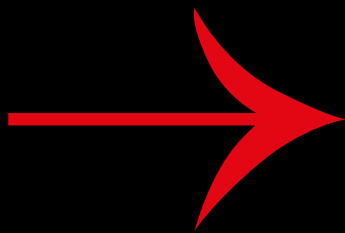




Forbes Middle East
Media Kit 2025





Championing Leadership And Business Success In The Middle East

Featuring articles and reports exploring growth, innovation and entrepreneurial spirit, Forbes Middle East is an ideal read for investors looking for new opportunities.

Every month we publish original and relevant lists and rankings based on neutral scientific research. Through a wide network of experts and contributors, we provide insights, commentary and analysis on the people, companies and industries shaping the economies of the Arab world.

Arab Publisher House has the license from Forbes Media U.S., to publish Forbes Middle East's flagship titles, and online platforms in MENA.

Our Platforms

PRINT MEDIA

- English Edition
- Arabic Edition
- Special Country Reports
- Special Industry Reports

DIGITAL

- English Website
- Arabic Website
- Digital Social Media
- Studio Production

EVENTS

- In-Person Summits
- Gala Dinners
- Virtual Events



11.3 Million

Social media
reach (monthly)



19.2 Million

Website views
(annually)



12 Countries

in MENA region



**15+
Roundtables**

Hosted in 2020

Powerhouse Issues

FEBRUARY

Most Powerful Businesswomen

Women are on the rise in MENA as they continue to thrive in leadership. While they have yet to see equal representation in the boardroom, they are holding influential and impactful positions in some of the biggest companies and most innovative organizations in the region. Our annual list of the Middle East's most powerful women in business highlights the pioneers, innovators, and policy-makers with the most significant impact.

MARCH

30 Most Valuable Banks / FinTech 50 / Top 30 Asset Managers

The Arab World's economies have grown exponentially over decades thanks to the success of family businesses that have been handed down and diversified over generations. At the same time, the region has become a financial hub, showcasing ground-breaking investments, active and vibrant markets, and strategic monetary policy. In our March issue, we explore the foundational ecosystems that have helped the Middle East become a global player.

Shaista Asif
Cofounder and Group COO
PureHealth Group

Forbes Middle East



Powerhouse Issues

APRIL

Top Real Estate Leaders

The Middle East's real estate sector continues to thrive, driven by booming rents, rising property prices, and increasing demand fueled by growing populations. Developers are racing to meet this demand, shaping skylines and redefining urban living. This list highlights the visionaries leading transformative projects and building the future of the region's communities.

MAY

Arab Billionaires / Top Arab Family Businesses

Our annual flagship ranking of the Arab world's billionaires showcases MENA's wealthiest individuals. Many have amassed their fortunes over decades, while others have inherited their wealth. Most remain active investors, and an increasing number are dedicated philanthropists. All belong to an elite group of the Arab world's most influential tycoons.



Middle East
Forbes

Kabir Mulchandani,
Founder and Chairman
of FIVE Holdings

Powerhouse Issues

JUNE

Top 100 Listed Companies / Top Listed Companies in Egypt

For our annual list of the region's most successful listed companies, we scan the region's stock markets to rank the top 100 listed Middle Eastern enterprises based on value, assets, and revenues. With market volatility becoming the new normal, these companies are among the most innovative and resilient. At the same time, we look at Egypt's largest listed firms as the country continues to tackle its turbulent financial markets.

JULY

Global Meets Local

Our Global Meets Local list identifies companies from the annual Forbes Global 2000 list with significant operations in the Middle East and ranks their most senior executives based here. We explore the significant impact that these familiar international brands are having on and in the Arab world as we delve into the recent achievements of these regional leaders.

Yasser Zaghloul,
Group CEO of the
NMDC Group

Forbes Middle East



Powerhouse Issues

AUGUST

Travel and Tourism Leaders

In our travel and tourism leaders list we highlight leaders from across the travel and tourism ecosystem, including aviation, hotels, destinations, and tourism development authorities. Thanks to its geographical position and historical and cultural richness, Middle East countries are attracting both tourists and investors. The leaders on this list facilitate tourism providing the services, infrastructure and support to make one of the region's key sectors thrive.

SEPTEMBER

Healthcare Leaders

The significance of the healthcare sector is more prominent than ever as increasing investment in research and wellness continues to drive innovation. As technology and scientific advancements make breakthroughs in the treatment and delivery of patient care, we reveal the leaders making moves to make the Middle East a global hub for healthcare.

OCTOBER

100 Sustainability Leaders

As the issue of sustainability becomes ever more vital in our fight to protect our planet, we highlight the Middle Eastern companies making measurable ground-breaking moves to implement sustainable practices across multiple sectors. From energy to technology to green trade and real estate, these are the leaders turning promises into actions to combat the accelerating risks of climate change.

Irina Zaporozhets, President
and General Manager for Eli Lilly
Suisse S.A. in the META region.



Powerhouse Issues

NOVEMBER

30 Under 30

Our Under 30 community celebrates the most innovative young individuals in MENA working to improve our lives and impact the world around them. In our annual 30 Under 30 list, we identify the changemakers, trendsetters, problem solvers, and innovators changing the course—and the face—of business, scientific advancement, and social entrepreneurship in the region.

DECEMBER

Arab Midas List / Top CEOs

In our Midas list, we reveal the Middle East's top venture capitalists turning their instincts into gold as they invest in the startups and entrepreneurs bringing new ideas and innovations to the table. Alongside this, we explore what makes a CEO one of the best in the business. We evaluate financial results, regional achievements, and overall impact to create a list of MENA's most influential and successful heads of industry.





