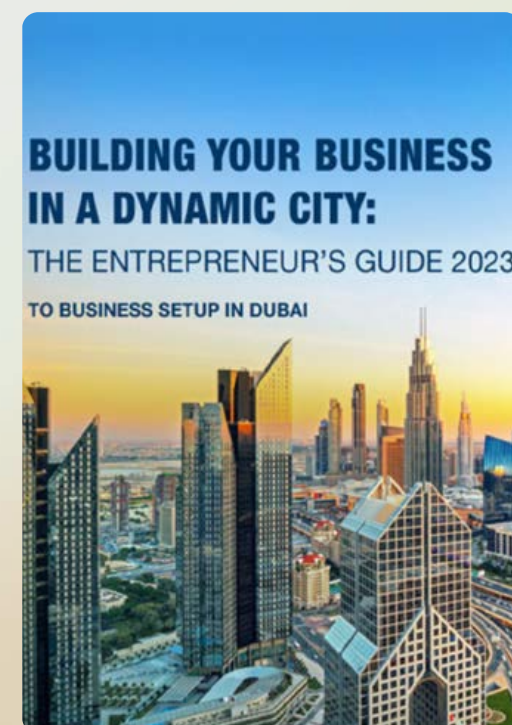


UNLOCKING POTENTIAL

## ENTREPRENEUR INSIGHTS



Future 100



Building Your Business In A Dynamic City



Opportunities In Web 3



Bringing The World To Saudi



App Olympics



# Bespoke Content Marketing Solutions for Your Brand

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.

