

Entrepreneur 2021

MIDDLE EAST



EMPOWERING PEOPLE IN THE BUSINESS OF
CHANGING THE WORLD

Entrepreneur 2021

MIDDLE EAST

EDIT CALENDAR

ISSUE

HIGHLIGHTS

January



Taking On The World

A look at the individuals and enterprises that are in empowering people in the business of changing the world.

February



Ten Great Ideas

As a celebration of the UAE's Innovation Month, this feature will feature a list of 10 entrepreneurs and executives in the UAE with the most innovative approaches or ideas when it comes to their respective businesses.

March



Round Table: Resilient And Ready

Round Table discussion that will bring together six executives and entrepreneurs from the region to share their experiences through the course of this crisis, while also detailing how they are positioning themselves for the future.

April



10 Israeli Entrepreneurs You Should Know

Profiles of 10 businesses based out of Israel that are making inroads into the UAE/Bahrain markets.

May



Start Up Smart: A Toolkit For Entrepreneurs In the UAE

A listing of companies that can help an entrepreneur in the UAE kick off their respective businesses (figuring out which company formation agency they should work with, the freezone they should operate out of, etc.)

June



Follow The Leader

An annual showcase of the region's top names in the business world. From entrepreneurs to executives, this feature will have enterprise head honchos from the MENA region share their strategies for success in the business realm.

July



The New Guard: Entrepreneurs To Watch In 2021

Here are the newest entrepreneurs on the block- this feature will be a showcase of 10 entrepreneurs from the MENA region who started their businesses in 2021.

August



The Workspaces You Want To Work Out Of

From offices with the best workplace designs, to startups with great company cultures, this is a list of the workspaces anyone would want to work out of.

September



The MENA Region's Achieving Women 2021

In time for Entrepreneur Middle East's annual Achieving Women Forum, this feature is a yearly 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



Entrepreneurs At The Expo

This will be a series of profiles of the entrepreneurs/startups to keep an eye out for at Expo 2020 Dubai.

December



The Year That Was

A selection of entrepreneurs/executives from the MENA region will be asked to contribute in this collection of lessons learnt through the course of 2021.

E AIMING HIGH

Basil Moftah GENERAL PARTNER, GLOBAL VENTURES

"If you're thinking about creating a hundred million dollar company, aim for the billion dollar one. Always think bigger."



Note: Editorial Calendar subject to change without notice.



E DRIVING RESULTS

John Tsioris *FOUNDER AND CEO, INSTASHOP*

“Just as we’re seeing technology act as a multiplier for good, it’s also time for VCs to act as a magnifier- of good. It is up to us to ensure the investments we choose to make are true reflections of our collective consciousness.”



Ziad Kamel and Rowan Kamel, Founders, Cloud Restaurant

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

Digital & Mobile

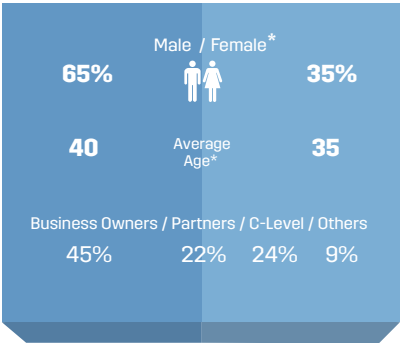
86MM
Page Views

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



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



Smartphones & Tablets

86MM | **14MM**
Page Views | 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

