Engaged
Informed
Enriched
Content that connects

*Khaleej Times* is the trusted source to report and present content in the most insightful, powerful and engaging way possible. For over 40 years readers have relied on us to provide clarity and context in a complicated, confusing world.

*Khaleej Times* offers readers the perspective they need, as we believe that knowledge, information and insight are the keys to engaging the audience.

This translates into an extraordinarily powerful relationship with our readers. Be it print, digital or social we fulfill this promise with unparalleled news, comment and opinion delivered by award-winning journalists.
Bringing our readers the latest news from the region and beyond, Khaleej Times is a MUST read. It covers everything: politics, business, science, technology, sports, entertainment, and much more. While the website primarily showcases breaking news, the newspaper goes behind the news to explore the WHY.

**NATION**
Bringing all the up-to-the-minute developments across the UAE, with pieces covering all of the news in the seven emirates.

**REGION**
A look at happenings across the Middle East, staying ahead of the curve across the region every day.

**INDIA**
Daily news coverage makes sure our readers are up to speed on events on one of the world’s fastest growing economies.

**PAKISTAN**
Covering all the latest news as it happens across Pakistan.

**ASIA AND THE PHILIPPINES**
Coverage every day makes sure no important development across Asia is missed.

**EUROPE AND THE AMERICAS**
Informed and in depth, our daily coverage of Europe and the Americas makes sure no move is missed, from Trump to Brexit.

**INTERNATIONAL**
Bringing the world to our readers every single day, reaching around the world to cover every international development.

**BUSINESS**
A vital read every day for the UAE’s business chiefs, looking to keep up to speed with developments at home and abroad.

**SPORT**
From cricket to football, no sports fan can afford to miss Khaleej Times each day.
Reach that Impacts

*Khaleej Times* has an average issue readership of 1.03 million and reaches to over 4.5 million unique browsers every month through *khaleejtimes.com*. We strive to find new and innovative ways to connect with our audience.

But this reach is nothing without influence.

Which is why, we drive three key actions from readers and focus our approach around these actions. They are:

**ATTENTION**
How do we get a message seen and heard by our broadest audience?

**ENGAGEMENT**
How can we present in a way that engages and shapes opinions?

**ACTION**
Be it print or digital how do we get readers to act?
Khaleej Times circulation keeps growing consistently and our readers have been nurtured with subscription-led circulation strategy. The average print order is 89,827.
Our readership is loyal, influential and upwardly mobile. Reader relationship has always been important to us and has been nurtured with the popular newspaper subscription schemes. Now with audience mapping, surveys and chatbots powered by AI, data points are being collected to help us to build an accurate profile of our readers.

It is only by truly understanding our readers can we build closer, longer term relationships with them.

Print
89,827

Digital
25M

Social
3.3M
Products that excel

Our readers love our lifestyle content - whether it’s WKND which helps them unwind, relax, reflect, laugh and learn throughout the weekend. Or City Times featuring the latest in fashion, lifestyle and culture, bringing together the most brilliant writing, the biggest stars both in Hollywood and Bollywood.

Our award-winning magazines present a take on everything from fashion to high culture, offering the big stories behind the news, the most desired interiors and recipes from famous chefs.
Khaleej Times is a digital pioneer and brand leader. Our website launched in 1997 is the most visited news website in UAE. Today, the site is visited by over 4.5 million unique users every month. Our digital leadership extends to mobile and tablet as well which is over 20% ahead of any other news website.

Khaleej Times app is one of our fastest growing platforms, over 3 million smartphone users consume our content on their mobiles every month.
Display advertising
(popular sizes)

Main News, Business and Sports Section

<table>
<thead>
<tr>
<th>Layout</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Page False Cover</td>
<td>43.5 cm x 6 col</td>
</tr>
<tr>
<td>DPS</td>
<td>53 cm x 12 col</td>
</tr>
<tr>
<td>Full Page</td>
<td>53 cm x 6 col</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>26 cm x 6 col</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>52 cm x 3 col</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>26 cm x 3 col</td>
</tr>
<tr>
<td>Front Page Solus</td>
<td>20 cm x 3 col</td>
</tr>
<tr>
<td>Ear Panel</td>
<td>3 cm x 1 col</td>
</tr>
<tr>
<td>5x2</td>
<td>5 cm x 2 col</td>
</tr>
<tr>
<td>10x2</td>
<td>10 cm x 2 col</td>
</tr>
</tbody>
</table>

(Column size reference)