Calendar & Rates

Editorial Calendar 2025

Issue Month	Editorial Themes	Events
January 1 New Year's Day		
February	Most Powerful Businesswomen	• Active PH
March	30 Most Valuable Banks / FinTech 50 / Top 30 Asset Managers	
March 1 Start of Ramadan; March 31 - April 2 Eid Al Fitr		
April	Top Real Estate Leaders	
May	Top 100 Arab Family Businesses / Arab Billionaires	• Building the Future Summit Berklee (Abu Dhabi) May 26-27
May 30 Arafat Day; May 31 - June 2 Eid Al Adha		
June	100 Listed Arab Companies / Top Listed Companies in Egypt	
June 27 Islamic New Year		

NATIONAL HOLIDAYS OF MIDDLE EAST COUNTRIES


 KUWAIT February 25


 JORDAN May 25

Editorial Calendar 2025

Issue Month	Editorial Themes	Events
July	Global Meets Local	
August	Travel and Tourism Leaders	
September	Healthcare Leaders	• Healthcare Leaders’ Summit - PH (Abu Dhabi) Sep. 18-19
September 7 Prophet Muhammad’s Birthday		
October	100 Sustainability Leaders	• Top Advisors and Investors Summit (Egypt) • Sustainability Leader Summit (Abu Dhabi) • Healthcare Leaders’ Summit (Riyadh) Oct. 27-30
November	Middle East Fashion Innovators 30 Under 30	• Women’s Summit (Riyadh) Nov. 2-3 • Medical Tourism and Wellness Summit (Dubai) • Under 30 Summit (Abu Dhabi)
December	Arab Midas List / Top CEOs	

December 1 Commemoration Day; December 2-3 National Day

NATIONAL HOLIDAYS OF MIDDLE EAST COUNTRIES

 EGYPT July 23	 KSA September 23	 OMAN November 18	 LEBANON November 22
 BAHRAIN December 16	 QATAR December 18	 UAE December 2	

Print Editorial Calendar 2025

Issue Date	Editorial Themes	Ad Close	Print received	On Sale
January 1 New Year's Day				
February	• Most Powerful Businesswomen	1/16	1/31	2/3
March	• 30 Most Valuable Banks • FinTech 50 • Top 30 Asset Managers	2/17	3/4	3/6
March 1 Start of Ramadan; March 31 - April 2 Eid Al Fitr				
April	• Top Real Estate Leaders	3/11	4/2	4/4
May	• Arab Family Businesses • Arab Billionaires	4/16	4/30	5/2
May 30 Arafat Day; May 31 - June 2 Eid Al Adha				
June	• 100 Listed Arab Companies • Top Listed Companies in Egypt	5/16	5/30	6/2
June 27 Islamic New Year				
July	• Global Meets Local	6/16	7/1	7/3
August	• Travel and Tourism Leaders	7/16	7/31	8/4
September	• Healthcare Leaders	8/15	9/1	9/3
September 7 Prophet Muhammad's Birthday				
October	• 100 Sustainability Leaders	9/15	10/1	10/3
November	• Middle East Fashion Innovators • 30 Under 30	10/16	10/31	11/3
December	• Arab Midas List • Top CEOs	11/17	12/1	12/3
December 1 Commemoration Day; December 2-3 National Day				

Digital Advertising Rates

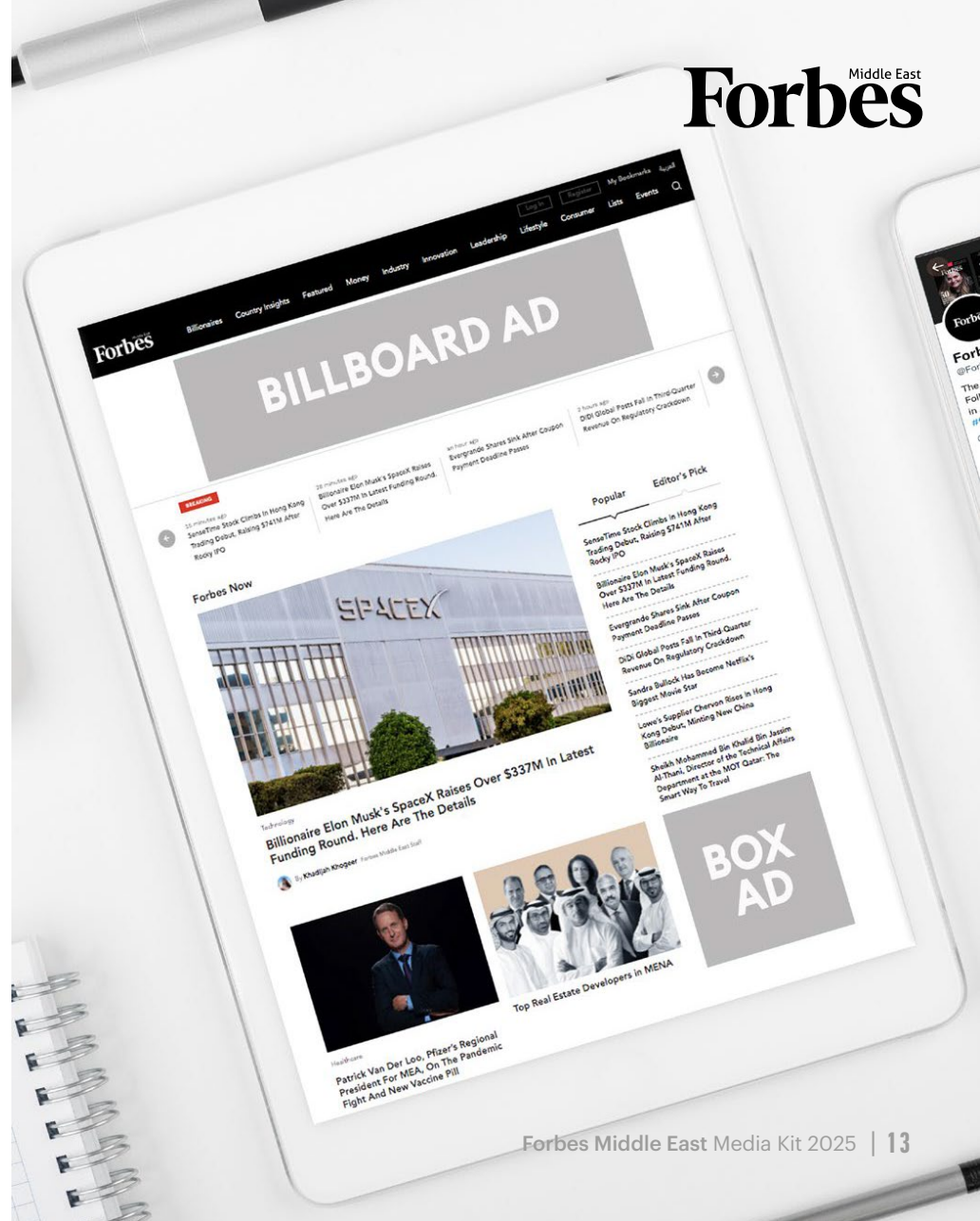
Leaderboard AD		Half Page AD	
Dimension	728x90 pixels	Dimension	300x600 pixels
File Size	40KB	File Size	40KB
Run On Site (ROS per CPM)	\$200	Run On Site (ROS per CPM)	-
Run on Channel (ROC per CPM)	\$250	Run on Channel (ROC per CPM)	-
Premium per CPM	\$350	Premium per CPM	\$450