SEE SPOTLIGHT EXAMPLES

 Ideation & Development

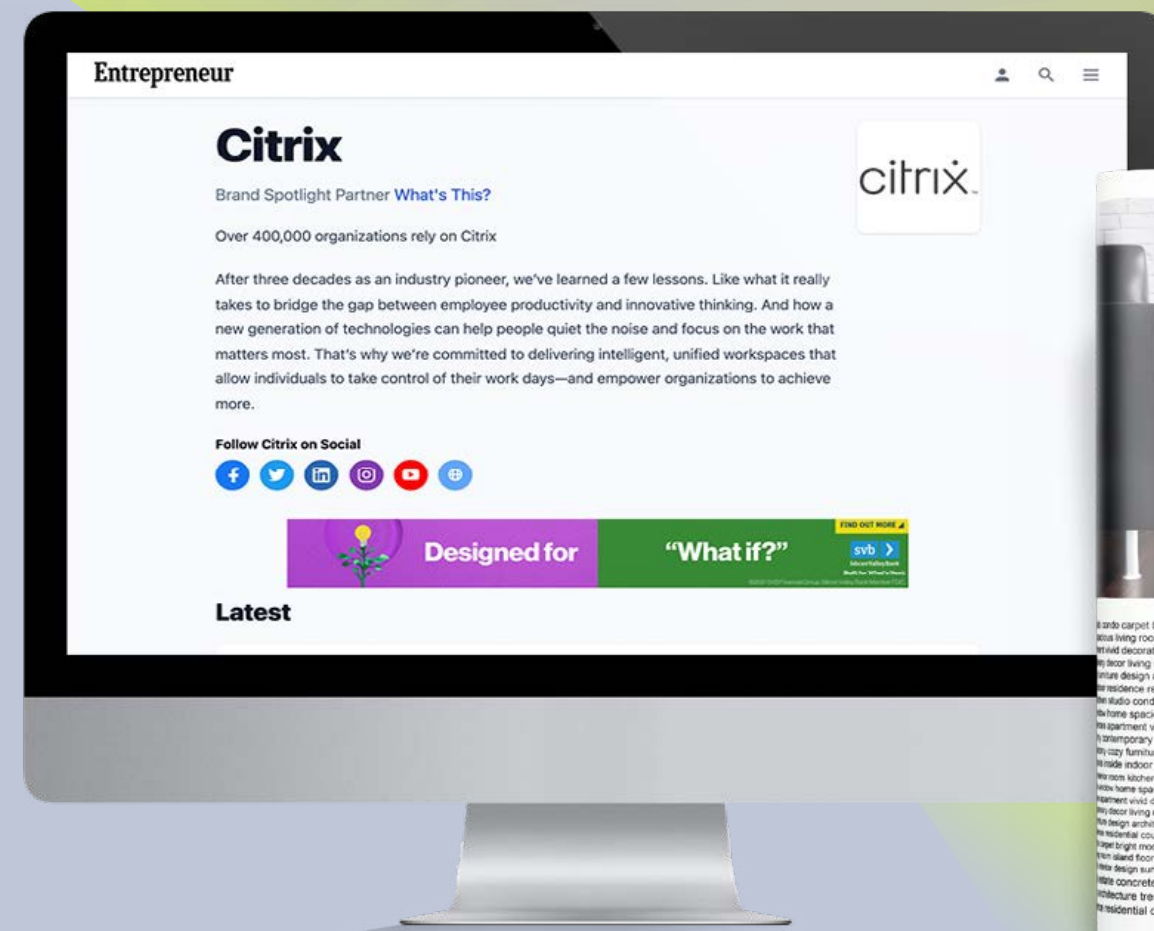
 Distribution

 Publication Strategy

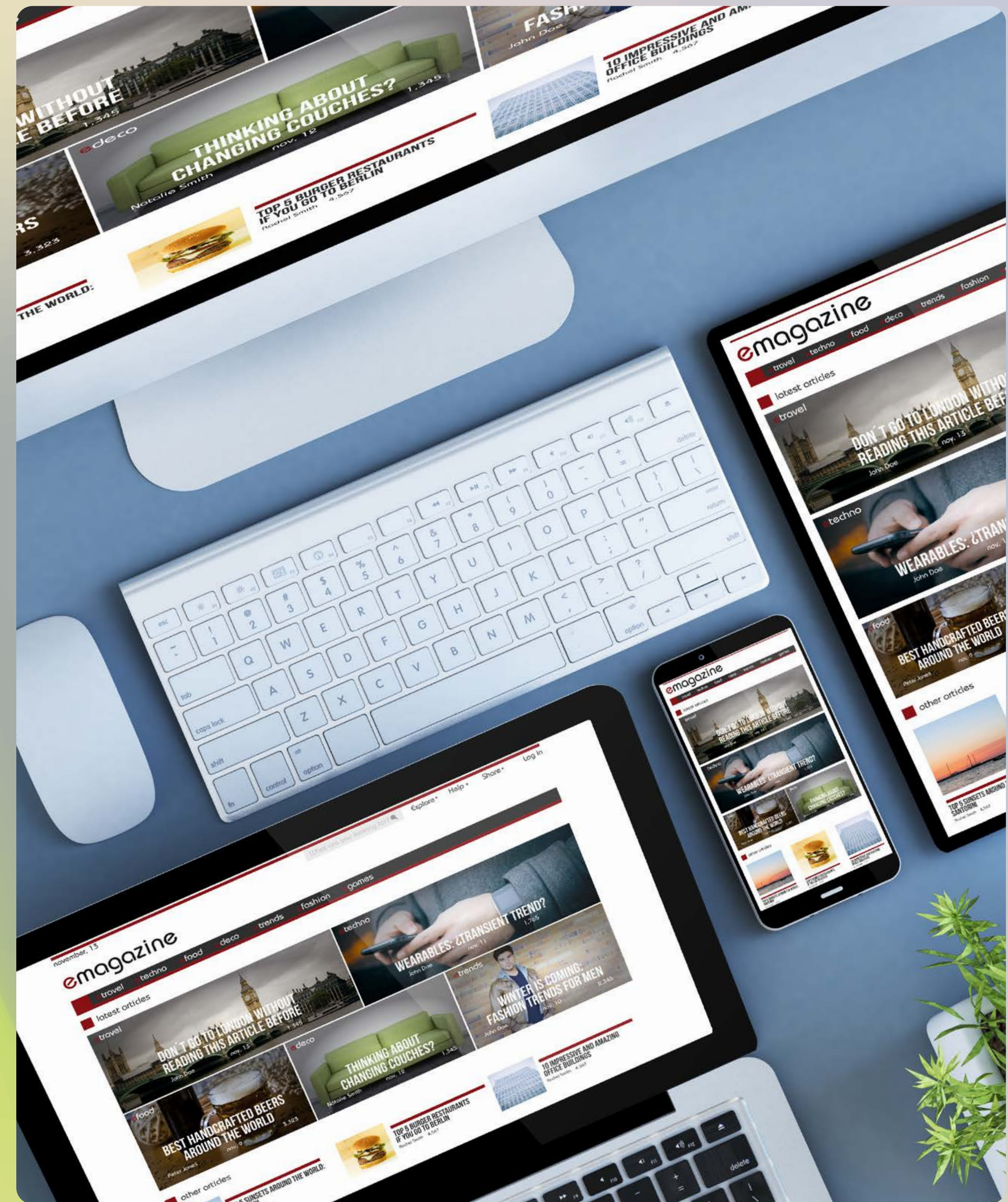
 Optimization

## CONTENT FORMATS

- ARTICLES
- INFOGRAPHICS
- VIDEOS
- WHITE PAPERS
- WEBINARS
- SOCIAL EXPERIENCES



Entrepreneur PARTNER STUDIO





# Dynamic Content Engaging Over 250K Followers Across Every Major Social Platform

Sponsor partners can leverage Entrepreneur's dedicated social team and influencer network to share stories, insights and messages that drive action with our communities.

FOLLOW ENTREPRENEUR ON:



**ACCESS TO EXPERTS**

**BUSINESS BREAKDOWNS**

**INTERVIEWS**

**STORYTELLING**

**ADVICE**

**INFLUENCERS**

**THOUGHT LEADERSHIP**

**WORKSHOPS**

**INSPIRATION**

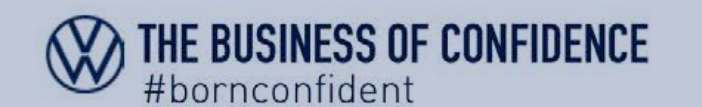
**CELEBRATION**

**EDUCATION**



## 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.





February – Indian Aces 2025

March – AI Pioneers 2025

April – E-Business Awards 2025

May – Islamic Banking, Leaders in Healthcare

June – Leaders in Fintech Awards 2025

July – Design Powerlist

August – Special Edition: Sustainable Innovation

September – Tech Innovation Conference and Awards

October – Entrepreneur Middle East’s Achieving Women Awards

November – Special Edition: Tech Visionaries

December – Enterprise Agility Awards 2025, The 100 (Powerlist)