<table>
<thead>
<tr>
<th>Column</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 col</td>
<td>4.62 cm</td>
</tr>
<tr>
<td>2 col</td>
<td>9.56 cm</td>
</tr>
<tr>
<td>3 col</td>
<td>14.50 cm</td>
</tr>
<tr>
<td>4 col</td>
<td>19.44 cm</td>
</tr>
<tr>
<td>5 col</td>
<td>24.38 cm</td>
</tr>
<tr>
<td>6 col</td>
<td>29.32 cm</td>
</tr>
<tr>
<td>15x2</td>
<td>10 cm x 2 col</td>
</tr>
<tr>
<td>15x3</td>
<td>10 cm x 3 col</td>
</tr>
<tr>
<td>Killer Size</td>
<td>40 cm x 5 col</td>
</tr>
<tr>
<td>10x6</td>
<td>10 cm x 6 col</td>
</tr>
<tr>
<td>15x6</td>
<td>15 cm x 6 col</td>
</tr>
</tbody>
</table>

City Times

<table>
<thead>
<tr>
<th>Layout</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPSF</td>
<td>29 cm x 12 col</td>
</tr>
<tr>
<td>Full Page</td>
<td>29 cm x 6 col</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>15 cm x 6 col</td>
</tr>
</tbody>
</table>

(Column size reference)

<table>
<thead>
<tr>
<th>Column</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 col</td>
<td>4.25 cm</td>
</tr>
<tr>
<td>2 col</td>
<td>8.30 cm</td>
</tr>
<tr>
<td>3 col</td>
<td>12.75 cm</td>
</tr>
<tr>
<td>4 col</td>
<td>17.33 cm</td>
</tr>
<tr>
<td>5 col</td>
<td>21.50 cm</td>
</tr>
<tr>
<td>6 col</td>
<td>26 cm</td>
</tr>
<tr>
<td>15x3</td>
<td>15 cm x 3 col</td>
</tr>
<tr>
<td>cm x 2 col</td>
<td>cm x 6 col</td>
</tr>
</tbody>
</table>
Media information 2020

Our rates

KHALEJ TIMES BASE RATES

Category | Single | Multiple | Super | Slam
---|---|---|---|---
Main Issue Per Sq CM Rate (Color or B/W) | 65 | 52 | 46 | 40

Tender/Notice/Obituary Ads Per Sq CM Rate | 24 (Min. size H: 5 cm x W: 10 cm)

KHALEJ TIMES (Color)

Category | Single | Multiple | Super | Slam
---|---|---|---|---
Front Page (20 cm x 14.5 cm) | 44,550 | 33,000 | 26,400 | 20,000
Front Page (20 cm x 29.32 cm) | 91,125 | 67,500 | 54,000 | 45,000
Quarter Page (Inside/other pages) | 24,300 | 18,000 | 14,400 | 12,000
Half Page (Inside/other pages) | 40,500 | 30,000 | 24,000 | 20,000
Killer Size | 44,550 | 33,000 | 26,400 | 20,000
Full Page (Inside/other pages) | 48,600 | 36,000 | 28,800 | 24,000
Inside Back Cover | 56,700 | 42,000 | 33,600 | 28,000
Page 2 | 70,875 | 52,500 | 42,000 | 35,000
Outside Back Cover | 81,000 | 60,000 | 48,000 | 40,000
Coordinated Ear Panel (Print + Digital) | 12,000 | 9,600 | 8,400 | 7,000
Double Page Spread | 97,200 | 72,000 | 57,600 | 48,000

PREMIUM APPLICABLE FOR SPECIFIED POSITIONS

Page 2/3 | 50% EXTRA
Page 5/7 | 35% EXTRA
Other specific pages | 25% EXTRA

DIGITAL (SOCIAL)

Category | Single | Multiple | Super | Slam
---|---|---|---|---
Facebook Image Post | 4,000 | 3,200 | 2,800 | 2,000
Linkedin | 2,000 | 1,600 | 1,400 | 1,000
FB live video | 24,000 | 19,200 | 16,800 | 12,000
Facebook Video post | 7,500 | 6,000 | 5,250 | 3,750
Instagram Image | 2,000 | 1,600 | 1,400 | 1,000
Instagram Video Story | 7,500 | 6,000 | 5,250 | 3,750
Sponsored Article | 25,000 | 20,000 | 17,500 | 12,500
Sponsored Video production/Native Video | 25,000 | 20,000 | 17,500 | 12,500

HOME PAGE TAKE OVER / PER DAY

Type | Duration | Single | Multiple | Super | Slam
---|---|---|---|---|---
Home Page Takeover - Road Block HPTO perday | 120,000 | 96,000 | 84,000 | 60,000
Home Page Takeover - Horizontal HPTO perday | 100,000 | 80,000 | 70,000 | 50,000
Home Page Takeover - Vertical HPTO perday | 72,000 | 57,600 | 50,400 | 36,000
Home Page Takeover - Rich Media HPTO perday | 52,000 | 41,600 | 36,400 | 26,000
Home Page Take over - Custom Build Rich Media/Expandable HPTO perday | 100,000 | 80,000 | 70,000 | 50,000

