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.

Source: Google Analytics & Narrative (formerly Effective Measure)
GULFNES.COM

GulfNews.com is the most read English language news web site in the Middle East by any measure - page views, unique or visits. And that is official. The site is open to scrutiny on Narrative, and is audited by the BPA. **Gulfnews.com’s brand new and extremely engaging home page receives around 650K unique visitors and 8 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.

BIG NUMBERS
BECAUSE IT MATTERS TO YOU

We are the UAE’s newspaper of record and the No.1 English speaking newspaper in the UAE and No. 3 in the GCC. Our mission is to provide trusted, fact-checked, brand-safe editorial with the latest breaking news, information, insight, lifestyle and entertainment because that matters the most to our audiences.

4.5M
Monthly Combined
Unique Users

OVER
25M
Page View Monthly

OVER
4M
Unique behaviour profiles monthly

OVER
2.9M
Fans on Facebook

OVER
170K
Subscribers on YouTube

OVER
111K
Followers on Instagram

843K
Followers on Twitter

67K
Followers on LinkedIn

Source: Google Analytics & Narrative (formerly Effective Measure)
Desktop Web

Average Unique users per month - 1.2M
Average Page views per month - 13M
Average site duration – 13.40 mins

Mobile Web

Average Unique users per month - 3.3M
Average Page views per month - 12M
Average site duration – 7.26 mins

Mobile App

iOS – 70% | Android – 30%

Monthly unique users - 70K
Monthly screen views on average - 4M
Average Time on App - 4-5 mins
Average number of screen per visit – 5-6

Source: Google Analytics & Narrative (formerly Effective Measure)
OUR AUDIENCES
WHAT MATTERS TO THEM?

**AFFLUENT GENERATION X**
35-50, our audience over-indexing on high net worth individuals. Whether Luxury, Education, Travel, Your Money, Business or Opinion (around 3-4 minutes on average per visit), you’ll find this discerning crowd there.

**AMBITIOUS MILLENNIALS**
25-34 year olds are our largest audience. They like our site for Travel, Business and our Going Out pages get over 3-4 minutes time on mobile on average where they look for Bars, Clubs, Restaurants and weekend deals away. You can also find them checking out new Tech and the latest releases or gadgets.

**BUSINESS-SAVVY PROFESSIONALS**
Not only do we over-index on high-earning Professionals and Senior Managers but our Business section is one of the busiest in the UAE, with 2.85 million monthly pageviews on average (most of those mobile) and an average of over 6.5 minutes on site combined per day. Our Property section and Sectors on Aviation to Tech get high traffic. Our market analysis and focus on local business stories get depth of engagement and time on page.

**SOCIALLY-MOBILE FAMILIES**
Young families with 1-3 children come to us to find out what to do in the UAE, how to, lifestyle advice and more. Our Going Out (formerly Guides) section gets 2.4 Million pageviews per month on average. Travel, Families, Business, Your Money, Health and Education are hot topics.

**LOYAL AND ELUSIVE**
Around 70% of visitors to our site are loyal returners (especially on mobile), are largely direct traffic, coming to us over 8-16 times a week, using gulfnews.com in their browser. So, not just finding us on search engines or on social media, but coming straight to us. Making them a consistent audience you can build a relationship with on a brand-safe platform.

**EDUCATED, FASHION-CONSCIOUS TRAVELLERS**
Over-indexing on College or University educated audience for MENA, our Travel sections get a high time on page at over 4 minutes on average on mobile and Fashion over 2-3 minutes on site per visit on average.
**Demographics**

**WHERE OUR USERS ARE FROM**

### Region of Origin

- **India**: 57%
- **Pakistan**: 12%
- **Philippines**: 9%
- **United Arab Emirates**: 5%
- **Bangladesh**: 2%
- **United Kingdom**: 1%
- **Egypt**: 1%
- **Others**: 12%

### Gender

- **Male**: 65%
- **Female**: 35%

### Age

- **18-24**: 11%
- **25-34**: 31%
- **35-44**: 32%
- **45-54**: 18%
- **55-64**: 4%
- **65+**: 4%

