

# Media Kit 2018

[gulfnews.com](http://gulfnews.com)







Gulfnews.com is the digital platform of Gulf News. The largest English language newsbrand publisher in the Middle East. It delivers a monthly engaged audience of over 4.5m.

The core brand promise is to deliver the news that matters, when it matters, and to provide context to the big stories that are shaping the region and the world. Gulfnews.com lives with the user through their day and is dedicated to keeping users informed and up to date in the worlds of national news, politics, business, sports and celebrity.

More than that, however, it helps readers plan their evenings, weekends and their day to day lives with an up to date calendar of events and providing guides to theatre, travel, restaurants and other entertainment options.

Whether accessing via mobile, tablet or desktop devices readers are presented with an unrivalled level of content, opinion and analysis. Through data analysis and insight we gain a wealth of demographic and customer behavior data that allows us to shape and present our content in an increasingly targeted and personalized way. Increasing our already high levels of reader engagement and interaction.

In turn this user insight and knowledge presents advertisers with a sophisticated level of campaign and audience targeting which in turn delivers a far greater level of campaign effectiveness and ROI.

## gulfnews.com

GulfNews.com is the most read English language news web site in the Middle East by any measure - page views, uniques or visits. And that is official. The site is open to scrutiny on Effective Measure, and is audited by the BPA.

Gulfnews.com's brand new and extremely engaging home page receives around 650K unique visitors and 7 million page views every month.

GulfNews.com is also the largest business site in the region – it gets more readers on its business section than any business site, sport site, leisure and lifestyle site too. It is the region's high quality go to site for news, views, entertainment and information. You don't have to take our word for it. Let the numbers do the talking...