Tech Innovation Awards 2024



Leaders in Fintech Awards 2024

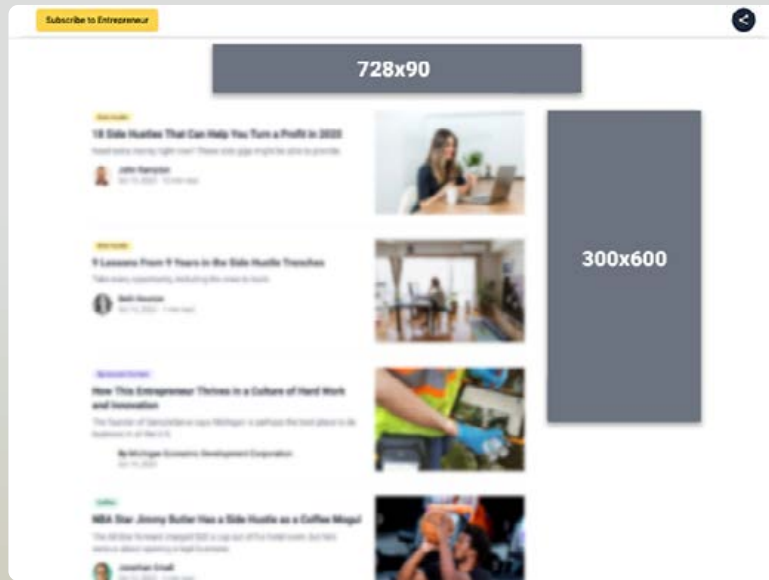


Enterprise Agility Awards 2024



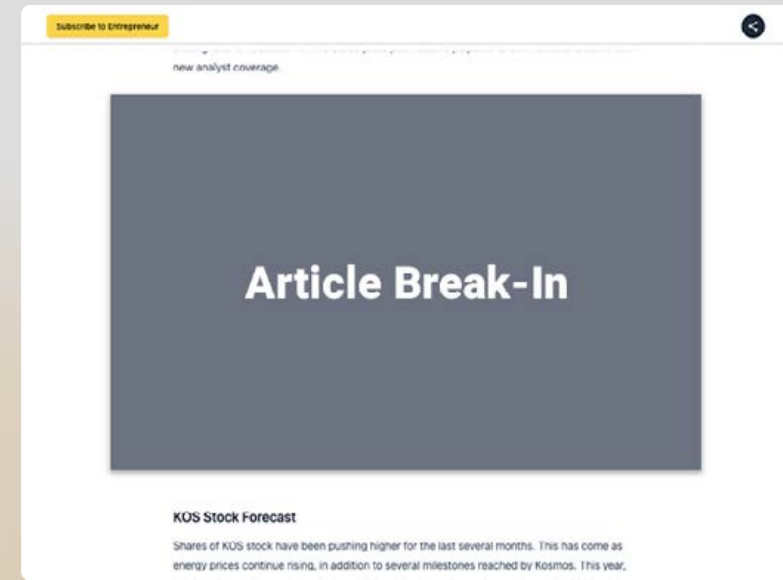
E-Business Awards 2024





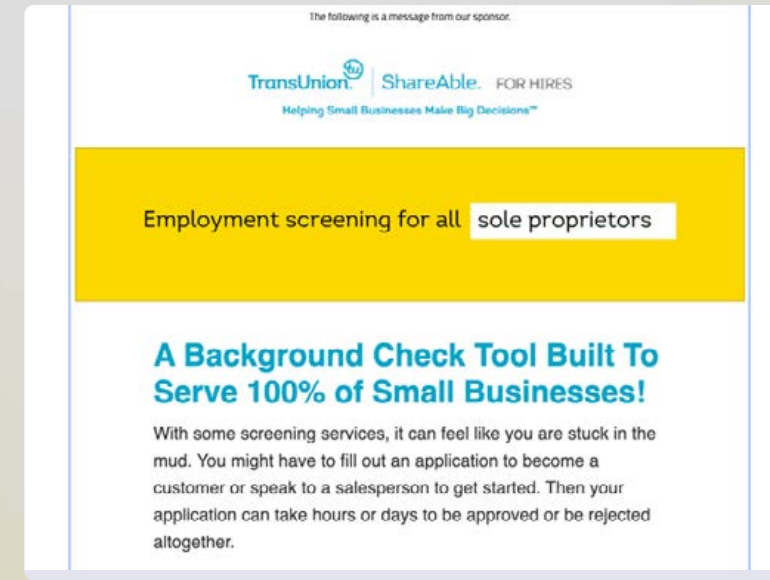
**STANDARD BANNERS**

728×90, 970×90, 300×600, 300×250, 320×50



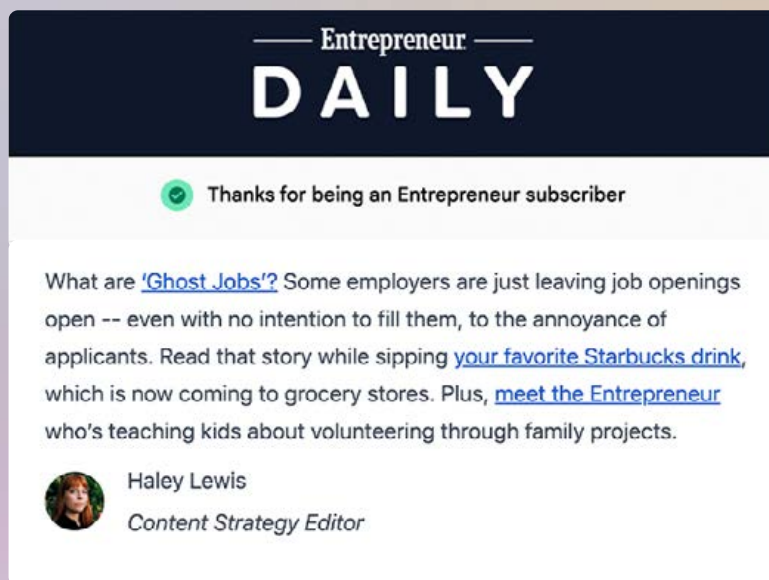