### Household Income

- **0-1000 USD**: 22%
- **1001-2000 USD**: 14%
- **2001-4000 USD**: 11%
- **4001-8000 USD**: 11%
- **8001-16000 USD**: 5%
- **16001-32000 USD**: 5%
- **32000+ USD**: 27%

### Country of Access

- **US**: 7%
- **UK**: 3%
- **UAE**: 69%
- **India**: 9%
- **Saudi Arabia**: 1%
- **Pakistan**: 2%
- **Philippines**: 2%

Source: Google Analytics & Narrative (formerly Effective Measure)
In 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.
With specific sections for the Gulf, Middle East and North Africa, Asia, North America and Europe a journey across GulfNews.com each day feels like traversing the globe. We report what matters to our readers here in the UAE - news from home that affects their lives and the people they know. Our local viewpoint of international affairs brings a unique perspective.

The second most popular section on the site our international coverage is a vital source of information and often a reference point for international media.
Working from Dubai and Abu Dhabi, two engines of the Middle East economy, Gulf-News.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.
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.
GULF NEWS
SPORT

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

Page Views 641,000
Unique Visitors 71,000

Page Views 465,000
Unique Visitors 172,000

Time on site

Average session duration 00:14:47

Age

Household income

Gender

Source: Google Analytics & Narrative (formerly Effective Measure)
Whether Hollywood or Bollywood gossip, exclusive previews and interviews with celebrities, movie and theatre reviews, what’s happening on TV or the music scene in the UAE, you’ll find it all here. Reader’s watch our Facebook live reviews and watch our Bollywood movie reviews and exclusive interviews, spending over 3 minutes on average on page.

### Audience Reach
- **Page Views:** 700,000
- **Unique Visitors:** 93,000

- **Page Views:** 465,400
- **Unique Visitors:** 198,900

### Time on site
- **Average session duration:** 00:11:32

### Household income
- 0-1000 USD: 19%
- 1001-2000 USD: 23%
- 2001-4000 USD: 12%
- 4001-8000 USD: 13%
- 8001-16000 USD: 4%
- 16001-32000 USD: 2%
- 32000+ USD: 4%

### Gender
- **Male:** 62%
- **Female:** 38%

Source: Google Analytics & Narrative (formerly Effective Measure)
So much to do...so little time. That’s where our experts bring edited choice with the top things to do in the UAE. Whether adventure, going out with the family or simply relaxing in style, we have every angle covered - from reviews to handy short guides. Plus the latest cinema listings. Powerful search filters from our listings also means readers can instantly find restaurants or bars that suit their taste and budget. No wonder our readers spend a lot of time on this section.
Delicious, healthy, challenging, our food experts take you through recipes - whether you’re a beginner, need a quick meal or you’re planning a showstopping dinner party. We’ve made it easy to find the meal by preperation time and cuisine so reader can easily find something right for them.

Source: Google Analytics & Narrative (formerly Effective Measure)
With the UAE as a world hub for travel, it’s little surprise that our travel stories get a lot of engaged time. With useful guides on staycations, or faraway destinations, we have travel advice and guides that cover every taste, style and budget. From backpacking across Asia to luxury getaways in Greece, we give hotel and destination guides that would make a perfect opportunity for travel related companies to target a motivated, relevant audience.

Source: Google Analytics & Narrative (formerly Effective Measure)
If it is parenting or fashion and beauty advice you’re looking for... GulfNews.com/Lifestyle is the ultimate destination. The deeply engaged audience here also appreciate our advice and insight to health, well-being, relationships and families. There’s everything here to live your best UAE life, from home interiors to fashion (budget or luxury) or bringing up baby.
Our audience has a lot of technophiles. A lot. There’s nothing they love more than our reviews of the latest mobile phone or consumer electronics show. Our unpacking videos get high viewing numbers and deep engagement. It’s a niche audience that is motivated to buy - whether gaming, mobile phones or gadgets.