CITY TIMES

Category | Single | Multiple | Super | Slam
---|---|---|---|---
Double Page Spread | 25,000 | 20,000 | 17,500 | 12,500
Quarter Page (Inside) | 6,912 | 5,760 | 4,800 | 4,000
Half Page (Inside) | 10,000 | 8,000 | 7,000 | 5,000
Full Page (Inside) | 15,000 | 12,000 | 10,500 | 7,500
Outside Back Cover (Full Page) | 25,000 | 20,000 | 17,500 | 12,500
Ear Panel | 1,500 | 1,200 | 1,000 | 800
Front Page Strip | 10,368 | 8,640 | 7,200 | 6,000
Inside Page Strip | 7,776 | 6,480 | 5,400 | 4,500

CHANNEL SPONSORSHIP, SURVEYS AND MICROsites

Type | Duration | Single | Multiple | Super | Slam
---|---|---|---|---|---
Survey Two months | 100,000 | 80,000 | 70,000 | 50,000
Native Advertising Per Week | 40,000 | 32,000 | 28,000 | 20,000
Story Sponsorship Per Week | 20,000 | 16,000 | 14,000 | 10,000
Brand (Logo) Sponsorship Per Month | 28,000 | 22,400 | 19,600 | 14,000
Channel sponsorship Per Month | 28,000 | 22,400 | 19,600 | 14,000
Picture Gallery Per Week | 10,000 | 8,000 | 7,000 | 5,000
Microsite with Guidelines Per Month | 120,000 | 96,000 | 84,000 | 60,000

DIGITAL (Standard Banners - Cost per 100k impressions)

Category: HOME PAGE | Single | Multiple | Super | Slam
---|---|---|---|---
Leaderboard | 13,600 | 10,880 | 9,520 | 6,800
Super Leaderboard | 16,800 | 13,440 | 11,760 | 8,400
Half Page | 16,000 | 12,800 | 11,200 | 8,000
MPU | 14,400 | 11,520 | 10,080 | 7,200
Space banner | 15,600 | 12,480 | 10,920 | 7,800
Wide skyscraper | 13,600 | 10,880 | 9,520 | 6,800

Advertising Terms and Conditions

- Rates or packages are not available in conjunction with any other offers or discounts.
- Galadari Printing and Publishing will not be held responsible for any legal action imposed by the regulatory authorities on the advertiser or advertising agency as a consequence of advertising.
- In the event of non-availability of advertising space the advertisement will be re-scheduled on the next available day.
- Each package or category of rates are applicable to single advertiser or brand only.
- Placement of advertisement will be as per the schedule for the relevant package indicated in the booking order.
- Packages booked by Advertising Agency, the agency will sign the booking contract indicated in the booking order.
- All Rates in Net (currency AED).
- Any cancellation of a campaign without 7 days prior written notice will result in 50% of the booking value being charged to the Releasing Agency or Client
- All advertising will attract 5% VAT on the net applicable rates.
- When packaging more than one option from the Digital category offerings, Multiple/ Super/ Slam rates to apply.
- Special offer - Slam Rates will be applicable
  - Digital (Social) - Any 3 + Khaleej Times
  - Wind Media Magazine + Khaleej Times (Friday or Saturday)

MATERIAL

All Advertising Material to be received in High Resolution CMYK PDF File Format.

REQUIREMENT OF GOVT. APPROVALS:

Hospitals ads, Entertainment ads, clinic/medical ads, Foreign University ads, Investment Financial ads, Public Notices ads, Immigration ads, etc.

DEADLINES

Bookings: 4 Working Days Prior To The Publication
Materials: 4 Working Days Prior To The Publication

CANCELLATION POLICY

- Bookings Cancelled Within 24 Hrs Of Publishing Date Will Be Charged 100% Of The Ad Cost.
- Bookings Cancelled Between 24 To 48 Hrs Prior To The Publishing Date Will Be Charged 50% Of The Ad Cost.
- Cancellations Orders Of Advertisements On Prime Position/Pages Must Be Sent At Least 32 Hrs Prior To The Publishing Date.Charged 50% Of The Ad Cost.

CONDITIONS OF ACCEPTANCE

The publisher reserves the right to refuse or alter any advertisement without prior notice and without providing any reasons for doing so. While every care is taken in publishing the advertisements neither the publisher nor their agents accept responsibility for any inaccuracies or errors of omission commission or for any consequences arising from the publication of any advertisement.

TECHNICAL DETAILS

Single Column: 4.62 CM
2 Columns: 9.56 CM
3 Columns: 14.50 CM
4 Columns: 19.44 CM
5 Columns: 24.38 CM
6 Columns: 29.32 CM
Contact us

CONTACT US FOR MORE DETAILS

Galadari Printing & Publishing (LLC)
P.O. Box 11243 Dubai

Tel: +971 4 338 3535
adsales@khaleejtimes.com
www.khaleejtimes.com