### Audience Reach:



DESKTOP

PAGE VIEWS

17,800,000\*

UNIQUE VISITORS

1,990,000



MOBILE

PAGE VIEWS

15,600,000\*

UNIQUE VISITORS

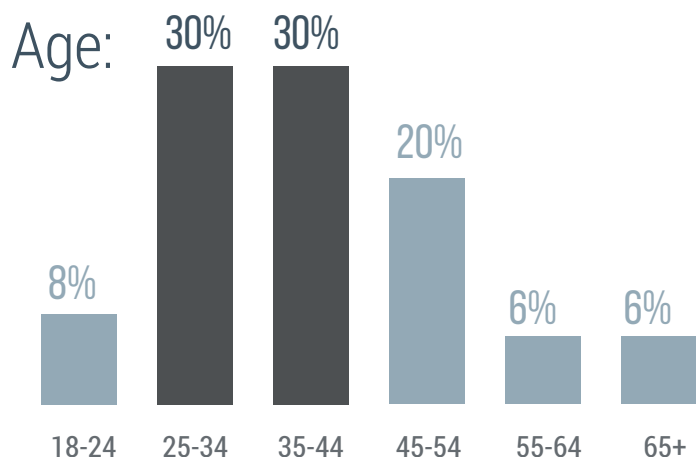
3,750,000



AVG SESSION DURATION

00:17:32

\* Monthly Statistics



### Salary:



### Gender:

61%



MALE

39%



FEMALE

### Demographics:

+60%

of the audience visit the website daily

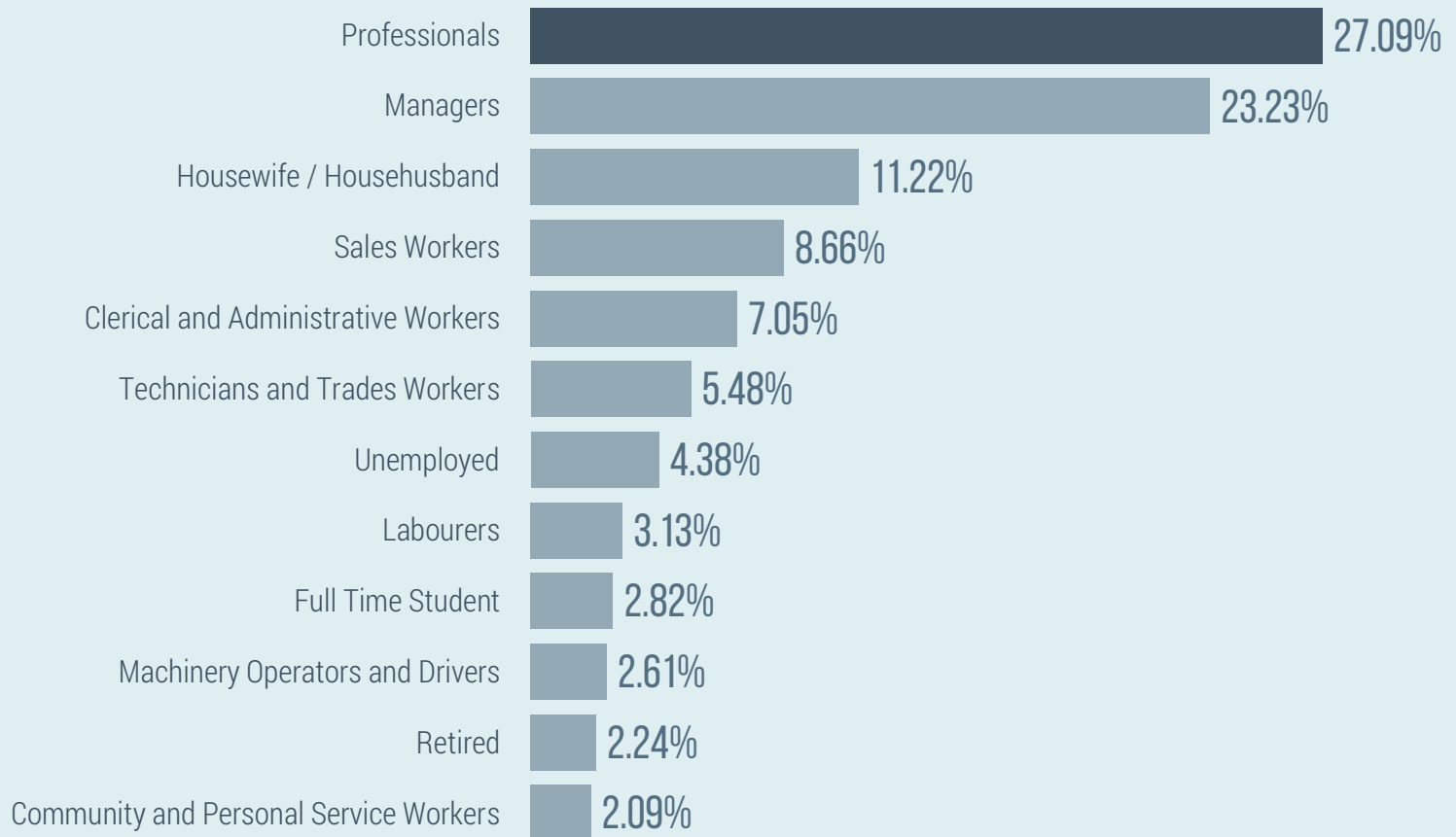
+31%

of the Audience is post graduate

+62%

is Tertiary educated

# Field of Employment



## Household Purchase Decision makers

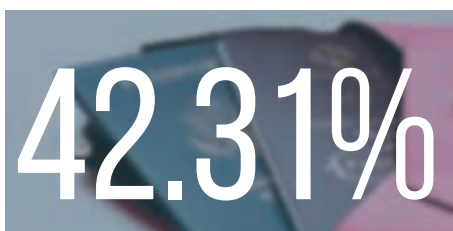
Finance and Property



Grocery and Consumables



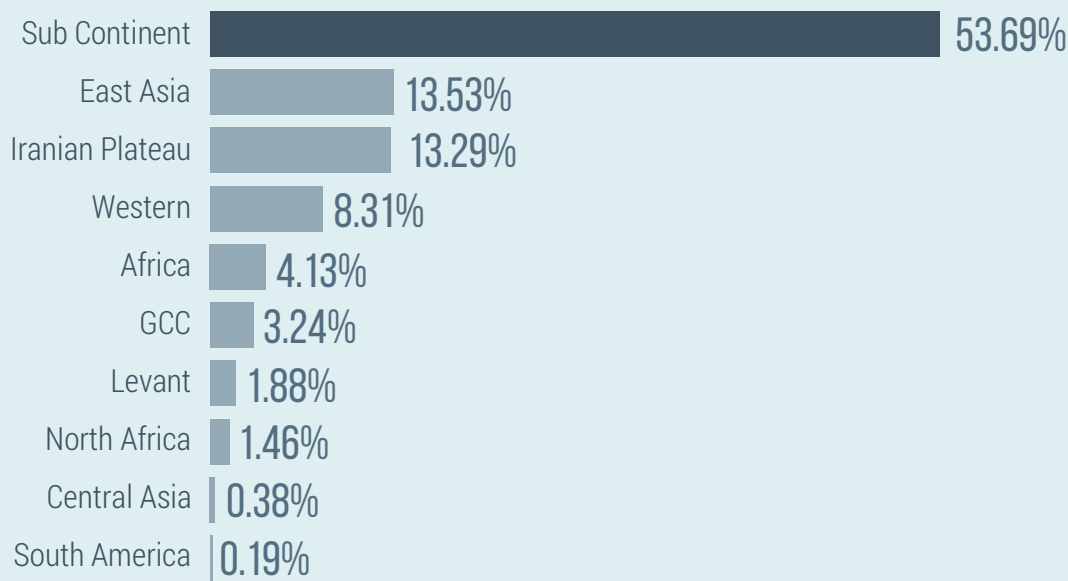
Travel and Accommodation



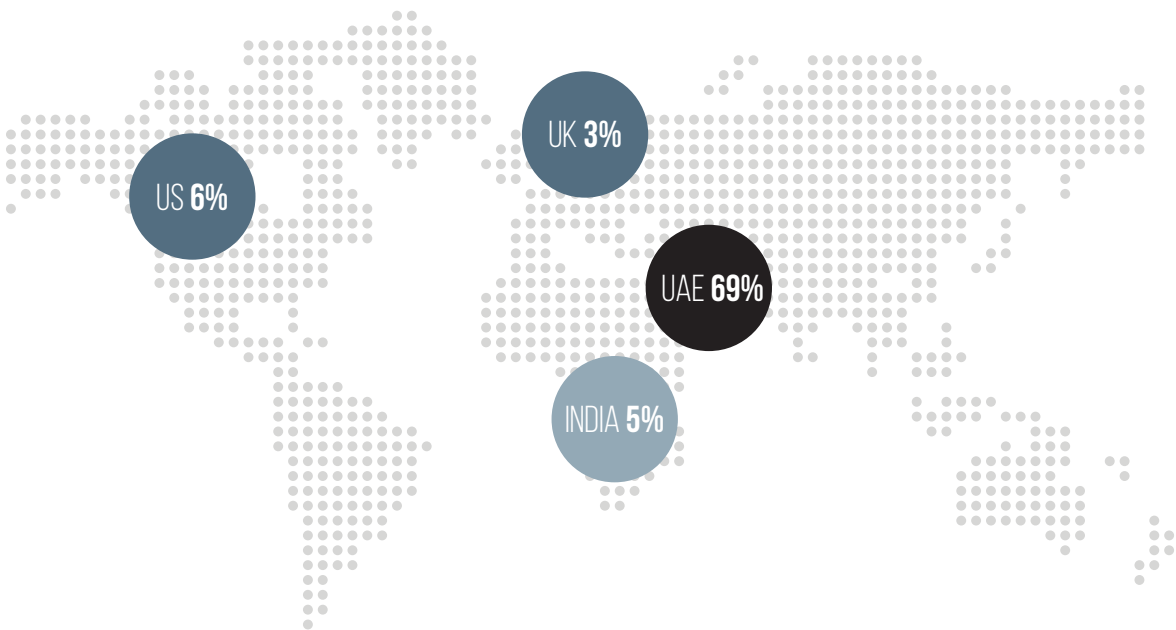
Furniture and Electronics



# Region of Origin



# Country of access



## GCC METRICS

### DESKTOP

PAGE VIEWS - 15,000,000  
UNIQUE VISITOR - 1,100,000  
AVG SESSION DURATION - 0:17:18

### MOBILE

PAGE VIEWS - 12,000,000  
UNIQUE VISITOR - 2,500,000  
AVG SESSION DURATION - 0:01:24

## UAE METRICS

### DESKTOP

PAGE VIEWS - 14,000,000  
UNIQUE VISITOR - 1,000,000  
AVG SESSION DURATION - 0:21:32

### MOBILE

PAGE VIEWS - 11,000,000  
UNIQUE VISITOR - 2,300,000  
AVG SESSION DURATION - 0:01:28



With specific sections for the UAE, Gulf, Middle East and North Africa, Asia, North America and Europe a journey across GulfNews.com each day feels like traversing the globe; while within the UAE channel our reporters cover everything from education to courts, from crime to the environment.