Box AD		Billboard AD	
Dimension	300x250 pixels	Dimension	970x250 pixels
File Size	40KB	File Size	60KB
Run On Site (ROS per CPM)	\$200	Run On Site (ROS per CPM)	-
Run On Channel (ROC per CPM)	\$250	Run on Channel (ROC per CPM)	-
Premium per CPM	\$350	Premium per CPM	\$600

Brand Voice	
Annual Package	\$100,000

Social Media Post - Image	(1 Post)	(4 Post)	(8 Post)	(12 Post)
	\$15,000	\$13,500	\$12,750	\$11,250
Social Media Post - Video	(1 Post)	(4 Post)	(8 Post)	(12 Post)
	\$20,000	\$22,500	\$21,250	\$18,750

Please contact us for combined deals in Arabic and English.



Digital Production Rates

Online Article (500 words limit)

1 Article	\$25,000
4 Articles (per Article)	\$22,500
8 Articles (per Article)	\$21,250
12 Articles (per Article)	\$18,750

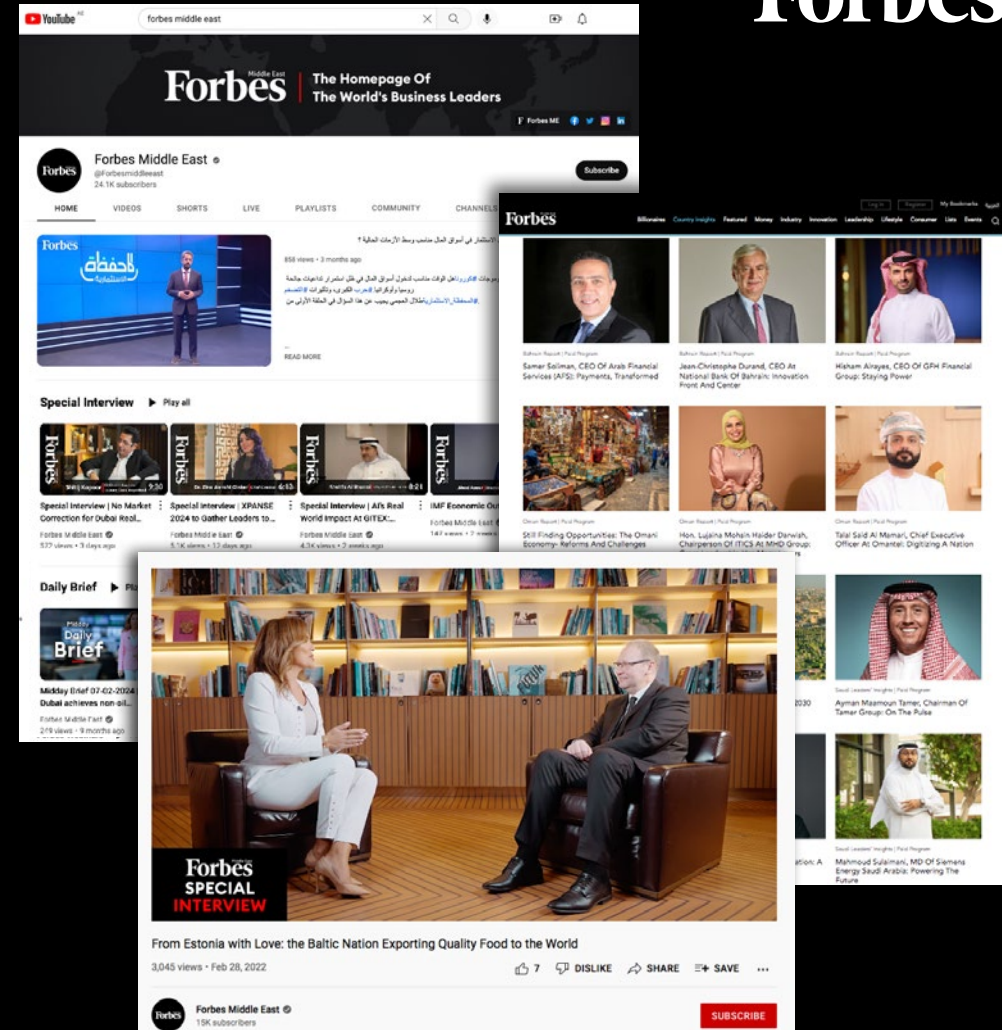
Daily Brief

Package 1 with 50 slots	\$100,000
Package 2 with 100 slots	\$180,000
Package 3 with 150 slots	\$225,000

Other Products

Special Video Interview / Report	\$50,000
Exclusive On-Demand Webinar Sponsorship	\$60,000
Digital Production Series/Shows	Enquire about rates from our sales

Please contact us for combined deals in Arabic and English.