We also cover FinTech and the latest tech and media news - from social media to the what’s happening in the UAE market from local experts.
Everythong you need to know about coming to or living in the UAE in one place. All from an authoritative, fact-checked and independent source. This is our brand new section that we are committed to growing into one of the most comprehensive guides to life in the UAE in the market. It’s little surprise that audiences are already highly engaged.

From Visas, employment law, buying a property, getting your UAE driving licence and far more, we’ll keep making this section more powerful and useful for audiences. We’ll even be adding language, DIY and life-hacking tips.

**Audience Reach**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Page Views</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop</strong></td>
<td>415,400</td>
<td>76,700</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>358,800</td>
<td>154,500</td>
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</table>

**Time on site**

<table>
<thead>
<tr>
<th></th>
<th>Average session duration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>00:08:56</td>
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**Age**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
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<td>25-34</td>
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<td>35-44</td>
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<tr>
<td>45-54</td>
<td>16%</td>
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<tr>
<td>55-64</td>
<td>4%</td>
</tr>
<tr>
<td>65+</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Household Income**

- 0-1000 USD: 31%
- 1001-2000 USD: 19%
- 2001-4000 USD: 13%
- 4001-8000 USD: 16%
- 8000-16000 USD: 26%
- 16001-32000 USD: 20%
- 32000+ USD: 5%

**Gender**

- **Male**: 65%
- **Female**: 35%
With millions of views every month, our video section has a growing audience. From the Daily Business show to live video we cover exclusive interviews, lively debates on the most pressing political issues and lifestyle topics from autos to home decorating.

We have a high rate of completed views and our explainers receive high engagement. It's not just the web's largest growing medium, it's a vital way to get your brand's message across to a relevant audience.

**Audience Reach**

<table>
<thead>
<tr>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>127,000</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>28,800</td>
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</table>

**Time on site**

Average session duration 00:14:08

**Age**

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
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<td>3%</td>
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<td>11%</td>
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<tr>
<td>65+</td>
<td>4%</td>
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**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Male</td>
<td>70%</td>
</tr>
<tr>
<td>Female</td>
<td>30%</td>
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</table>

Source: Google Analytics & Narrative (formerly Effective Measure)
Banner ads – yes we do those. But that’s not what you really want. Along with our audience targeting we can bring you a rich portfolio of creative, engaging and powerful inventory. From incorporating music or audio into notifications or mobile ads to interactive 3D, in-read parallax, video and expanding microsites...our inventory goes far beyond banners. Engaging media gets results. Here are some case studies from us and our suppliers. We can give you 360 degree ads, Smart Articles for content marketing, even live data and chat within the advert itself. More importantly we can build-in lead generation and data capture.

Explore all the options below.

LEADERBOARD
BILLBOARD
MPU
VERTICAL ADS
HIGH-IMPACT IN-ARTICLE ADS
MOBILE LEADERBOARD
Rich Media

OVERLAY

PUSHDOWN

EXPANDABLE

IN BANNER VIDEO

IN-IMAGE

UV SLIDER

STREAMBOX

SPOTLIGHT

SCROLLER

STICKER
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.
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.

**Subscribers**: 615,100

**Delivery Rate**: 99.70%

**Open Rate**: 17.30%

**CTO (Click to Open Rate)**: 3.41%

### Demographics

**+34%** Mid Career  
**+13%** Management Professionals  
**+6%** Executive Level

### Industry

- **Admin & Human Resource** 13%
- **Information Technology** 12%
- **Engineering & Construction** 9%
- **Accounting** 8%
- **Distribution & Logistics** 5%
- **Hospitality** 3%
- **Auto Industry** 2%
- **Oil & Gas** 2%
- **Sales & Marketing** 2%
- **Healthcare & Medical** 2%
- **Telecommunication** 2%
- **Export/Import & FMCG** 1%
- **Architecture & Design** 1%
- **Retail** 1%
- **Education** 1%
- **Government** 1%
- **Real Estate & Property Management** <1%
- **Others** <1%

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**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.