Millions of web users turn to GulfNews.com each month to understand what is happening in the region. With hundreds of stories breaking on the site - day and night - it's no wonder they come - and keep coming back.



## Audience Reach:



DESKTOP

PAGE VIEWS

5,230,000 \*

UNIQUE VISITORS

1,000,000



MOBILE

PAGE VIEWS

7,300,000 \*

UNIQUE VISITORS

2,400,000

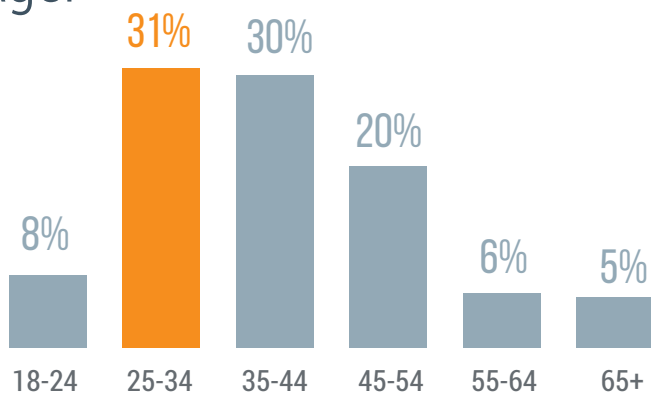


AVG SESSION  
DURATION

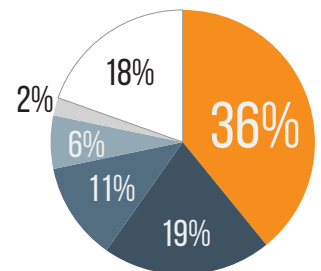
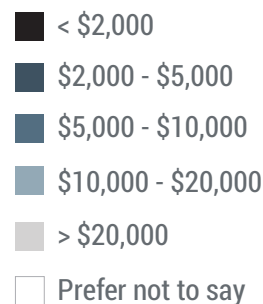
0:07:29

\* Monthly Statistics

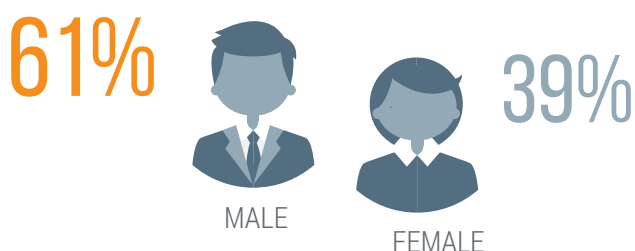
## Age:



## Salary:



## Gender:



## Demographics:

**+62%** is tertiary educated

**+50%** of the audience is made up of managers and professionals

**+73%** of the audience access the section from the UAE

# GULF NEWS BUSINESS

Working from Dubai and Abu Dhabi, two engines of the Middle East economy, GulfNews.com's business journalists cover the regional and international trends shaping the world economy. From banking to construction, from education to real estate, our reporters focus in on the stories and data that move markets and shape our futures.

GulfNews.com/Business also blends in analysis and insight plus near real time data and stats that matter - from retail and international gold rates, to global and local market indices and energy prices.

[gulfnews.com/business](http://gulfnews.com/business)



## Audience Reach:



DESKTOP

PAGE VIEWS

1,200,000 \*

UNIQUE VISITORS

440,000



MOBILE

PAGE VIEWS

1,400,000 \*

UNIQUE VISITORS

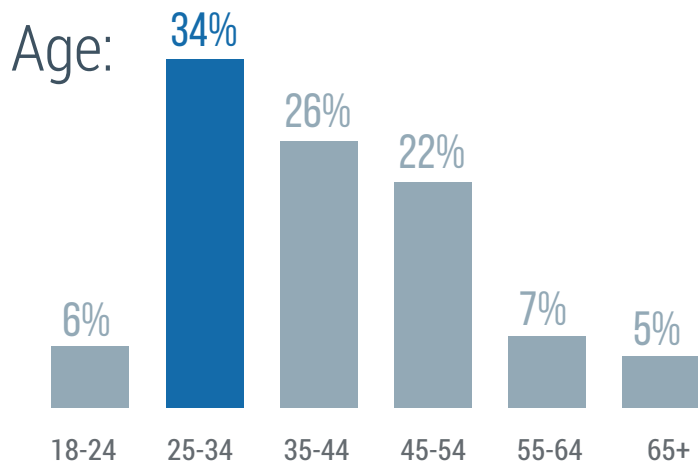
690,000



AVG SESSION DURATION

0:04:27

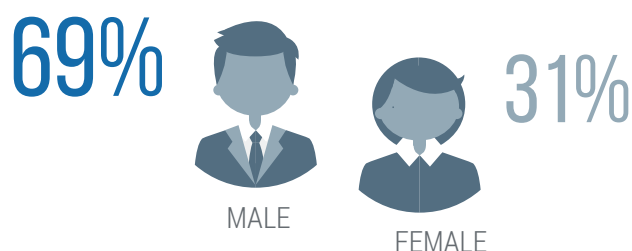
\* Monthly Statistics



## Salary:



## Gender:



## Demographics:

**+80%** is tertiary educated

**+69%** of the audience is made up of managers and professionals

**+70%** of the audience access the section from the UAE

No other web site covers the big games like it. With the best sport journalists in the Middle East reporting on local, regional and international events, plus the site's in-depth sport data for major games, matches and events, GulfNews.com/Sport covers all the angles.

Throw in sport video, photography, opinion and punditry, tables and standings for local, regional and international leagues it's no wonder GulfNews.com/Sport is the homepage of choice for the region's true sport fans.



