



FORGING A NEW FUTURE TOGETHER

Entrepreneur 2023 MEDIA KIT

MIDDLE EAST

Entrepreneur.com



EDIT CALENDAR

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 showcase of entrepreneurs and executives in the MENA region with the most creative and innovative approaches or models for running their respective businesses.
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 <i>Entrepreneur Middle East's</i> 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."





E 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 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

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.

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.

↓ [CLICK FOR MORE INFO](#)



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
- ✓ Videos
- ✓ Infographics
- ✓ Webinars
- ✓ Social Experiences
- ✓ White Papers





 CHANGEMAKERS

Roberto Croci

MANAGING DIRECTOR FOR THE MIDDLE EAST AND AFRICA (MEA)
MICROSOFT FOR STARTUPS

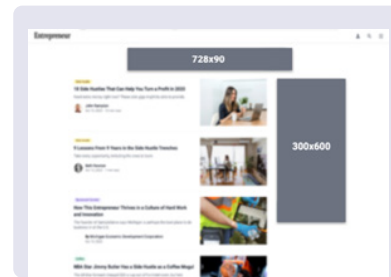
"Startups don't necessarily know how to navigate to go about working with a corporate. But there are similar issues to be found in corporates too- maybe they don't have the commitment to see such relationships through, or maybe they don't have the right culture or top-down alignmen. That's where we come in- we want to bridge the gap between startups and corporates."

↓ MICROSOFT FOR STARTUPS TEAM

Left to right: Ali Samir Oosman,
Noor Salama, Roberto Croci,
Sania Kaddoura, and Philipp Pabst
(with Baloo)

Entrepreneur 2023

DIGITAL AD SPECS



Standard Banners

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



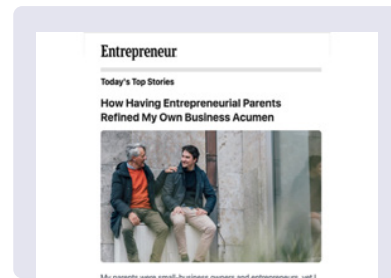
High-Impact Units

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

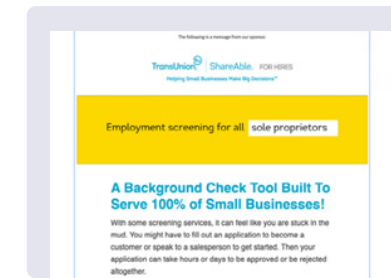
Native Integration:

Headline: 10 words, 50 characters max

Deck: 25 words, 115 characters max

Image: 600x338

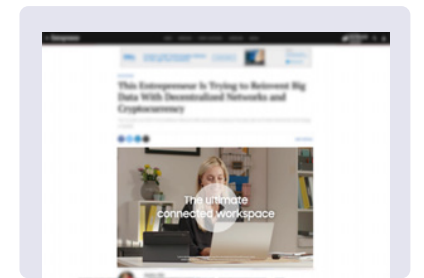
(no or minimal text in image)



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

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](#).

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



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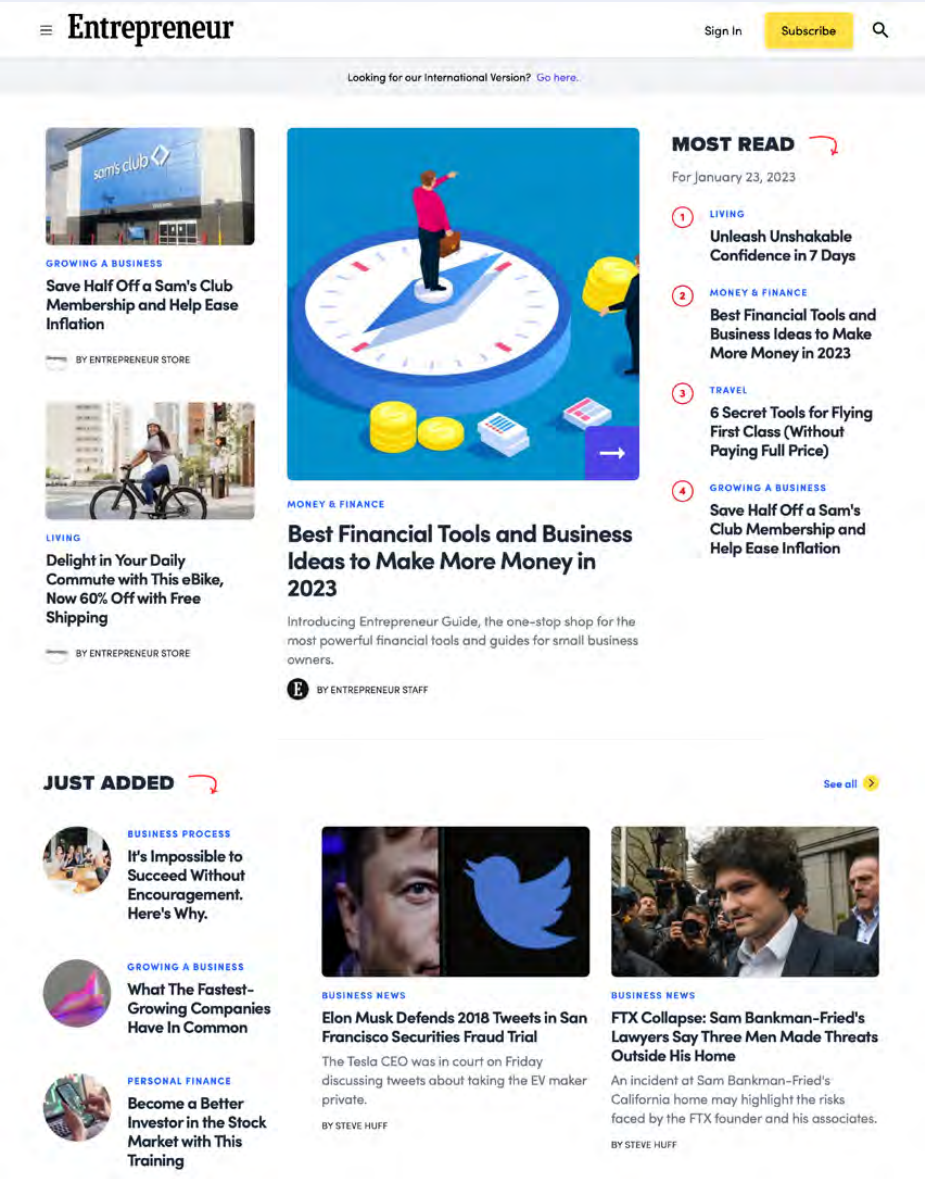
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