Print Advertising Rates

Inside Full page AD

Open	\$15,000
4 Insertions	\$13,500
8 Insertions	\$12,750
12 Insertions	\$11,250

Inside Full page AD - First 25 pages

Open	\$18,000
4 Insertions	\$16,200
8 Insertions	\$15,300
12 Insertions	\$13,500

Inside Front Cover (IFC) / Inside Back Cover (IBC)

Open	\$27,500
4 Insertions	\$24,750
8 Insertions	\$23,375
12 Insertions	\$20,625

Outside Back Cover (OBC)

Open	\$30,000
4 Insertions	\$27,000
8 Insertions	\$25,500
12 Insertions	\$22,500

Front Cover Gatefold (FCG)

Open	\$43,750
------	----------

Rate base: 20,000 copies (10,000 English and 10,000 Arabic)
Please contact us for combined deals in Arabic and English.



Print Advertising Rates

Inside Full Page Advertorial (Content provided by the Client)

Open	\$25,000
4 Insertions	\$22,500
8 Insertions	\$21,250
12 Insertions	\$18,750

Inside Front Cover Spread (DPS)

Open	\$36,250
4 Insertions	\$32,625
8 Insertions	\$30,813
12 Insertions	\$27,188

Inside Double Page Spread (DPS)

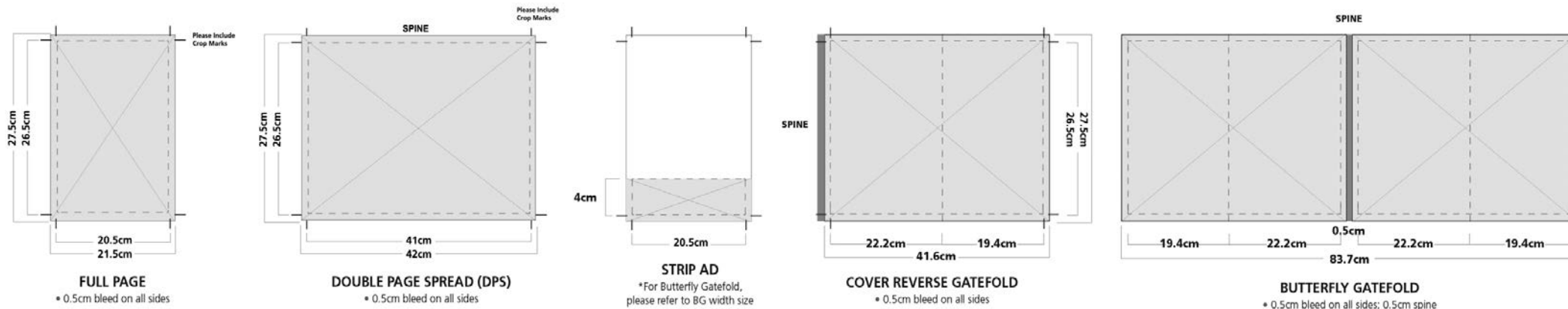
Open	\$31,250
4 Insertions	\$28,125
8 Insertions	\$26,563
12 Insertions	\$23,438

Special Operations

Butterfly Gatefold Wrap (BG)	\$82,500
Bellyband	\$27,000

Rate base: 20,000 copies (10,000 English and 10,000 Arabic)
Please contact us for combined deals in Arabic and English.

Print Specifications



AD SIZE	Trim (W x H)	Bleed	Safe Area
Single Page	20.5 x 26.5 cm	26.5 x 27.5 cm	19.5 x 25.5 cm
Spread (DPS)	26.5 x 41 cm	27.5 x 42 cm	25.5 x 39 cm
Special Operations	By request		

Image Resolution	300 dpi JPEG (CMYK)
Color	4/C Process (CMYK)
Preferred Digital File Format	PDF, images in CMYK and all fonts embedded
Open Files for Reports	Package: Indesign, with fonts and links

Forbes Middle East:

Creatives must be sent to
Upeksha Udayangani
 Client Relations Executive
upeksha@forbesmiddleeast.com

Insertion Order (IO)
Advertising
advertising@forbesmiddleeast.com

Print-Related Information/Queries
Julie Gemini Marquez
julie@forbesmiddleeast.com

Digital Specifications

Description	Leaderboard Desktop	Leaderboard Mobile	MPU	Half page	Billboard	Super Leaderboard
Size in Pixels (Width x Height)	728 x 90	320 x 50	300 x 250	300 x 600	970 x 250	970 x 90
Recommended Max. File Size	150KB	50KB	150KB	200KB	200KB	200KB
File Format	Static / Estimated image (.gif/ .jpeg / .png)					
Animation	Animation is accepted (suggested max. 15 seconds)					
Looping	Allowed					
3rd Party Ad serving	This AD placement can be third party AD served					
Testing	All creatives must function uniformly on both MAC and PC platforms as well as multiple browser versions of Internet Explorer, Firefox, Google Chrome, Mozilla and Safari					

EDM Specifications

Size in Pixels (Width x Height)	700 x 1000
Format	HTML
Maximum Size	250KB (Recommended)

Video Ad Specifications

Resolution	300 x 250
Maximum Size	30MB
Duration	45 seconds max.
Supported Formats	MPEG4, MOV, AVI, WMV

Online Article

No. of Words	500-700
Photo	High resolution 300 dpi .jpeg (CMYK)
File Format	Word doc
Process: Received article will be forwarded to our editor. Edited version will be shared with the client for final approval before publishing	

For clarification and other related inquiries, please email

Upeksha@forbesmiddleeast.com

MARKETING & DISTRIBUTION

Print & Digital



Connect Through Forbes Middle East Editorial Platforms

Our multi-media editorial platforms connect our diverse readers with leaders and partners, keeping them informed and up-to-date with the latest in business news.