## Audience Reach:



DESKTOP

PAGE VIEWS

**210,000** \*

UNIQUE VISITORS

**92,000**



MOBILE

PAGE VIEWS

**200,000** \*

UNIQUE VISITORS

**120,000**

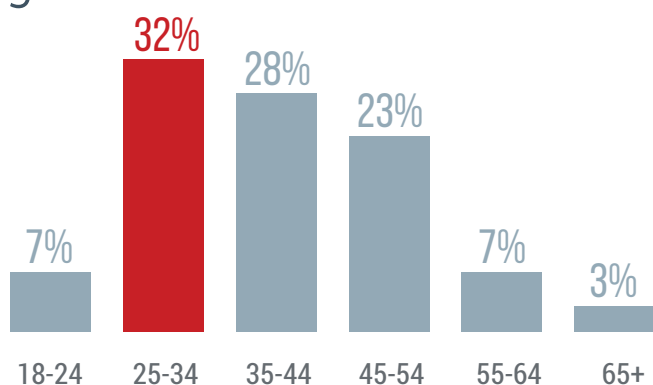
\* Monthly Statistics



AVG SESSION  
DURATION

**00:02:26**

## Age:



## Salary:



## Gender:

**75%**



MALE



FEMALE

**25%**

## Demographics:

**+77%** is tertiary educated

**+71%** of the audience is made up of managers and professionals

**+68%** of the audience access the section from the UAE



# GULF NEWS OPINION

If you want to reach GulfNews.com's big thinkers, its thought leaders and its idea innovators, GulfNews.com/Opinion is where you will find them.

Home to the best writers on the Middle East, the opinion section provides the stories behind the stories and the context behind the news. Featuring the editorials and the site's user comments, it is also the voice of the newspaper, and the voices of its readership.

[gulfnews.com/opinion](http://gulfnews.com/opinion)



## Audience Reach:



DESKTOP

PAGE VIEWS

140,000\*

UNIQUE VISITORS

98,000



MOBILE

PAGE VIEWS

150,000\*

UNIQUE VISITORS

110,000

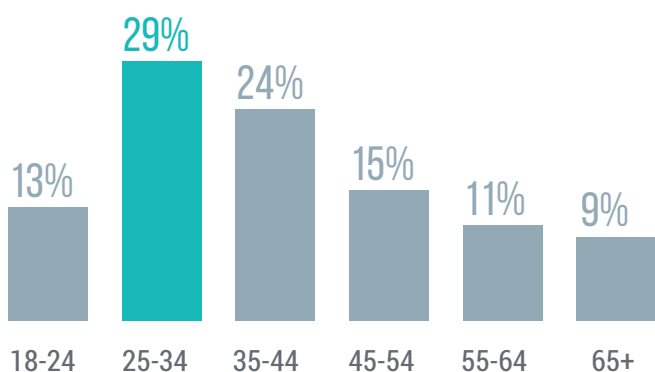


AVG SESSION  
DURATION

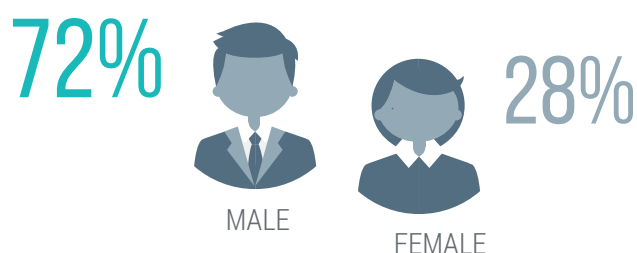
00:01:15

\* Monthly Statistics

## Age:



## Gender:



## Demographics:

**+40%** of the audience access the section from the UAE

**+43%** of the users are returning users

**1:06** Minutes is the avg session duration

Time is the most valuable resource we have. GulfNews.com/Leisure is your indispensable guide on how to spend it.

The best movies at the cinema or on DVD, what's on television, new food and fads breaking into Abu Dhabi or Dubai, restaurants opening in the emirates, recipes for Ramadan or Diwali, travel destinations, hotels, health advice and news, motoring reviews and views - and other passions that give life its meaning - welcome to the web's one stop destination to all that really matters.



Audience Reach:



DESKTOP

PAGE VIEWS

115,000\*

UNIQUE VISITORS

81,000



MOBILE

PAGE VIEWS

250,000\*

UNIQUE VISITORS

200,000

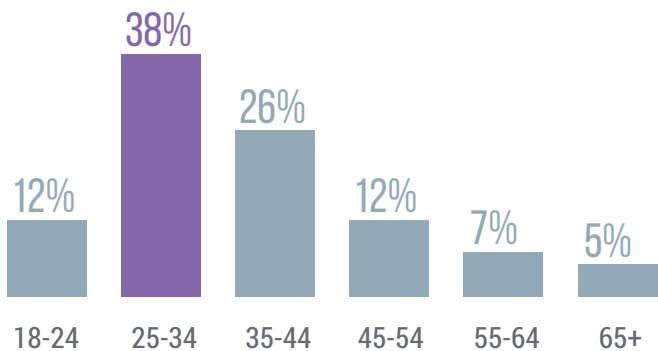


AVG SESSION DURATION

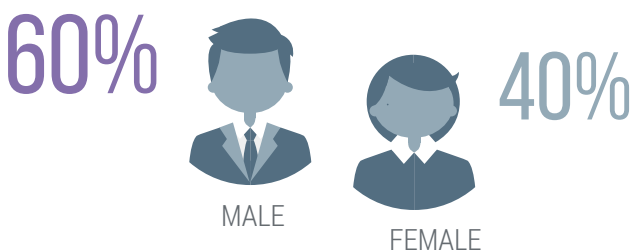
00:01:03

\* Monthly Statistics

Age:



Gender:



Demographics:

**+61%** of the audience access the section from the UAE

**+54%** of the users are returning users

**1:01** Minutes is the avg session duration

If its Hollywood or Bollywood gossip, celebrity news, pictures, health tips, beauty tips, or fashion you want... If it's news on the latest bands coming to Dubai or Abu Dhabi, the most stylish homes in the city... If it is parenting or fashion and beauty advice you're looking for... GulfNews.com/ Life and Style is the web's ultimate destination.

Packed with the latest stories, rammed full of insider information on Dubai's celebrity and party scene from the editors of tabloid!, it's guaranteed to keep you both entertained and amazed.



