



Media

PACK 2016

al Araby al Jadeed

We are a leading publishing house called **al Araby al Jadeed**, one of the youngest & most exciting Pan Arabic News Outlets in the Arab World & reaching the world out of it's main head office in **UK** & two other offices- **Qatar & Lebanon**.

Launched in March 2014 as an online news website **www.alaraby.co.uk**, recorded high unique browsers and with rapidly expanding readership it went on to establish a daily newspaper in September 2014.

al Araby al Jadeed operates under **Fadaat Media Ltd**. A private company established in **London, UK**. **Fadaat Media Ltd** aspires to play leading role in media production, new media and social media services.

al Araby al Jadeed

ONLINE

News and current affairs website focused on the Arab world. It provides in depth and informative coverage and put forward views and voices to promote a progressive discourse and counter autocratic and sectarian narratives that threaten to dominate the region. It serves as a platform for a wide range of views and opinions offering a professional coverage in politics, culture, economy, society, arts & sports.

Contributors' blogs and readers' own stories will be encouraged to create a space for new and less heard voices, especially from the youth across the Arab world.

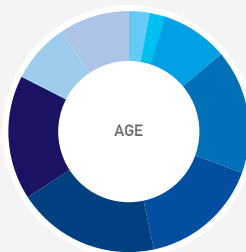
An English version is also available for English audience.

Highlights

- » Ranked within the first 12 top Arabic news websites in the MENA region & among top 25 within GCC Region.
- » Ranked as the first Arabic news website in Qatar.
- » Unique browsers generated more than 8 Million Page View by end of 2015.

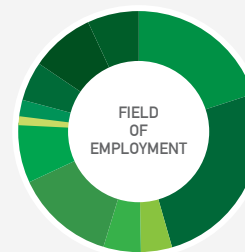
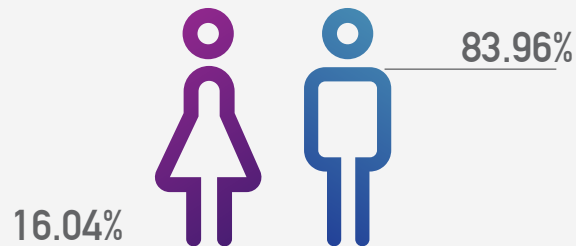
DEMOGRAPHICS

ONLINE

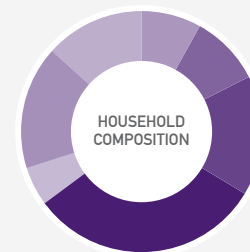


15-17	2.33%
18-19	1.49%
20-24	6.98%
25-29	12.84%
30-34	12.37%
35-39	14.79%
40-44	14.60%
45-49	12.93%
50-54	8.37%
55-59	6.14%
60+	7.16%

GENDER



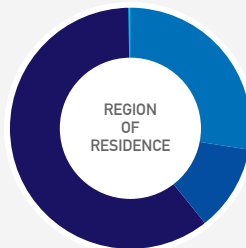
Managers	18.84%
Professionals	23.67%
Technicians and Trade Workers	3.72%
Community and Personal Service Workers	4.83%
Clerical and Administrative Workers	12.39%
Sales Workers	7.31%
Machinery Operators and Drivers	0.62%
Labourers	2.35%
Housewife / Househusband	4.83%
Full Time Students	7.93%
Unemployed	6.44%
Retired	7.06%



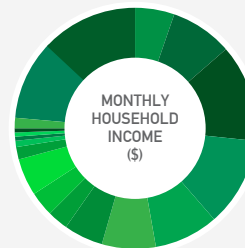
Couple HH with no children	8.13%
Couple HH with one child	9.61%
Couple HH with two children	15.90%
Couple HH with three or more children	31.61%
Lone parent HH with children	4.99%
Multi family HH/Shared HH	16.64%
Family with older children	13.12%

DEMOGRAPHICS

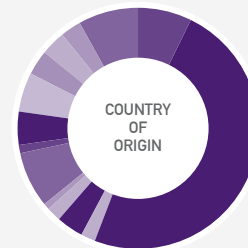
ONLINE



GCC	27.68%
Levant	11.71%
North Africa	60.50%
Iranian Plateau	0.11%



Less than \$125	5.70%
\$126 to \$250	8.49%
\$251 to \$500	13.26%
\$501 to \$1,000	12.33%
\$1,001 to \$1,500	9.02%
\$1,501 to \$2,000	7.29%
\$2,001 to \$3,000	5.31%
\$3,001 to \$4,000	3.05%
\$4,001 to \$5,000	3.32%
\$5,001 to \$7,500	5.04%
\$7,501 to \$10,000	1.99%
\$10,001 to \$15,000	0.66%
\$15,001 to \$20,000	0.53%
\$20,001 to \$25,000	0.53%
\$25,001 to \$35,000	0.80%
\$35,001 +	1.46%
Dependent / No income / Don't work	10.74%
Prefer not to say	13.26%



