

# the gulf

business news & analysis

Authoritative  
.....  
Comprehensive  
.....  
Informative

GCC Analysis

Current Affairs

Special Reports

Corporate News

Banking & Finance

Industrial Analysis

Country & Market Data

Social Media Attributes

Energy

Opinion

Politics

Aviation

Business

Real Estate

Free Zones

Oil and Gas

## Media Information 2016

[www.thegulfonline.com](http://www.thegulfonline.com)



## Special features 2016

### JANUARY

- Islamic Banking
- GCC Aluminium Industries
- Bahrain International Airshow 2016

### FEBRUARY

- Bahrain
- Defence/Aerospace

### MARCH

- Saudi Arabia
- GCC/Africa
- Oil and Gas

### APRIL

- UAE
- Transport & Logistics
- Gulf Property Show

### MAY

- Qatar
- GCC/Germany
- International Business Travel

### JUNE

- Banking & Insurance
- Bahrain Motoring
- Luxury Products

### JULY

- Iran
- GCC Shopping Festivals

### AUGUST

- GCC/India
- Private Banking: GCC Approaches

### SEPTEMBER

- The Special Relationship: Saudi Arabia and the UK
- Construction
- International Real Estate Investment Opportunities

### OCTOBER

- GCC/Turkey
- GCC Industries
- Bahrain Real Estate

### NOVEMBER

- Kuwait
- GCC/European Union
- Business Telecoms

### DECEMBER

- Oman
- Commercial Aviation
- Bahrain International Motor Show



# Introduction

The Gulf states account for nearly a half of the world's oil reserves and some \$3 trillion in foreign reserves and sovereign wealth funds. Sitting at the heart of a region that links the emerging markets of China and India with Western economies, the Gulf Co-operation Council (GCC) states have become a centre for global investment.

From Islamic finance to construction, the Gulf region is home to innovation and enterprise, which is now underpinning hundreds of billions of dollars-worth of projects.

**The Gulf** is an established, authoritative regional magazine that goes to the heart of GCC business and current affairs, containing news, analysis, expert opinion and reviews as well as reliable economic data. **The Gulf** is an essential tool for

anyone doing business in the Middle East.

Based on content prepared by experts in their fields, **The Gulf** combines a monthly print publication with an online service that offers insight into key markets such as Saudi Arabia, Qatar, Abu Dhabi and Dubai and the factors that affect all six GCC economies.

News from 20 market sectors, ranging from energy to capital markets to Islamic banking to aviation, is supported by analysis of business trends and topical trends - presented in comprehensive Special Reports which form an essential reference point for those interested in one of the world's most economically vibrant regions.



# Circulation and distribution

**The Gulf** has the widest regional distribution of a monthly business publication, with more than 11,000 printed copies available or GCC and international distribution. **The Gulf** provides a direct platform and access to more than 50,000\* senior executives and decision makers in the GCC and beyond every month.

Published by the international arm of **Al Hilal Group**, the Middle East's leading regional business publisher, **The Gulf** has an online and monthly paid-for subscription base and a controlled and guaranteed circulation to the region's decision makers.

**Al Hilal Group**, through its unique portfolio of business and trade publications, has the most comprehensive sector-focused mailing lists. **The Gulf** is available in the First and Business Class cabins and lounges of the region's top airlines, including Gulf Air, Emirates Airlines, Etihad Airways, Virgin Australia and Air Seychelles.

\*Based on a recent survey indicating that each copy is read by more than three executives.



**Average monthly distribution: 11,300 copies**  
*January - December, 2015*

## Readership:

### Business sectors

- Oil & Gas
- Banking & Finance
- Construction
- Petrochemicals
- Power & Water
- Industry
- Manufacturing
- IT
- Telecommunications
- Tourism
- Transport
- Defence

### Geographically

- Saudi Arabia
- United Arab Emirates
- Qatar
- Kuwait
- Bahrain
- Oman
- Iran
- Iraq
- Egypt
- Levant
- Yemen
- North Africa

Daily newspaper **Gulf Daily News**: 6,500 copies each month

**The Gulf** is carried in Premium Cabins on Gulf Air / Emirates Airlines / Etihad Airways / Virgin Australia and Air Seychelles

## Online weekly visits



Average monthly online visitors - 77,480. January to November 2015.

# Rates and data

Insertion rate (US\$)	1-3	4-6	7-9	10-12*
Full page	7,000	6,650	6,300	5,950
Half page	4,750	4,513	4,275	4,038
Double page spread	13,000	12,350	11,700	11,050
Back Cover	10,000	9,500	9,000	8,500
Inside Front Cover	9,000	8,550	8,100	7,650
Inside Back Cover	8,000	7,600	7,200	6,800

Above rates are inclusive of electronic version on thegulfonline.com

## Company profile

(Special Offer)	US\$	BD/OR	QR/SR	KD	Dhs
4 Page Colour	15,000	5,650	56,500	4,400	55,000
8 Page Colour	27,000	10,180	101,800	8,050	100,000

Plus 2,000 reprints of the profile delivered to your company free of charge.

## Executive Appointments\*\*

	1-2	3+
Full page	7,700	7,000
Half page	5,225	4,750
Quarter page	3,230	2,935

\*\*Exclusive section for executive vacancies

## Premium rates and discounts

Requested position	Plus 15% of space cost
Inserts	By arrangement
2-colour and mono	10% discount

Online Banner Advertising	US\$	BD/OR	SR	KD	Dhs/QR
(Special offer for print advertisers)	660	250	2,500	185	2,420
Home page/ ROP Banner Ads Size:	468 pixels wide x 60 pixels deep (up to 34 kb)				
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Resolution:	72 dpi (dots per inch)				
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## Ad sizes

Ad sizes	height/width
Full Page (trim)	282 x 210 mm
Full Page (type area)	245 x 185 mm
Double page spread	282 x 420 mm
Half Page Horizontal	120 x 185 mm
Bleed	Allow 5 mm on all sides of trimsize

Please supply digital artworks in Adobe Acrobat PDF high resolution. CMYK with font converted to outline and all information to be outside of the crop marks.

## Publication deadlines

Cover date	1st of every month
Copy/booking date	To reach publisher's office 30 days prior to cover date

## Print and Online Advertising:

For full details on print and online advertising options, sponsorship opportunities and rates, please contact

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**Average monthly distribution: 11,300 copies**  
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