## Audience Reach:



DESKTOP

PAGE VIEWS

**350,000**\*

UNIQUE VISITORS

**190,000**



MOBILE

PAGE VIEWS

**760,000**\*

UNIQUE VISITORS

**440,000**

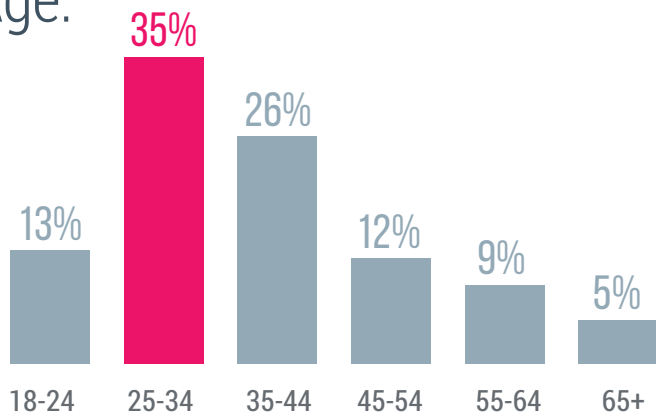


AVG SESSION  
DURATION

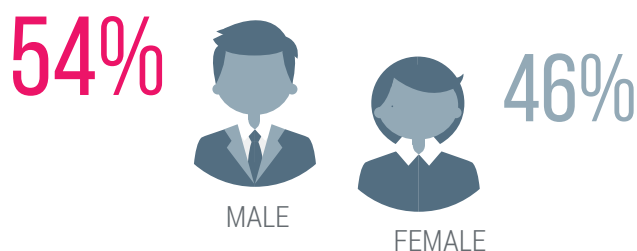
**00:01:30**

\* Monthly Statistics

## Age:



## Gender:



## Demographics:

**+55%** of the audience access the section from the UAE

**+57%** of the users are returning users

**1:30** Minutes is the avg session duration



GulfNews.com/Culture journeys deep beneath the trends shaping the world around us, and speaks to the scientists, authors, painters, musicians, fashionistas... that, often without us knowing, are busy shaping our tastes and repositioning our reference points.

This is the place on Gulf News for the long read. Unashamedly serious, come, sit back, and engage the brain with unique web only content, and news, views and reviews coming from Gulf News' Weekend Review.



## Audience Reach:



DESKTOP

PAGE VIEWS

**67,000\***

UNIQUE VISITORS

**50,000**



MOBILE

PAGE VIEWS

**97,000\***

UNIQUE VISITORS

**72,000**

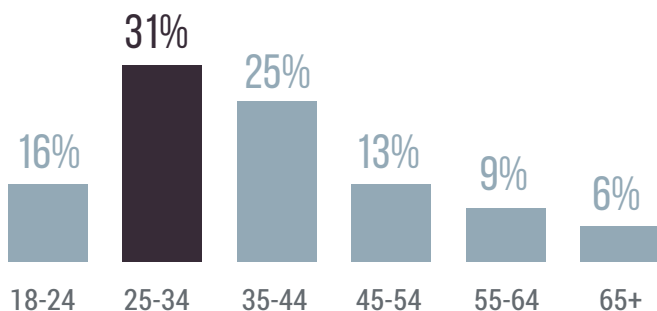


AVG SESSION  
DURATION

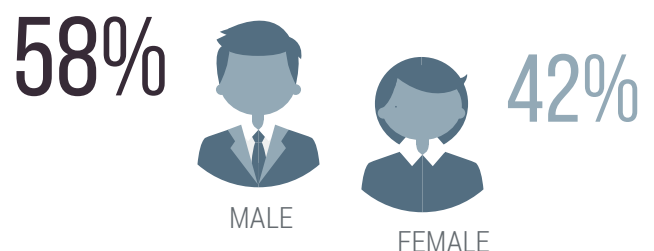
**00:00:59**

\* Monthly Statistics

## Age:



## Gender:



## Demographics:

**+56%** of the audience access the section from the UAE

**+47%** of the users are returning users

**1:01** Minutes is the avg session duration

GulfNews.com/Guides is , quite literally, your digital guide with web-only content you won't find anywhere else, designed to help you plan your life both within - and outside of work.

With a strapline "Experience More", GulfNews.com/Guides delivers you the information you really need to make the right decision quickly. The Top 10 best restaurants in Dubai, how to set up a business in 10 easy steps, the best beaches in Abu Dhabi, how much gratuity you're really owed, the best cities for a short break in the Far East... Guides has it covered.

## Audience Reach:



DESKTOP

PAGE VIEWS

790,000 \*

UNIQUE VISITORS

800,000



MOBILE

PAGE VIEWS

1,300,000 \*

UNIQUE VISITORS

760,000

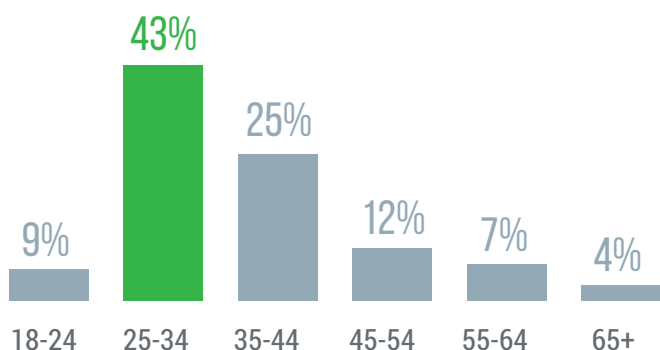
\* Monthly Statistics



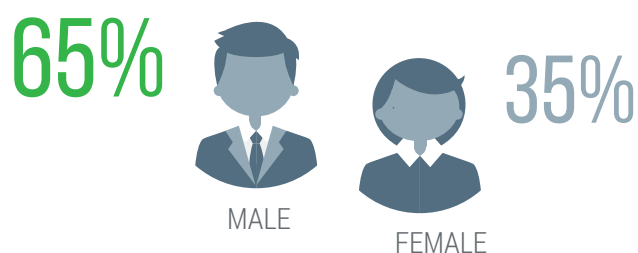
AVG SESSION DURATION

00:01:29

## Age:



## Gender:



## Demographics:

**+83%** of the audience access the section from the UAE

**+55%** of the users are returning users

**1:35** Minutes is the avg session duration

# GULF NEWS MULTIMEDIA

Home of interactives, infographics, video and photography, GulfNews.com/Multimedia is a mesmerising feast for the senses.