Algeria	8.90%
Egypt	28.88%
France	0.75%
Iraq	7.33%
Jordan	4.02%
Kuwait	2.19%
Lebanon	1.61%
Morocco	8.67%
Oman	1.01%
Qatar	2.63%
Romania	0.96%
Saudi Arabia	12.34%
Tunisia	2.43%
Turkey	0.98%
United Arab Emirates	2.24%
United Kingdom	1.07%
United States	3.47%
Yemen	2.47%
Others	7.85%

al Araby al Jadeed

DESKTOP

SOCIAL MEDIA

 2.6 Million FOLLOWERS

 305,000 FOLLOWERS














LEADERBOARD
970 X 90 px
728 X 90 px

SKYSCRAPER LEFT
120 X 600 px
160 X 600 px

SKYSCRAPER RIGHT
120 X 600 px
160 X 600 px

MPU
300 X 250 px
320 X 50 px

SECTIONS

-  POLITICS
-  ECONOMICS
-  CULTURE
-  SOCIETY
-  SPORT
-  MEDIA
-  INVESTIGATION
-  ENTERTAINMENT
-  OPINION
-  CARICATURE
-  SUPPLEMENTS
-  Sehatok website



al Araby al Jadeed

MOBILE

LEADERBOARDS
320 X 50 px

MPU
300 X 250 px



ADVERTISING TECHNOLOGY

Third Party
HTML 5
Image
Custom
Double Click
Text AD
Flash Expandable
Text and Image
Image Animation
Mobile AD Network
User Defined Template
System Defined Template

MULTIPLE TOUCH POINTS

Social Media
Personal Computer
Mobile Site

RATE CARD

ONLINE

SUBMISSION GUIDELINES:

- » All creatives must be submitted three (3) working days prior campaign launch to **al Araby al Jadeed** sales contact or directly to the relevant Ad Operations team.
- » Creative placements must meet specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.
- » We assume that all ads submitted have been tested and optimized for all internet browsers, operating system and mobile devices.

Prices Shown Above is Every 1,000 impressions
Minimum Booking is 40,000 impressions



LEADERBOARD
970 x 90 px
728 x 90 px
\$21.25



**LEADERBOARD
EXPANDABLE**
970 X 210 px
970 X 250 px
970 X 415 px
728 X 300 px
\$25.5



MPU
300 X 250 px
320 X 50 px
\$25.5



MPU EXPANDABLE
300 X 500 px
300 X 600 px
\$29.75



SKYSCRAPPER
120 X 600 px
160 X 600 px
\$ 25.5



MPU VIDEO
300 X 250 px
\$25.5



PUSHDOWN
970 X 90 px
\$63.75



**HOMEPAGE
TAKE OVER**
\$2000/DAY

al Araby al Jadeed Newspaper

INTERNATIONAL &
LOCAL DISTRIBUTION

SAMPLED COPIES

We are currently sampling copies through targeted high profile venues such as Airlines, Hotels, and Embassies etc.

Airlines	– 1,000 copies
Hotels	– 700 copies
Embassies	– 200 copies
Universities & Media venues	– 5000 copies



UK

At present we deliver into 1,500 retail outlets throughout the **UK** every day with a supply of 3,000 copies, this has increased recently because we have re-launched the publication in the London region using a geo demographic profiling tool whereby we only promote the publication in highly populated Arabic speaking postcodes.



NEW YORK

The publication in **New York** targets the retail trade (NDA) together with sampling strategy through 5 star Hotels & consulates:
Retail Trade - 400 copies
Hotels & Consulates - 650 copies



QATAR

At present we currently distribute 12,500 copies within **Qatar** & available on Qatar Airways, Ministries Government organizations, Embassies, Media organizations (Qatar TV, Aljazeera TV, Alrayan TV, Qatar Radio), Retail Trade and all Hotels.