Magazine

The Forbes Middle East magazine extends the Forbes trusted brand of journalism across the Arab world. Distributed across retail outlets, key business hubs, and hotspots across the Middle East's major cities, readers and leaders recognize the print magazine for its extensive lists and in-depth interviews. It is widely regarded as a reliable source of ethical editorial and accurate data on the Arab world's business ecosystems.

Events

Our events bring together leaders, experts, and executives to network and discuss the most pressing business trends and topics.

Video

We use the highest-quality digital production to create informative and entertaining shows and video interviews.

Social

With millions of hits a month from our followers, our social platforms promote our content to engage and inspire our audience.



Digital Marketing

Forbes Middle East's digital platforms offer partners an opportunity to enhance their visibility and brand recognition. Our website is a premium site for partners to market themselves through articles, blogs, campaigns, videos, and interviews.

Advertising opportunities on the website include large format banner inventory, text links, and site captures.

Advertorial thought leader style article or Q&A interview written by the client and edited by Forbes Middle East team.

Digital Magazines subscribers can access our monthly publications through the website, so print advertising goes even further to also reach our digital audience.

Email Marketing targeted to Forbes Middle East's registered and verified database delivers partner messaging directly to its intended audience.

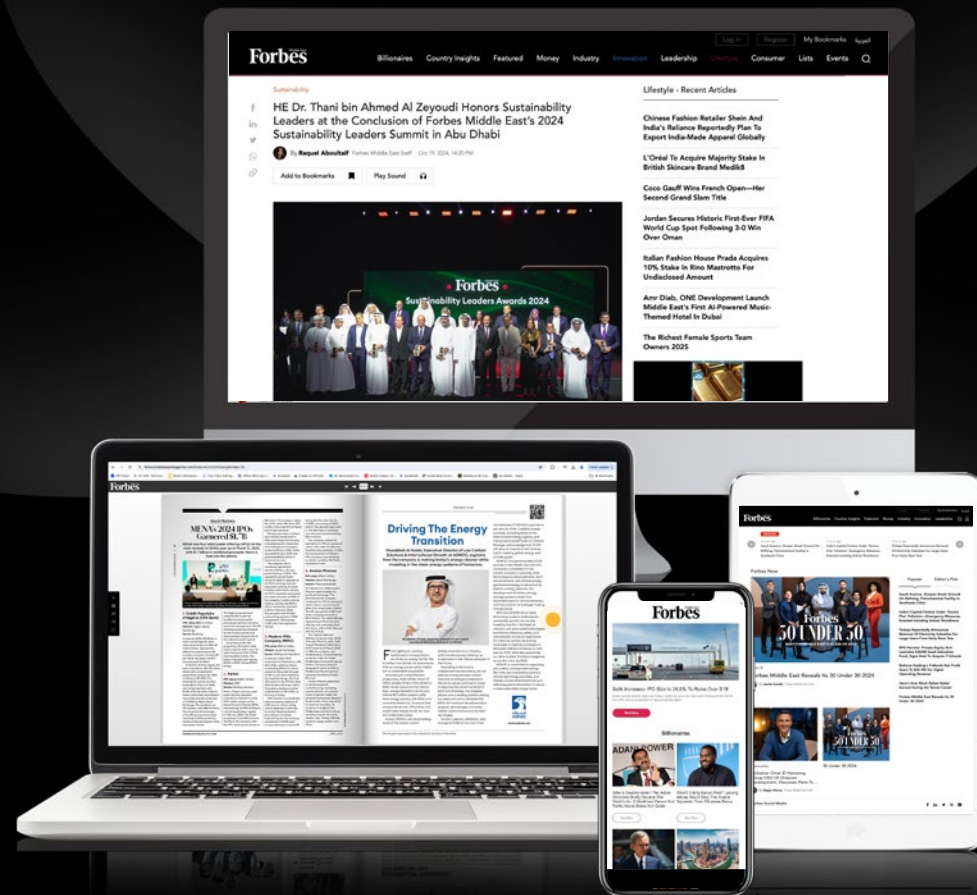
Product Reviews

Forbes Brandvoice allows businesses to create content of their own to control their narrative and speak directly to the Forbes Middle East audience.

Multimedia

Video Marketing customized audio-visual material, such as video interviews and reels, engage our audience through smart and eye-catching digital content.

Digital Production state-of-the-art equipment and studios can manage production projects including documentaries, content focused series, video reports and more.



19.2 Million
Pageviews (annual)

15.8 Million
Unique page views

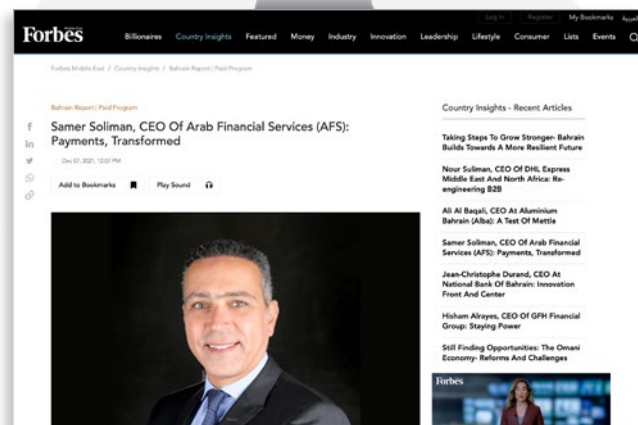
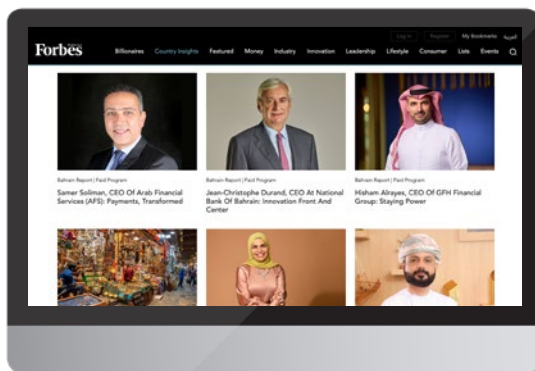
1.6 Million
Average monthly pageviews