Hundreds of galleries get published each month, while our video team shoot everything from exclusive interviews with the latest Bollywood and Hollywood stars, to behind the scenes footage of the likes of Manny Pacquiao preparing for his latest fight. Our interactives meanwhile blend it all: text, video, photos and graphics to literally award winning effect.



[gulfnews.com/multimedia](http://gulfnews.com/multimedia)

## Audience Reach:



DESKTOP

PAGE VIEWS

1,100,000\*

UNIQUE VISITORS

98,000



MOBILE

PAGE VIEWS

140,000\*

UNIQUE VISITORS

88,000

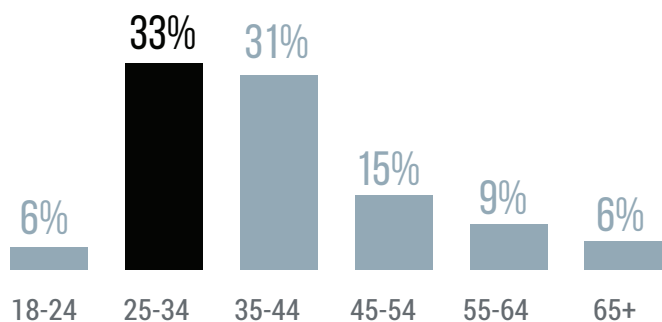
\* Monthly Statistics



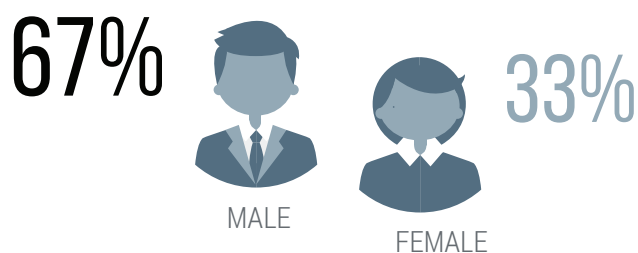
AVG SESSION  
DURATION

00:02:53

## Age:



## Gender:



## Demographics:

**+78%** of the audience access the section from the UAE

**+67%** of the users are returning users

**2:32** Minutes is the avg session duration



# GULF NEWS YOUR SAY

User generated content may be new to other newspapers around the world, but not Gulf News, which has long had a highly active community of users, and a committed readers' desk talking to them. The section is devoted to our community's ideas, passions, comments, articles, opinions and expressions. It's their work, in their words.

It's also home to letters to the editor, a page combining comments from across the site, the all-polls page, and our community forums for books, animals - and so much more.

[gulfnews.com/your-say](http://gulfnews.com/your-say)



## Audience Reach:



DESKTOP

PAGE VIEWS

60,000\*

UNIQUE VISITORS

41,000



MOBILE

PAGE VIEWS

43,000\*

UNIQUE VISITORS

34,000

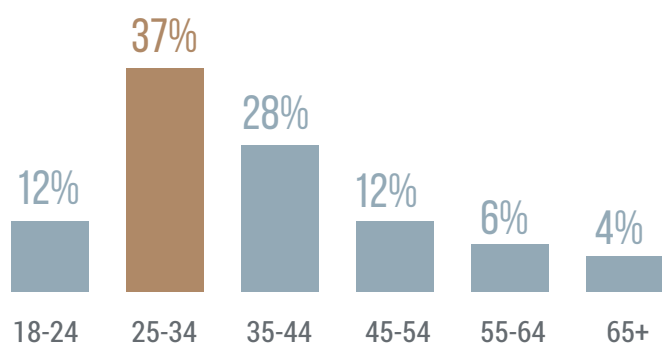


AVG SESSION  
DURATION

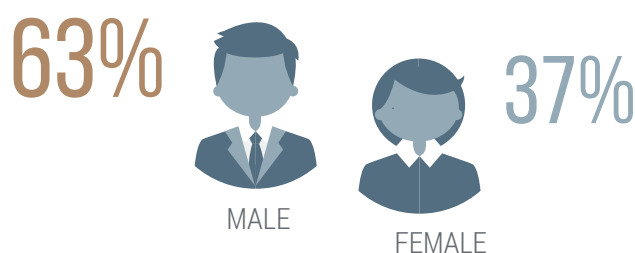
00:01:13

\* Monthly Statistics

## Age:



## Gender:



## Demographics:

**+70%** of the audience access the section from the UAE

**+58%** of the users are returning users

**1:09** Minutes is the avg session duration

# GULF NEWS IN FOCUS

With highly focused sections built up on tagging, GulfNews.com/InA-Focus is a completely new way to explore the site. Which celebrity has most connections with Justin Bieber, which footballer with Ronaldo? Find out by simply clicking on the tag maps.

With specific sections for companies, leaders, celebrities, topics, countries, cities, football players, managers – and many more categories – the In Focus section surfaces the entities our users are most interested in, clustering the latest articles, galleries, videos, and data to provide a compelling and comprehensive experience.



## Audience Reach:



DESKTOP

PAGE VIEWS

27,000\*

UNIQUE VISITORS

18,000



MOBILE

PAGE VIEWS

21,000\*

UNIQUE VISITORS

14,000

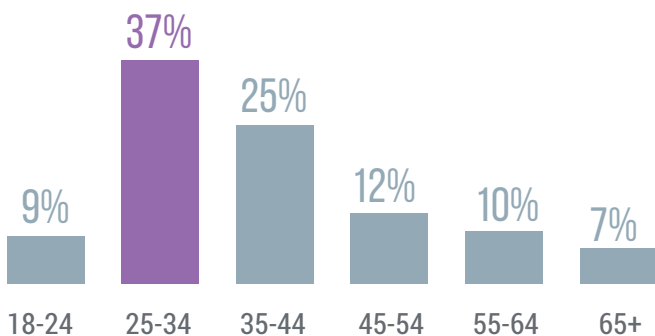
\* Monthly Statistics



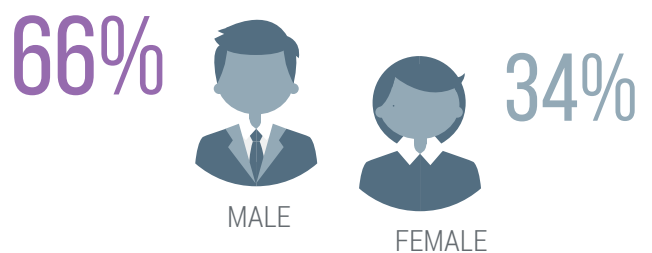
AVG SESSION  
DURATION

00:00:55

## Age:



## Gender:



## Demographics:

**+60%** of the audience access the section from the UAE

**+52%** of the users are returning users

**0:37** seconds is the avg. session duration



A diversely-skilled team of experienced newsroom editors that offers you the very best of digital and social journalism through content that resonates with the audience.