**HIGH-IMPACT UNITS**

[970×250](#), [ArticleBreak-In](#), [FullWidthUnit](#), [Skin](#), [Mobile Interscroller](#)



**DEDICATED EMAILS**

List Size: 200k names  
Send Max: 100k

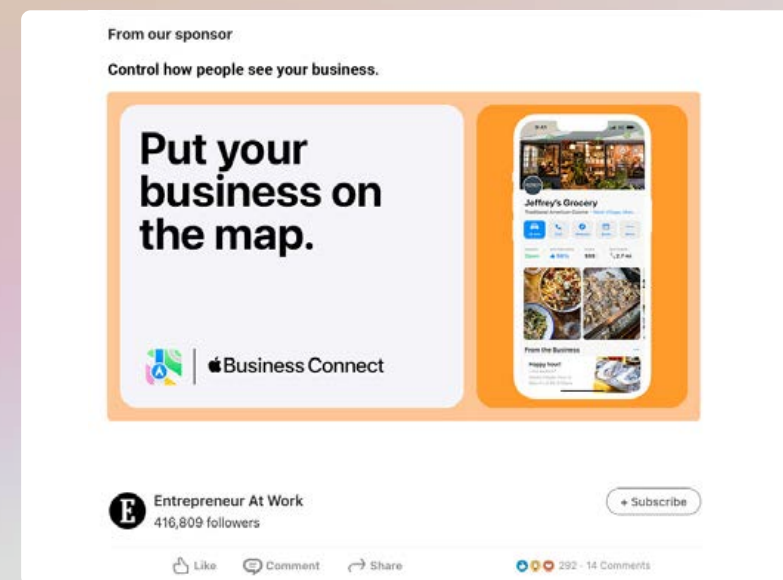


**DAILY NEWSLETTERS**

Database: 40k subscribers

Native Integration

- **Headline:** 10 words, 50 characters max
- **Deck:** 25 words, 115 characters max
- **Image:** 600×338 (no or minimal text in image)