7.5 Million
Annual users

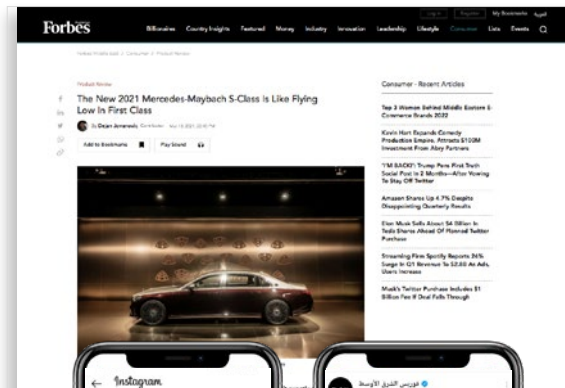
Digital Marketing

Forbes Middle East digital media solutions offer partners multiple platforms to promote their brands.

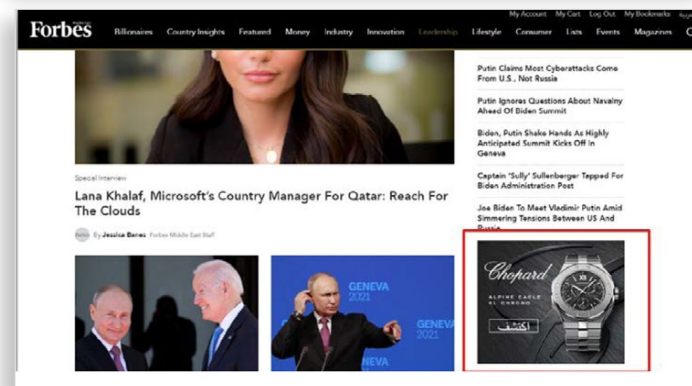
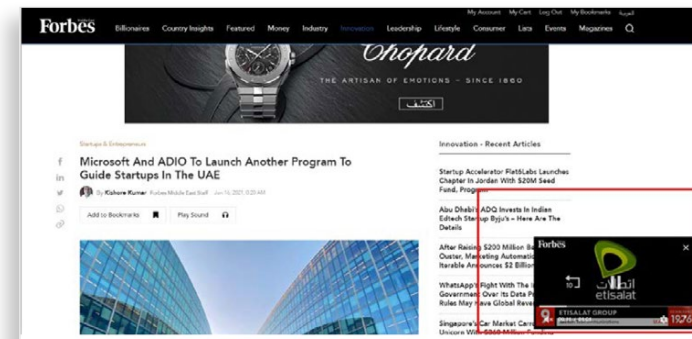
Online Advertorial



