Entrepreneur 2022



In the Business of

CHANGING THE WORLD

Entrepreneur.com

ISSUE

HIGHLIGHTS

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.

RISING UP TO THE CHALLENGE 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."





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 startline of the Talisker Whisky Atlantic Challenge





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

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.

Magazine

25k

Copies accross the Middle East

Distribution

UAE / 44%

KSA / 20%

Qatar / 12%

Kuwait / 6%

Bahrain / 5%

Oman / 4%

Other / 9%

| Digital & M | obile |
|-------------|-------|
| 86MM | |
| Page Views | |

| COUNTRY | UNIQUE VISITORS | PAGE VIEWS | |
|---------|-----------------|------------|--|
| UAE | 133k | 400k | |
| KSA | 116k | 350k | |
| Qatar | 46k | 137k | |
| Oman | 23k | 70k | |
| Kuwait | 45k | 136k | |
| Bahrain | 23k | 70k | |



| Events | A TOWN |
|-----------|--------|
| 4K | |
| Attendees | |

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



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Tablet Banner Ad Sizes: 728x90 · 300x600 · 300x250 Smartphone Banner Ad Sizes: 300x50 · 320x50 · 300x250

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AWARDS Entrepreneur of the year



















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.



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

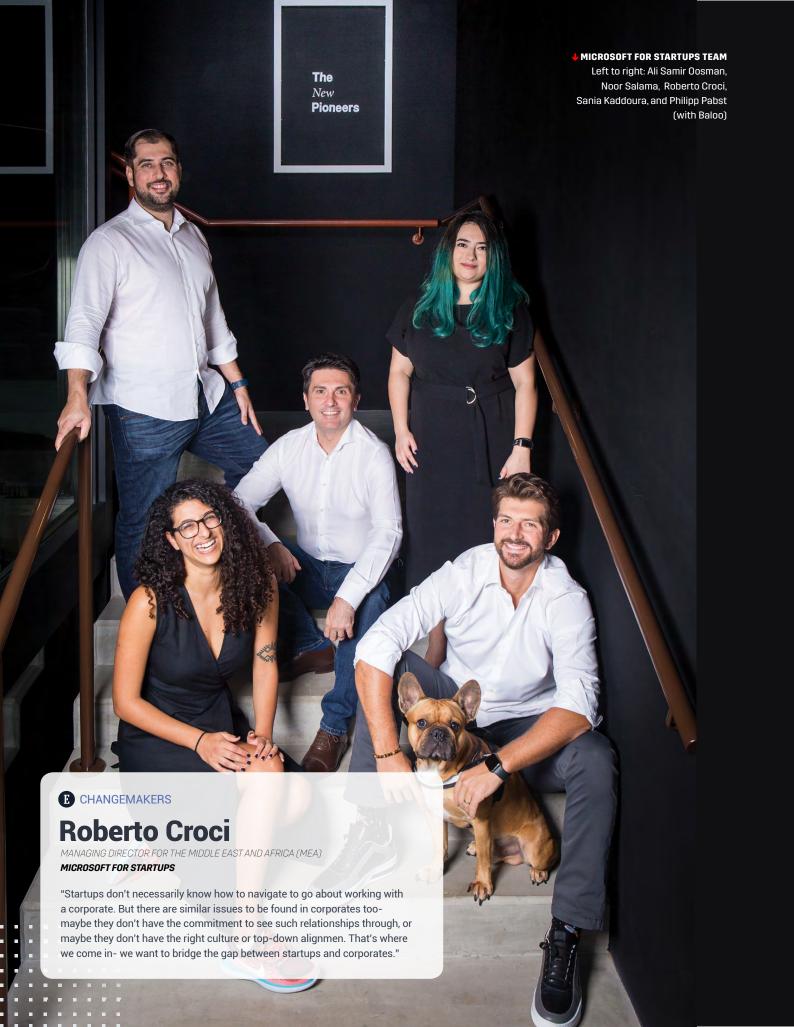
Multivariate headline testing optimizes toward the highest-performing content. Metrics-based reporting and data inform future efforts.

CONTENT FORMATS

- Articles
- Infographics
- Social Experiences

- Videos
- Webinars
- White Papers







Standard Banners

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



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)



High-Impact Units

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



Dedicated Emails

List Size: 600k names

Send Max: 200k



Skins

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



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 inititated 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. |



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 |

PRINT SPECS

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.



MAGAZINE FINAL TRIM SIZE 20.3CM X 27.3CM

Entrepreneur

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