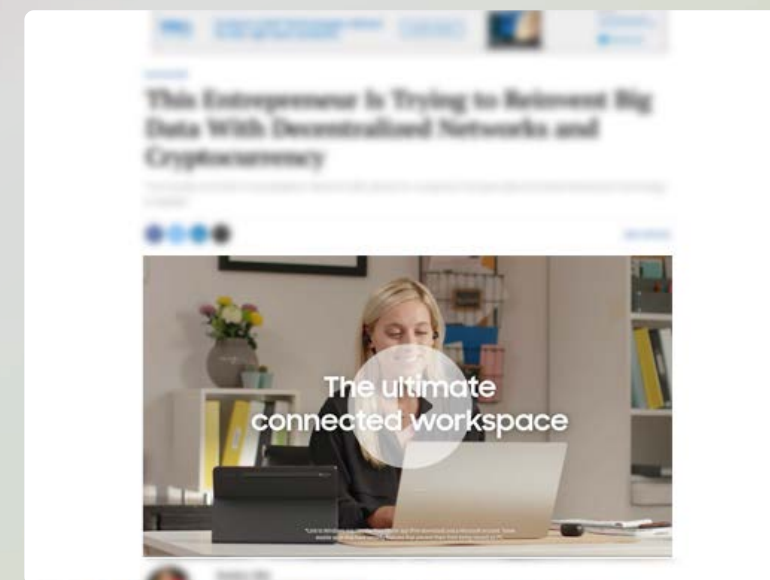


**LINKEDIN NEWSLETTERS**

Frequency: [Weekly](#)

List Size: 200k names

Send Max: 200k



**PRE-ROLL**

File Type: 3rd Party VAST or 1st Party (mp4 or mov)

Max File Size: 10 mb

Duration: 15 seconds max

Frame Rate: 30 frames max

Click Through: Yes

**GLOBAL SPECS**

**File Formats** .jpg, .gif, .png, HTML5

**Max File Size** 300kb

**Animation** 15 seconds, max 3 loops

**In-Banner Video/Audio Requirements** User Initiated sound, pause & mute controls

**Rich Media Requirements** All Rich Media must be 3rd-party served (includes expanding and video ads), Expansion must be user initiated and close on mouse-off. Audio must be muted by default. Max pixels: 5

**Recommendations** AMPHTML ads highly recommended. They average 10% higher viewability and double the CIR on average. Learn more about AMPHTML ads [here](#) and [here](#).



**MECHANICAL REQUIREMENTS**

Printing Web Offset; Binding: Perfect Bound; Magazine Final Trim Size: Width 7.75" x Depth 10.5" Live Matter: Keep all live matter 1/4" from trim.

Space	Non-Bleed/Live Image (WIDTH X DEPTH)	Trim (WIDTH X DEPTH)	Bleed (WIDTH X DEPTH)
Spread*	15" x 10"	15.5" x 10.5"	15.75 x 10.75"
1/2 Spread Horiz.*	15" x 4.75"	15.5" x 5.125"	15.75" x 5.25"
Full Page	7.25" x 10"	7.75" x 10.5"	8" x 10.75"
2/3 Page	4.5" x 9.75"	N/A	N/A
1/2 Horiz.	7" x 4.75"	N/A	N/A
1/3 Page Square 1/3	4.625" x 4.625"	N/A	N/A
Page Vertical	2" x 9.75"	N/A	N/A

\*For critical spread crossovers, contact Entrepreneur Advertising Production Department.



**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

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 colour space. Colour space 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.





   EntMagazineME  Entrepreneur-me Entrepreneur.com

 For all commercial enquiries related to Entrepreneur Middle East, contact BNC Publishing

Building 10, Office 234, 235 & 236, Dubai Media City | PO BOX 502511 sales@bncpublishing.net P +971 4 4200 506



**MIDDLE EAST/  
NORTH AFRICA**

**CEO**  
Wissam Younane  
wissam@bncpublishing.net

**DIRECTOR**  
Rabih Najm  
rabih@bncpublishing.net

**EDITOR IN CHIEF**  
Anil Bhojru  
anil@bncpublishing.net

**MANAGING EDITOR**  
Tamara Pucic  
tamara@bncpublishing.net

**FEATURES WRITER**  
Aalia Mehreen Ahmed  
aalia@bncpublishing.net

**ART DIRECTOR**  
Simona El Khoury

**DIGITAL SOLUTIONS DIRECTOR**  
Mahdi Hashemi  
mahdi@bncpublishing.net

**DIRECTOR OF INNOVATION**  
Sarah Saddouk  
sarah@bncpublishing.net

**GROUP SALES DIRECTOR  
B2B GROUP**  
Joaquim D'Costa  
jo@bncpublishing.net

**COMMERCIAL ENQUIRIES**  
sales@bncpublishing.net

