



# 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.

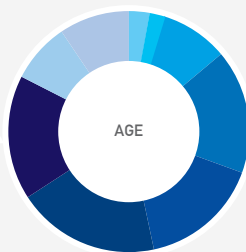
## Highlights

- » 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.

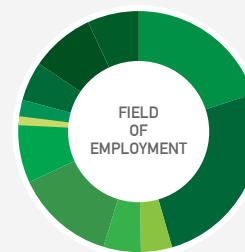
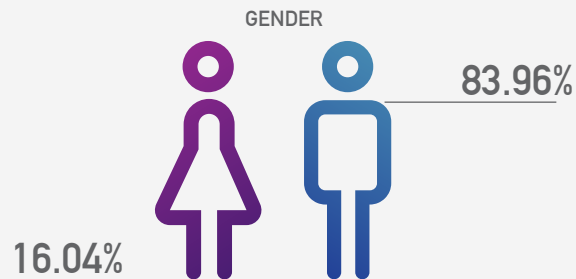


# DEMOGRAPHICS

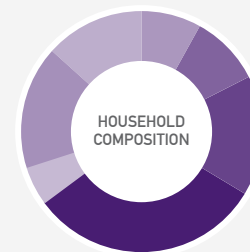
ONLINE



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%



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%

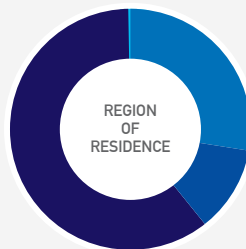


Couple HH with no children	8.13%
Couple HH with one child	9.61%
Couple HH with two children	15.90%
Couple HH with three or more children	31.61%
Lone parent HH with children	4.99%
Multi family HH/Shared HH	16.64%
Family with older children	13.12%

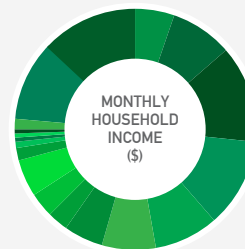


# DEMOGRAPHICS

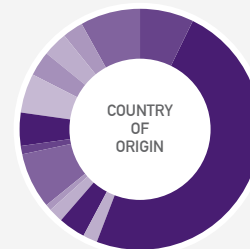
## ONLINE



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.

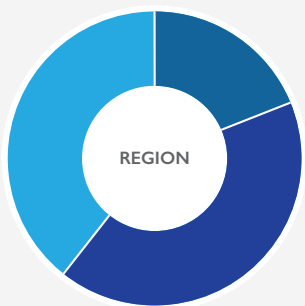


NORTH  
AFRICA

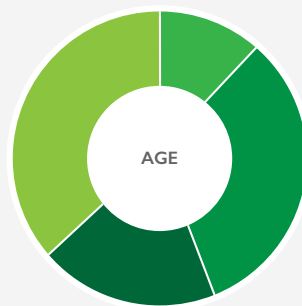
At present we currently distribute 2,500 copies into two destinations:  
**Tunis & Morocco.**