The team has built an engaged reader base across Facebook, Instagram and Snapchat that keeps Gulf News ahead of its competitors by far.

Social channels' engagement, reach and campaigns that convert are our core strengths.

Working with the Gulf News Social Media Team means access to +3 million audience base with multi-channel approach to content plans.

From Facebook Lives, competitions, campaigns to produced social videos, the team offers a range of content services that are on target. We have worked – commercially – with numerous sectors including real estate, gold and jewellery, food, hotels, tourism, travel, technology, exhibitions and events, entertainment, healthcare and retail.



Likes

**2.9M**



Followers

**107K**



Followers

**843K**



Followers

**67K**



## Email Direct Marketing (EDM)



Whether you want to target a business manager in Dubai or a consumer in Abu Dhabi, our Email Direct Marketing can help you reach the inbox of your target market.

With a huge database of opt-in subscribers, plus a wealth of demographic, ethnic and professional criteria, you can advertise with pinpoint accuracy, both quickly and cost-effectively.



TOTAL SUBSCRIBERS

**623,252**

DELIVERY RATE

**99.7%**

VIEW RATE

**17%**

CLICK TO OPEN

**3%**

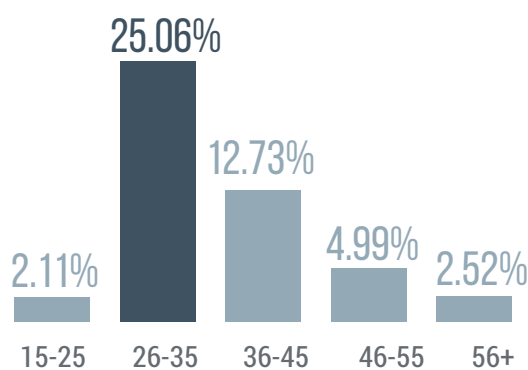
**Delivery Rate** - The percentage of the total number of successfully delivered emails over the total number sent out

**View Rate** - The percentage of the number of email messages opened over the total number of successfully delivered emails

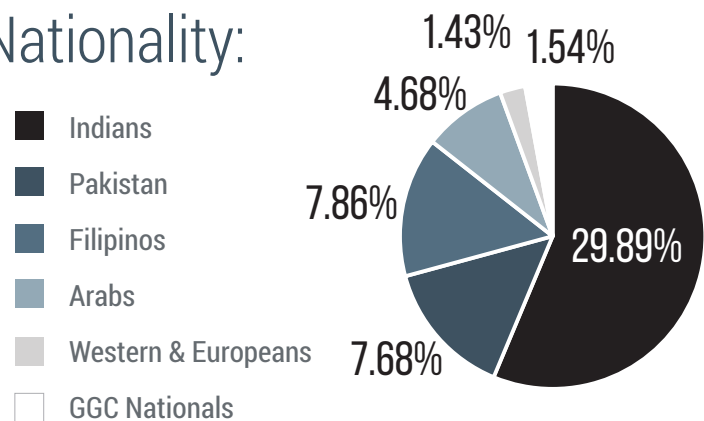
**CTO** - Click To Open is the number of emails clicked compared to those that were viewed.

# Email Direct Marketing (EDM)

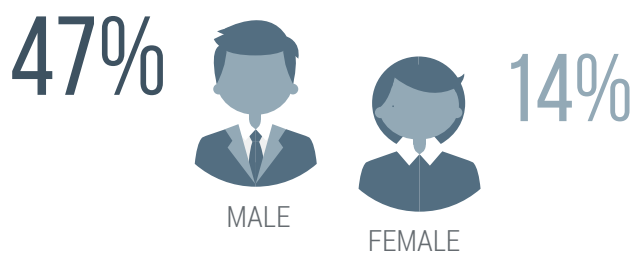
## Age:



## Nationality:



## Gender:

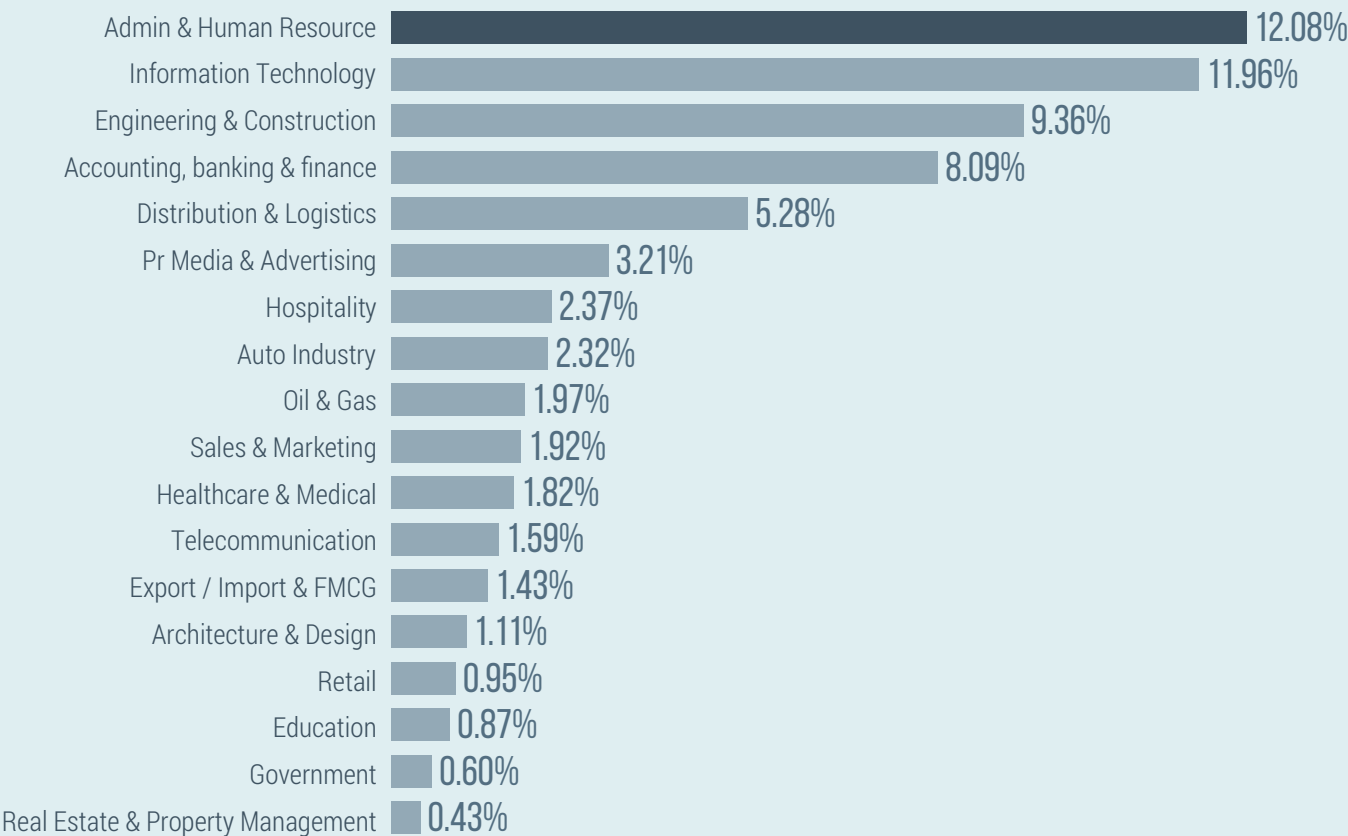


## Demographics:



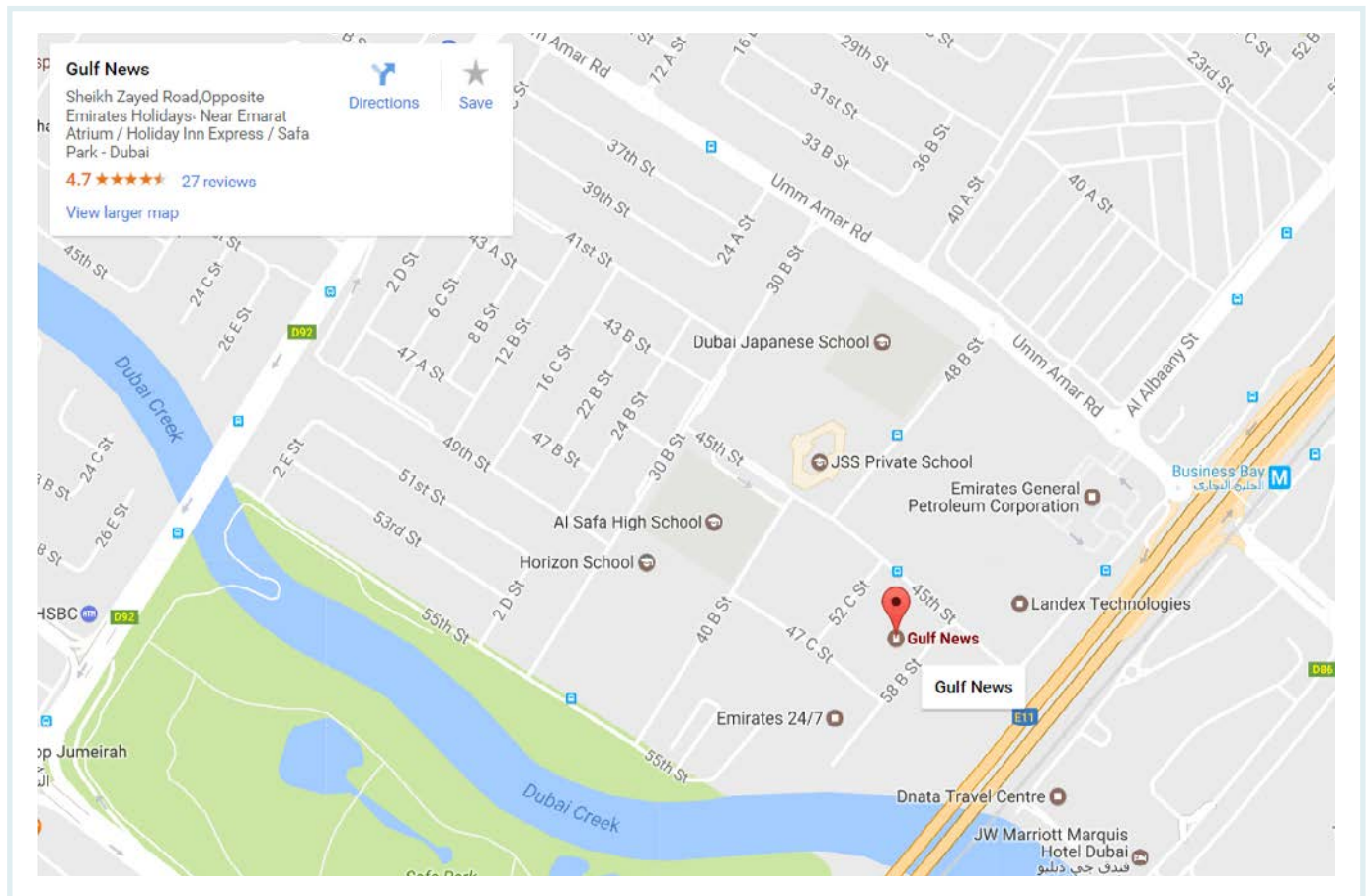
Source: Google Analytics & Effective Measure

## Industry



# Contact Information

The Gulf News Head Office is a modern media publishing plant situated between interchanges one (Defence Roundabout) and two (Safa Park) on Shaikh Zayed Road in Dubai, United Arab Emirates.



Gulf News - Dubai (Head Office)

Opposite Emirates Holidays, Near Emarat Atrium / Holiday Inn Express / Safa Park,  
Sheikh Zayed Road, Dubai, U.A.E.

 **Telephone : 600 587234**

 **Email : [digitaladvtd@gulfnews.com](mailto:digitaladvtd@gulfnews.com)**

 **P.O.Box : 6519**