EUROPE

At present we currently distribute 3,000 copies into 10 destinations in eight European countries:
Holland, Belgium, Germany, Spain, Italy, Switzerland, Austria and France.



LEBANON

Lebanon, At present we currently distribute 2,500 copies.



BAHRAIN

Bahrain, At present we currently distribute 800 copies.



JORDAN

Jordan, At present we currently distribute 1000 copies.

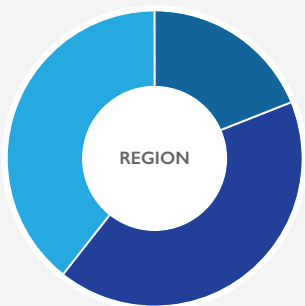


NORTH
AFRICA

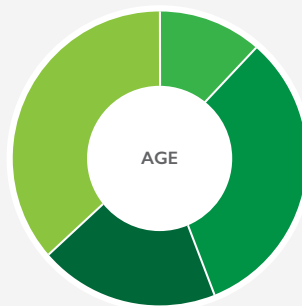
At present we currently distribute 2,500 copies into two destinations:
Tunis & Morocco.

READERS' PROFILE

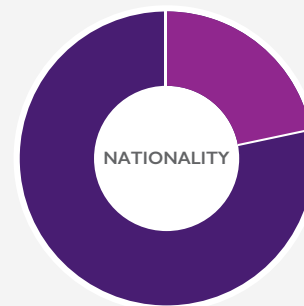
GENDER



OTHERS 39% DOHA 19% AL RAYYAN 42%



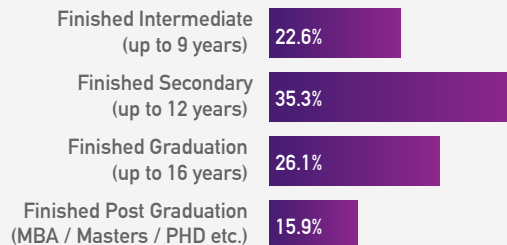
45+ 36.5% 15-24 12% 25-34 32% 35-44 19%



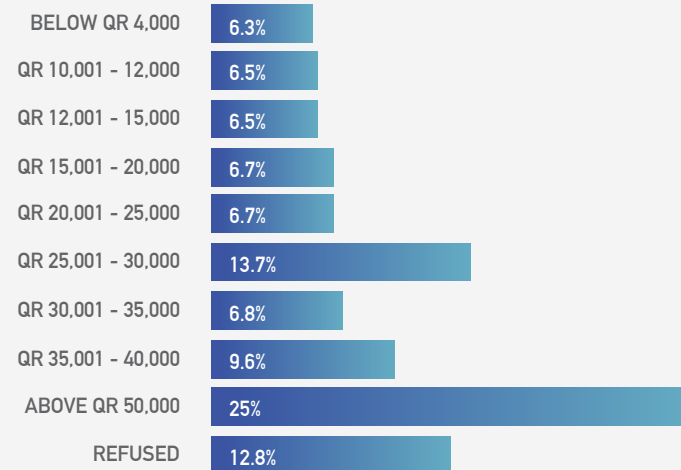
ARABS 78% LOCALS 22%

FAMILY INCOME EDUCATION OCCUPATION

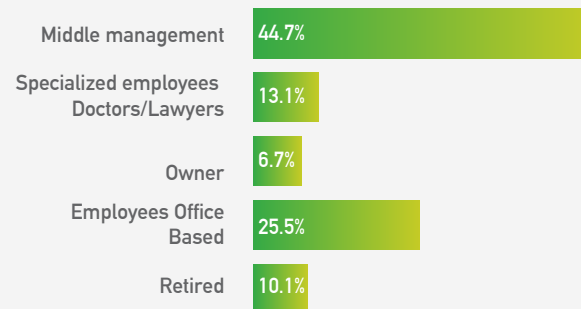
LEVEL OF EDUCATION



INCOME



OCCUPATION



RATE CARD

NEWSPAPER

MATERIAL DEADLINES

Booking Deadline

3-4 working days prior to the date of insertion

Artwork Deadline

For insertions appearing on Monday – Friday 48 hours prior to the intended date of publication

Cancellation Deadline

3 working days prior to the date of insertion

Artwork Deadline for insertions appearing on Saturday or Sunday

48 hours or before 10 a.m. on Thursday

For advertorials, Double Page Centre Spreads Jacket or any other special sizes

48 hours prior to the intended date of publication.