## READERS' PROFILE

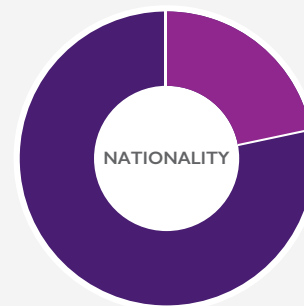
GENDER



OTHERS 39% DOHA 19% AL RAYYAN 42%



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

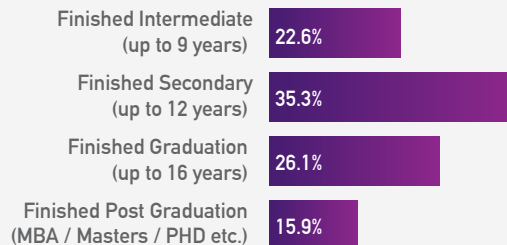


ARABS 78% LOCALS 22%

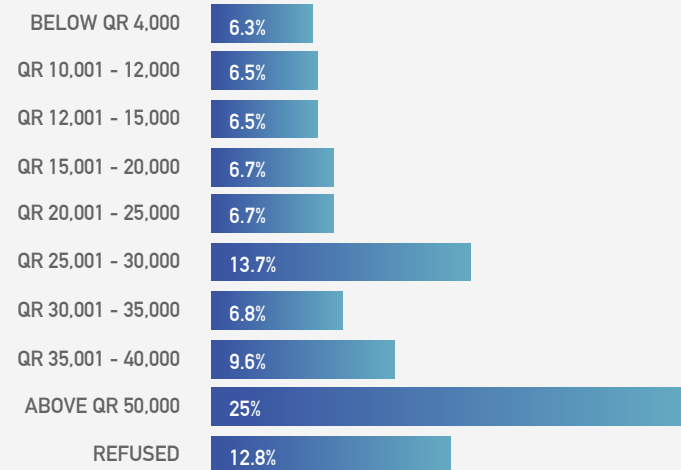


# FAMILY INCOME EDUCATION OCCUPATION

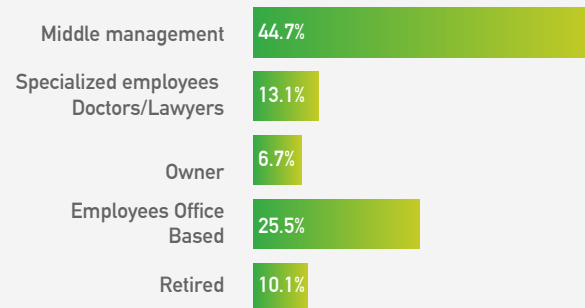
## LEVEL OF EDUCATION



## 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
FRONT PAGE	QAR	QAR

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,  
10<sup>th</sup> 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](mailto:marketing@alaraby.co.uk)  
Subscriptions: [Alaraby.co.uk/subscriptions](http://Alaraby.co.uk/subscriptions)

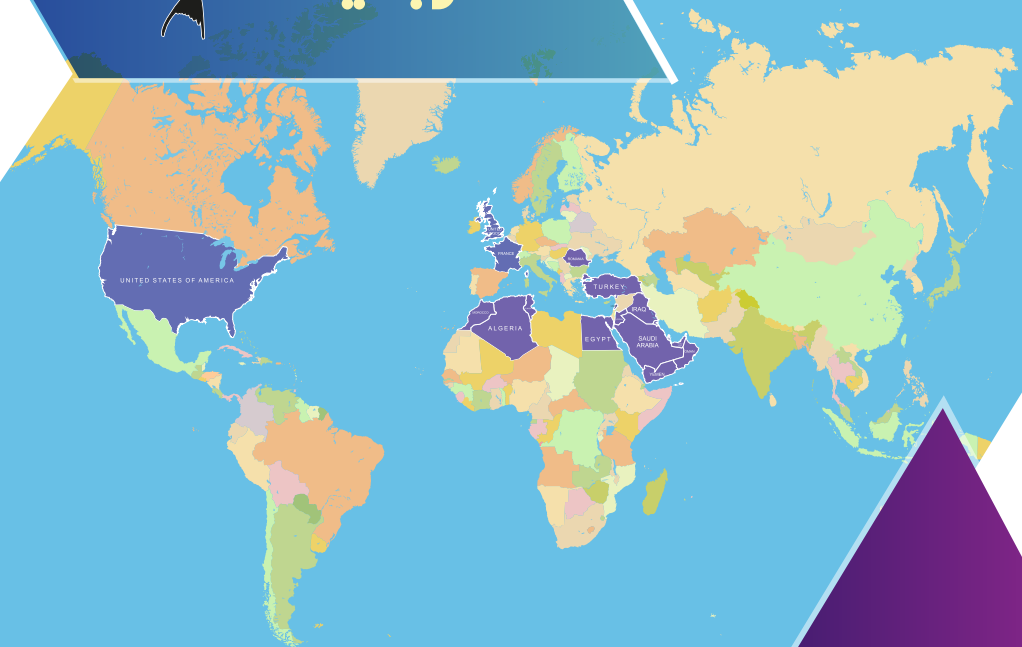


@AlAraby.ar



@alaraby\_ar





Thank  
You