In the Business of

CHANGING THE WORLD

Entrepreneur.com
January  
**Gateway To Growth**  
A look at entrepreneurs that are getting ready to shake up the MENA business sector in the new year with their bold ambition and enterprising drive.

February  
**Against All Odds**  
A no-holds-barred perspective into all of the efforts one needs to take in order to build an entrepreneurial venture that stands the test of time.

March  
**10 Great Ideas**  
A round-up of up-and-coming startups in the MENA region that you should (definitely) be keeping an eye on.

April  
**In Focus**  
A round-up of up-and-coming startups in the MENA region that you should (definitely) be keeping an eye on.

May  
**Making Change Happen**  
A look at the individuals and enterprises that are empowering people in the business of changing the world.

June  
**A Whole New World**  
The feature will put the spotlight on the crypto realm and the myriad of opportunities that it presents entrepreneurs and investors in the MENA region.

July  
**Follow The Leader**  
From entrepreneurs to executives, this feature will have enterprise head honchos from the MENA region share their strategies for success in the business realm.

August  
**The New Guard**  
Here are the newest entrepreneurs on the block- this feature will be a showcase of 10 individuals from the MENA region who started their businesses in 2022.

September  
**Achieving Women**  
In time for *Entrepreneur Middle East*’s annual Achieving Women Forum, this is a round-up of the most inspiring, influential women on the MENA business landscape.

October  
**The Executive Selection**  
From cars, to tech, to watches, to fashion: this is a luxury wishlist for entrepreneurs in the MENA region wanting to up their style quotient.

November  
**Start Up Smart**  
A toolkit that entrepreneurs can utilize as they go about launching and running their businesses in the MENA region.

December  
**The Year That Was**  
Entrepreneurs and executives from the MENA region share the lessons they have learnt through the course of 2022.

**Mohamad Ballout**  
**CO-FOUNDER AND CEO, KITOPI**

“Our values are built on encouraging our Kitopians to always innovate. If a solution doesn’t exist, then build it.”
AIMING HIGH

Omar Nour
SERIAL ENTREPRENEUR AND RETIRED PROFESSIONAL TRIATHLETE

“My job is to continue to dream, and if your dreams don’t scare you, you’re not dreaming big enough. My rule is also to aim as high as humanly possible, because if you don’t shoot, you don’t score, so I like to go for it publicly, and I like to fail publicly.

EGYPTIAN DUO
Omar Nour (left) and Omar Samra at the start line of the Talisker Whisky Atlantic Challenge
Building a Better Future

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.

Helium Health co-founders Adegoke Olubusi, Dimeji Sofowora and Tito Ovia, along with Meddy co-founder and CEO Haris Aghadi

Magazine

25k
Copies across the Middle East

Digital & Mobile

86MM
Page Views

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<tr>
<th>COUNTRY</th>
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<th>PAGE VIEWS</th>
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<tr>
<td>Bahrain</td>
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<td>70k</td>
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</tbody>
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International Reach / Mexico, MENA, India, Georgia, APAC, Europe

Events

4K
Attendees

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.
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.
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.

See Spotlight Examples

How it Works

Each Stage of Entrepreneur’s Native Program is Designed to Meet Our Partners’ Goals

**Ideation & Development**
Collaborate with Entrepreneur Partner Studio’s talented team to produce custom content based on your objectives.

**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.

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

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

CONTENT FORMATS
- Articles
- Infographics
- Social Experiences
- Videos
- Webinars
- White Papers
"Startups don't necessarily know how to navigate to go about working with a corporate. But there are similar issues to be found in corporates too—maybe they don’t have the commitment to see such relationships through, or maybe they don’t have the right culture or top-down alignment. That's where we come in— we want to bridge the gap between startups and corporates."
WHAT MAKES US SUCCESSFUL IS THE EXPERIENCES OF OUR CUSTOMERS, AND HOW STRONGLY THEY BOND WITH US. OUR REAL PRODUCT IS SUPERIOR SERVICE, FRIENDLY CONVERSATIONS, AND HAPPY CUSTOMERS, STEMMING FROM INNOVATIVE SOLUTIONS.

**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 CTR on average. Learn more about AMPHTML ads [here](#) and [here](#).

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**2022 DIGITAL AD SPECS**

**Standard Banners**
- 728x90, 970x90, 300x600, 300x250, 320x50

**High-Impact Units**
- 970x250, Article Break-In, In-Article Parallax, Skin, Mobile Interscroller

**Skins**
- 280x900 on both sides of the content well (2 separate assets)

**Daily Newsletters**
- **Database**: 120k subscribers
- **Native Integration**:
  - **Headline**: 10 words, 50 characters max
  - **Deck**: 25 words, 115 characters max
  - **Image**: 600x338 (no or minimal text in image)

**Dedicated Emails**
- **List Size**: 600k 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

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**Global Specs**

**File Formats**
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**UPDATED: 10/21**
## RATE CARD (PRINT)

### 4-Color

<table>
<thead>
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<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
</table>

### PRINT SPECS

**MAGAZINE FINAL TRIM SIZE**: 20.3CM x 27.3CM

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<thead>
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<th>SPACE</th>
<th>TRIM</th>
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</thead>
<tbody>
<tr>
<td>Spread</td>
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<td>41.6 cm x 28.3 cm</td>
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<tr>
<td>Full Page</td>
<td>20.3 cm x 27.3 cm</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>20.3 cm x 13.3 cm</td>
<td>21.3 cm x 13.8 cm</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>10 cm x 27.3 cm</td>
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**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.

**MAGAZINE FINAL TRIM SIZE**: 20.3CM x 27.3CM
Three Reasons Why We Need To Watch, Follow, And Invest In Africa In 2022

Despite the COVID-19 pandemic’s harsh economic impact on the region’s economies (with it having ushered in the first recession in 25 years), the economy is set to grow by 3.8% in 2022.

Unveiling SUMMER

SAVE up to 30%

Just Added

Entrepreneur.com