MATERIAL SPECIFICATIONS:

The content should be sent in PDF format, Illustrator Eps., Text converted to path/curves (closed file).

Linked Image : CMYK 240/300 dpi | Photoshop, PSD, TIFF or JPEG (CMYK) [A colour proof print out should be attached]

Online : In PDF format or JPEG (CMYK) 240/300 dpi

HS : Graphic/Artwork should be of the exact size (Without bleed, Crop marks, Reg marks or Colour bars).



FULL PAGE
(h)505mm X (w)275mm



HALF PAGE
(h)252mm X (w)275mm



QUARTER PAGE
(h)275mm X (w)155mm



LOWER FRONT PAGE
(h)77mm X (w)274mm



AN EIGHTH PAGE
(h)155mm X (w)125mm



INSIDE PAGE
PER COLUMN/CM
MINIMUM 10CM

	Full Color	Black & white
	QAR	QAR

FRONT PAGE

Lower Front Page 20.000

BACK PAGE

Full Page 76.000

Half Page 38.000

Quarter Page 19.000

1/8 Page 9.500

Cm/Column 251

PAGE 2 OR 3

Full Page 52.000

Half Page 26.000

Quarter Page 13.000

1/8 Page 6.500

Cm/Column 172

INSIDE PAGE

Full Page 38.000 24.000

Half Page 19.000 12.000

Quarter Page 9.500 6.000

1/8 Page 4.750 3.000

Cm/Column 125 80

Fixed Page position **10% Extra**
Special Shapes and Sizes **10% Extra**

4 Pages Jacket (Around main unit) 280.000
Double Page Center Spread (DPCS) 80.000

CONTACTS

MAIN OFFICE

LONDON UK:

CP House, 97-107 Uxbridge Road,
London W5 5TN
Tel: +442071480366

DOHA OFFICE

QATAR:

Doha, Aldafna, Fardan Tower,
10th Floor
P.O.Box: 11591
Tel: +97440190600

BEIRUT OFFICE

LEBANON:

Beirut, Jemmaizeh, Pastour Street,
Building No. 33,
West end
Tel: +9611567794

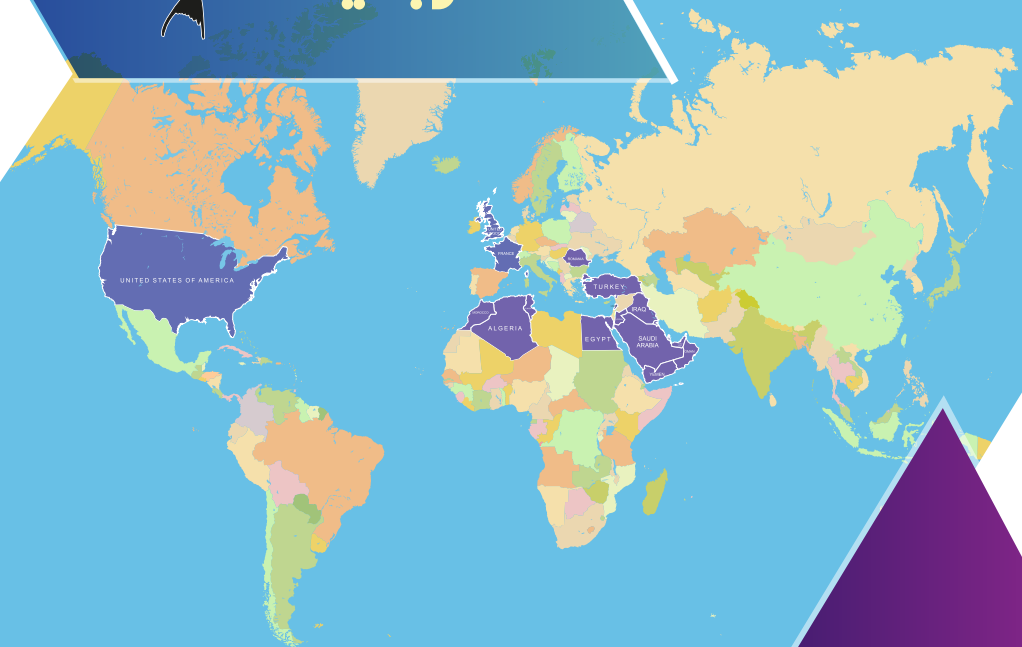
Email: marketing@alaraby.co.uk
Subscriptions: Alaraby.co.uk/subscriptions



@AlAraby.ar



@alaraby_ar



Thank
You