Product Review



Social Media Promotion

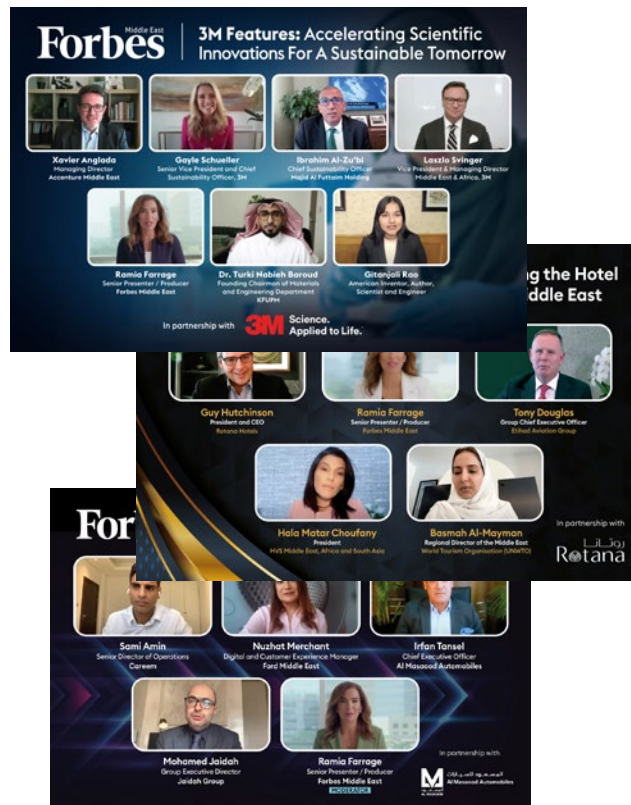


Digital Ads

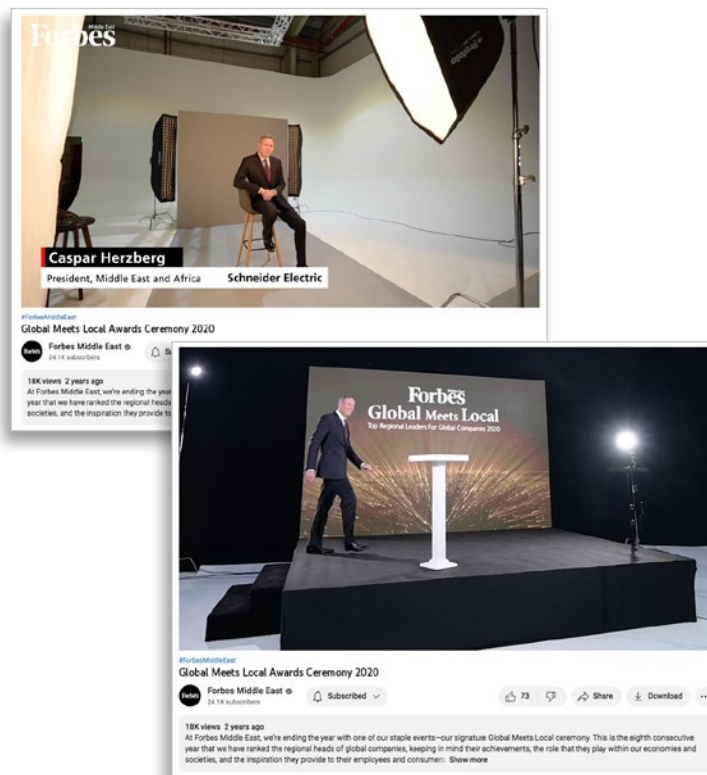
Digital Marketing

Sponsoring our events enhances a partner's visibility and enables them to be a part of the conversation.

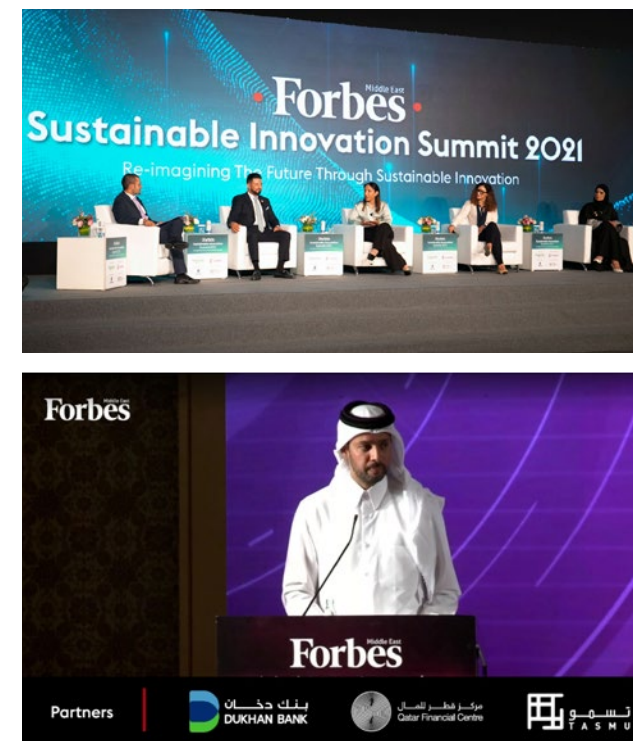
Webinars



Virtual Events



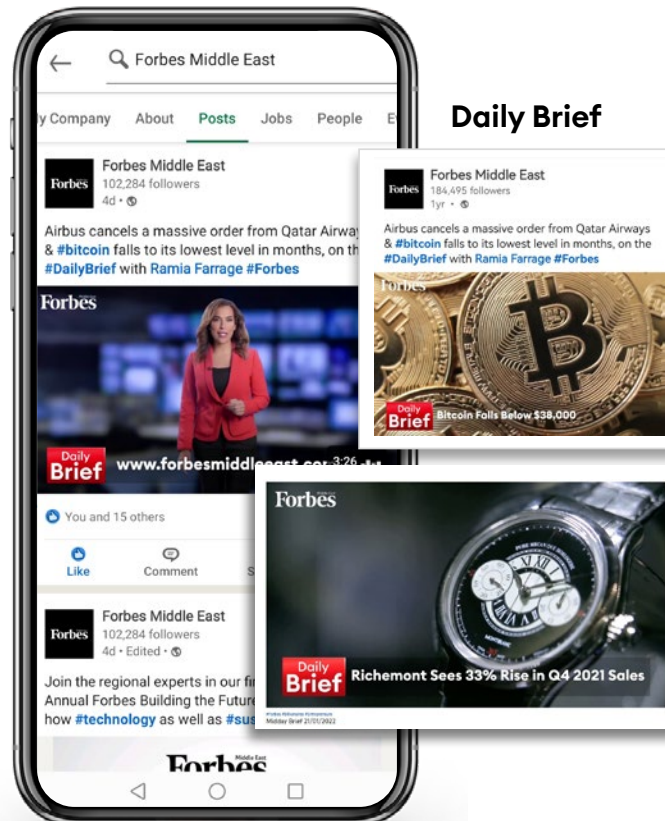
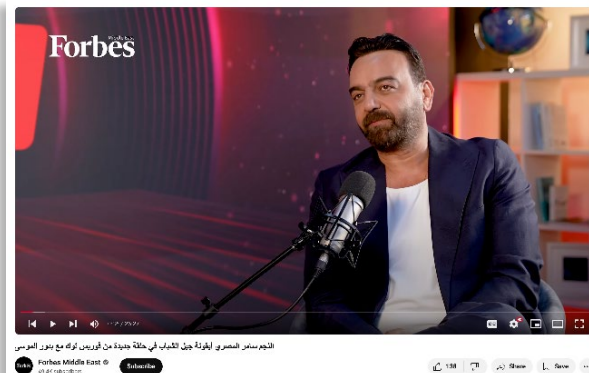
Hybrid Events



Digital Production

Forbes Middle East digital media solutions offer partners multiple platforms to promote their brands.