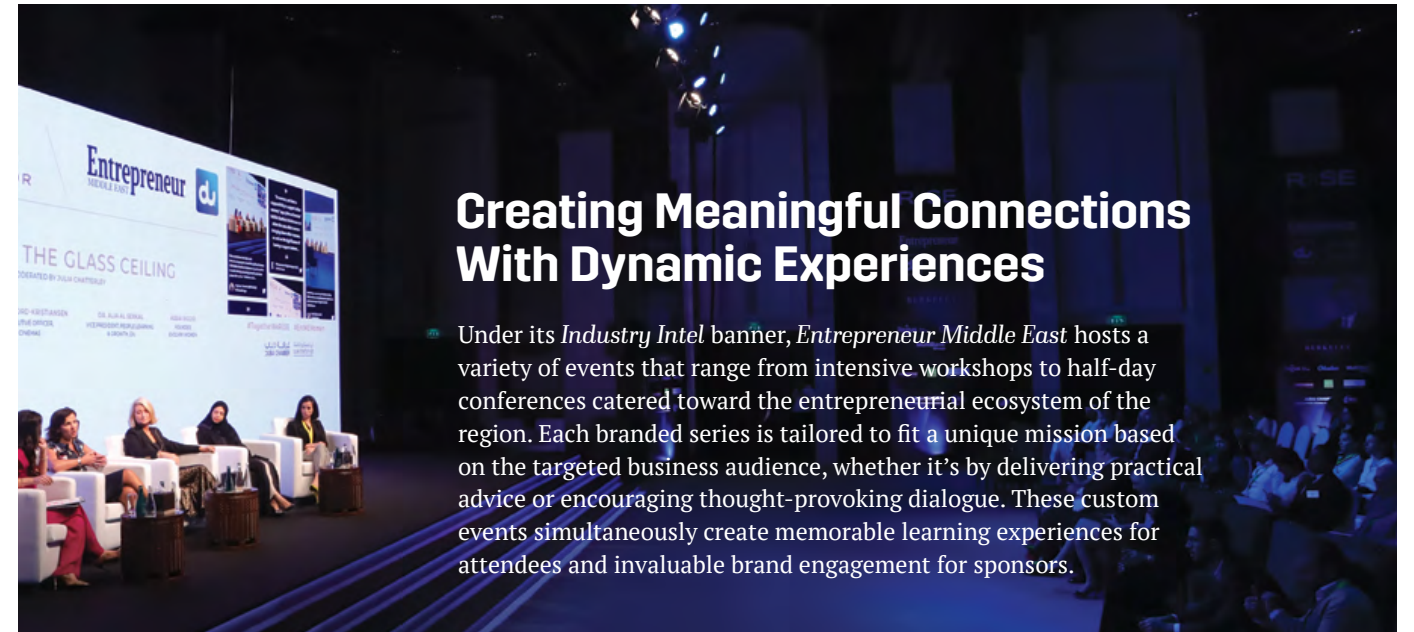
For more information, contact your Entrepreneur sales representative.



E NOTHING IS GIVEN

Halima Jumani DIRECTOR, KIBSONS

“Things can change at any time, and we need to have the ability and mindset to adapt swiftly to changing circumstances. Adaptability is probably the greatest skill to have in this era. What really drives success in today’s world is agility, responsiveness, and an authentic and deep understanding of real customer needs. We have to remain flexible to remain relevant.”



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 signification 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.



E BUILDING RESILIENCE

Omar Al Mheiri

CO-FOUNDER, **LETSWORK**

“Both as a person and as a business, it is so important to be able to bounce back no matter what life throws at you. As a small business owner, it can be so easy or tempting to throw the towel in and give up when the going gets tough, but somehow things always work out for the better.”

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
- ✓ Special Reports
- ✓ Videos
- ✓ Webinars
- ✓ White Papers





E THE YEAR THAT WAS

Ghizlan Gunez

FOUNDER, *THE MODIST*

“Slowing down is important for all of us, and contrary to what many of us driven entrepreneurs may believe, taking time for yourself makes you more productive. That’s a commitment I made to myself, which is not to neglect what I deem to be important to me personally, beyond my career goals, moving forward.”



Standard Banners

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



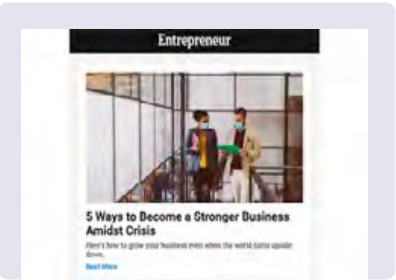
High-Impact Units

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

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 CTR on average. Learn more about AMPHTML ads here and here .



E RIGING TO THE CHALLENGE

Tim Cordon

SENIOR AREA VICE PRESIDENT FOR THE MIDDLE EAST AND AFRICA,
RADISSON HOTEL GROUP

“Whilst launching a new business in this current climate might not seem like the most sensible idea or safe option, it is those times of uncertainty that drive creativity, and often provide that extra motivational push.”



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



E INVEST IN QUALITY

Pallavi Dean

FOUNDER & CREATIVE DIRECTOR, **ROAR**

“People are always going to look for quality work, and that’s what has been front of our minds this whole time. We were very bold, we went out there with our thought papers, with a very active social media strategy- all of this to keep our clients aware of our work and engaged. That’s what kept us on our toes as creatives, and what kept us going as a business.”

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 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.



ADVERTISING SALES CONTACT



For all commercial enquiries related to **Entrepreneur Middle East**, contact sales@bncpublishing.net

Building #10, Floor #2,
Office 234, 235 & 236, Dubai Media City,
Dubai, United Arab Emirates
+971 4 420 0506