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AL-ARABIYA



Launched in October 2005, **BusinessWeek Al-Arabiya** is published in conjunction with InfoPro Management. The monthly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content in the magazine comes from BusinessWeek Global Edition as well as locally originated content covering the Arabic-speaking world.

2008 AL-ARABIYA RATE BASE: 30,000

	B&W	B&W+1 COLOR	4-COLOR
FULL PAGE	US\$4,940	US\$6,175	US\$7,470
CENTER SPREAD	-	-	13,230
DOUBLE SPREAD	7,970	10,000	12,030
2nd COVER SPREAD	-	-	14,490
2nd COVER	-	-	9,360
3rd COVER	-	-	8,070
4th COVER	-	-	16,820
FACING INDEX	-	-	8,750
1/2 PAGE DOUBLE SPREAD	6,230	7,790	9,030
1/2 PAGE	2,970	3,740	4,470
1/3 PAGE VERTICAL	2,000	-	3,000
1/4 PAGE	-	-	2,200
ADVERTORIAL*	-	-	50% surcharge

DISTRIBUTION DETAILS

- **AVG. CIRCULATION:** 30,000
- **FREQUENCY:** 12x per year
- **DISTRIBUTION:**

KSA	12,000
Jeddah	41%
Riyadh	38%
Eastern Province	21%
UAE	8,000
Dubai	40%
Abu Dhabi	45%
Other Emirates	15%
Kuwait	3,000
Bahrain	2,000
Qatar	2,000
Other Arab countries	3,000

BLEED: Only on a full page and full page spread. No surcharge.

POSITIONING: When special positions available, a 10% surcharge applies.

*The word "Advertorial" must appear at the top of each page.

For production specs, issue dates, and ad close dates: mediakit.businessweek.com

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EDITORIAL CALENDAR (1 of 3)

**EDITORIAL CALENDAR
 IS SUBJECT TO CHANGE.**

Ad close is three weeks prior to on-sale date.

ISSUE DATE	EDITORIAL REPORT	ON-SALE
January	Aircraft: Growth of the Private Jet Sector in the Arab World	1/1
	Petrochemicals: Can High Oil Prices Ruin All Achievements?	
February	Private Equity Funds Middle East: High Liquidity, Scarce Projects	2/1
	Jordan: Market Growth Not Driven by Oil	
	Halal Food Industry in the Arab World	
	Hotels: Is There Opportunity for Less Than a Five-Star?	
	Real Estate: Emaar Has Gone Global. Any Followers?	
	Future of Technology*	
March	Gulf Funds: Searching for New Venues in the Non-Oil Countries	3/1
	Islamic Banking: The Exclusion That Becomes the Rule	
	Investments: How Big is Dubai?	
	Real Estate: Green Building Costs are High, but Returns are Promising	
	Insurance: The 10 Largest Insurance Companies	
	Autos: Do Arab Consumers Rank First With Luxury Cars?	
	Davos*	
April	Retail Banking: The New Boom in the GCC Countries	4/1
	Banking: The Banker in Bahrain Is Searching for a Part-Time Job	
	Stock Market: Real Estate Stock Performance	
	Low Cost Airlines: Will the New Challenges Hinder Achievements?	
	Hotels: When Is the Region Going to Reach Saturation?	
	Emerging Outsourcing Hubs*	
May	Real Estate: Sector Overview in 2015	5/1
	Arab Investment Banks: Searching for a New Role	
	Abu Dhabi: He Who Laughs Last... Laughs Longest	
	Autos: Arab Clients Define a New Speed Car Concept	
	Insurance: A Saudi Success	
	Telecom: The 10 Largest Regional Telcos	
	Most Powerful Business People You've Never Heard Of*	

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EDITORIAL CALENDAR (2 of 3)

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ISSUE DATE	EDITORIAL REPORT	ON-SALE
June	Retail Banking: Latest Products	6/1
	Airlines: The Biggest Boom Is In Cargo	
	Islamic Tourism: How Far Will It Stretch?	
	The Largest Regional IT Companies	
	Takaful: Is Islamic Insurance in Safe Hands?	
	The World's Most Competitive Countries*	
July	Real Estate: Price Comparisons in the Largest Regional Cities	7/1
	Kuwait: When Will It Wake Up?	
	Telecom: Local Companies Going Global	
	Smart Building: Emirates Leads the Way	
	Morocco: Europe in Front and Africa Behind	
	SUVs: Market Overview	
	Dubai Leads the Business of MICE: Meetings, Incentives, Conferences, and Exhibitions. Qatar and Abu Dhabi Compete.	
	Innovation & Design: Most Innovative Companies*	
August	The League of Arab Free Zones	8/1
	Qatar: What's Next?	
	Shopping Centers in the Arab Gulf: Succeeding or Failing?	
	Information Technology: Who is Writing the Software?	
	Arab Brands: The Obvious Reality Is Misconceived	
	Hot Growth Companies*	
September	The 20 Largest Islamic Banks	9/1
	The 100 Largest Arab Companies Listed in Financial Markets	
	Egypt: The Sphinx Plans for Projects	
	Gulf Health Sector: The Need for Quality and Quantity Projects	
	Telecom: What Role Will Government Play?	
	Innovation & Design: Industrial Design Awards*	

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ISSUE DATE	EDITORIAL REPORT	ON-SALE
October	The 10 Largest Infrastructure Projects in the Arab World Tourism: A Continuous Success Story? Retail: Where are the Giants Going? Airlines: Regional Carriers Compete — Luxury at 30,000 Feet Future of Technology*	10/1
November	Autos: Market Trends for 2009 Tale of Two Cities: Comparison Between Future Plans of Dubai and Abu Dhabi Hotels: Mega Projects in the Region Is Insurance in Safe Hands? Innovation & Design: Best Buildings for Business Awards with Architectural Record*	11/1
December	Health: Five-Star Hospitals in the Arab World? The 100 CEOs of the 100 Largest Arab Companies The Golden Emirates: Dubai Is the First Importer of Gold and Diamonds, but Other Cities are Ready to Compete Telecom: Stock Market Behavior of Telecom Stocks Investment Outlook*	12/1