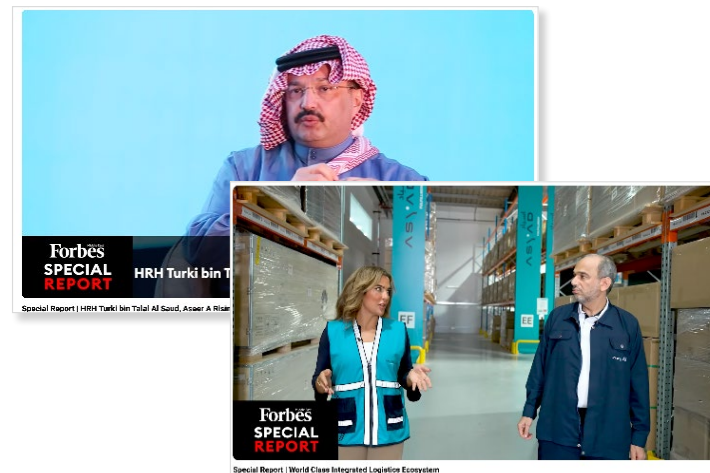
Sponsored Series Production



Daily Brief



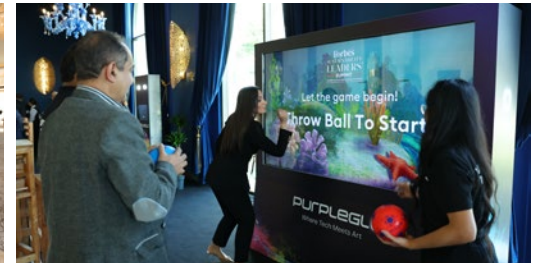
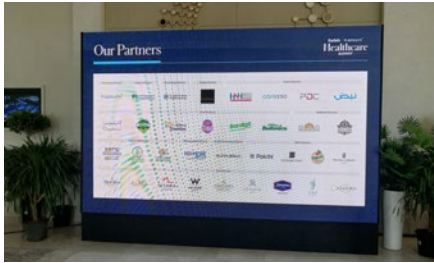
Special Video Interview



Special Video Report

Previous Summits





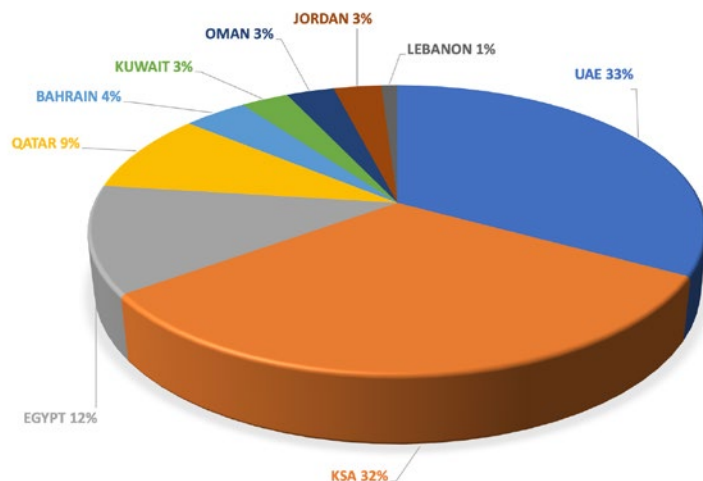
Print Offline Distribution

Enjoy reading and find Forbes Middle East magazines at these prestigious locations

Forbes Middle East



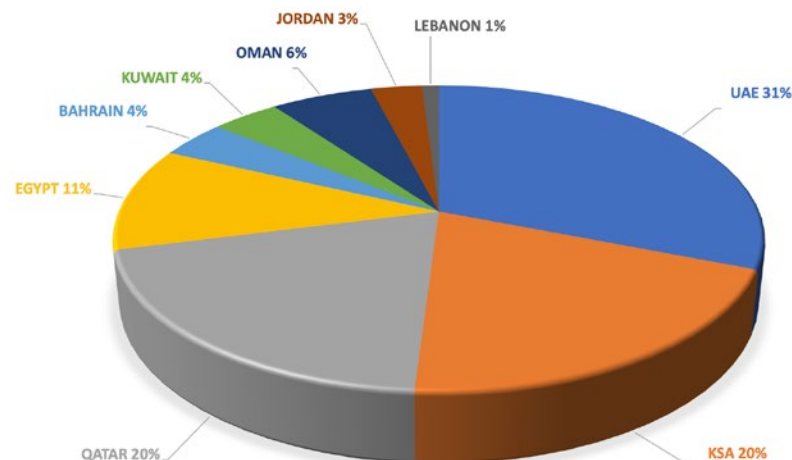
Print Offline Circulation



Hard copies of Forbes Middle East magazine are distributed across the United Arab Emirates, the Kingdom of Saudi Arabia, Bahrain, Oman, Kuwait, Egypt, Lebanon, Jordan and Qatar

Magazine copies 10,000 English and 10,000 Arabic

Targeted C-Level Distribution



We have partnered with DHL and Aramex to deliver the prestigious Forbes Middle East monthly magazines to top officials and executives across the Middle East. These select VVIPs are some of the most influential people in the region.

C-Level Personas Include:



- Chairmen
- Board of Directors
- Ministry Officials
- CEOs
- COO
- CFOs
- CMOs
- Other important media officers

Digital Reach

1.6M

Average monthly views
www.forbesmiddleeast.com

275,500

Email Subscribers

19,604,785

Average Reach Per Month

24,450

Newsletter

Number of Followers (As of May 2025)

633,984
ForbesME

488,078
Forbes.ME

329,045
forbesmiddleeast

325,912
Forbes Middle East

62,881
Forbes Middle East

7,166
@Forbesmenaeng
@Forbesmena

75,143
@forbesmiddleeast

29,973
Whatsapp subscribers

Championing Leadership And Business Success In The Middle East



For more information, please contact:

General Enquiry

info@forbesmiddleeast.com

Editorial

editorial@forbesmiddleeast.com

Advertising

advertising@forbesmiddleeast.com

Events

event@forbesmiddleeast.com

For more, visit forbesmiddleeast.com