*Source: Google Analytics & Narrative (formerly Effective Measure)*
Audience Targeting

Reaching nearly every segment of the UAE, we have around 5 million unique behavioral profiles that are refreshed every month.

**CORE VERTICALS**
Behavioral and Campaign data

**SOURCE OF DATA**
gulfnews.com | getthat.com
fridaymagazine.ae | wheels.ae
babysandchild.ae | insideoutmagazine.ae

**REGION AVAILABILITY**
UAE and parts of GCC (Saud, Oman, Kuwait, Bahrain, Qatar)

**DEVICE COVERAGE**
Web and Mobile

**KEY HIGHLIGHTS**
As the UAE’s No.1 newspaper of record, online and in print, we are a trusted source of information for our readers and a brand-safe environment for advertisers. We have approximately 5 million unique behavioural profiles every month.

**TOP SEGMENTS**

**AUTO ENTHUSIASTS**
Our auto enthusiasts is one of our most engaged audiences. They are petrol heads and car buyers seeking pre-owned and new car sales alongside a need for speed with our latest car news and reviews from our expert motoring journalists.

**SPORTS & FITNESS BUFFS**
Our audience loves sport. Cricket and football coverage delivered by our highly respected sports commentators keeps our audience coming back for fan-tainment and no holds barred opinion.

**TRAVEL INTENDERS**
As a hub for international travel, with plenty of long weekends for getting a well-deserved break home or away, there’s no wonder our online readers are avid searchers of deals and inspiration for travel or activity ideas from our Guidies and Coing Out team.

**EXPECTANT/NEW MUMS**
With a wealth of practical information, health tips, well-being and educational expertise, we deliver content for the whole experience of being a new mum, from pregnancy, infant development and tips for preschool children.

**HIGH NET WORTH INDIVIDUALS**
With the latest business news and insight on a macro and local economic viewpoint, we consistently reach an affluent C-level audience interested in a broad range of topics from golf to markets, buying property and luxury brands especially performance and sports cars.

**FASHIONISTAS**
With exclusive celebrity interviews, red carpet coverage and local coverage of the latest designers, local talent and beauty advice, we attract a highly engaged audience who want to look great and take pride in their look.

**REAL ESTATE FOLLOWERS**
Moving in and moving out of this region is not only a high rental market but serious investors for new and existing developments. Our content experts in property reach every sector from mortgages to rentals, housing trends and availability, new developments and investment advice.

**TECH AND GADGET ENTHUSIASTS**
With our reporters often on the ground at major unveiling events like WWDC and CES, it’s no wonder we reach a huge tech-savvy audience eager to see the latest gadgets, gaming and software.

**FOOD AND DINING LOVERS**
From foodies to people looking for the best restaurant experiences, our journalists review and deliver content every week on the best recipes, gourmet dining and cooking experiences with master chefs in the region.

**BUSINESS INFLUENCERS**
One of our most popular areas of content, our journalists are well-renowned for covering the hot topics for local and world economics. Whether live coverage from major events or deep analysis, they regularly attract a large, active audience, diving into the defining issues across business management, banking, construction, aviation, oil and gas, technology and much more.
Our programmatic advertising solutions provide advertisers with the ability to serve adverts to specific customers in a specific context. This enhanced targeting ability means advertising campaigns can be designed to resonate with individuals on the pages they are most likely to engage with and at a time that they are most likely to engage. As well as delivering a more engaged, targeted audience, our programmatic solutions are designed so that advertisers only pay for the relevant impressions, delivering a far greater campaign ROI.

REACH by Gulf News

REACH is the branded content team from Gulf News Media that combines an audience of over 4.2 million people with the best in editorial and multimedia talent.

We create front page visibility, features or editorial for your own channels, and we work across print, email, web or social. Our strategists, creative technologists, and content creators are focused on ROI for your brand. Some examples of our digital work for clients may be found on this page.

Who do we do it for?
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: digitaladvt@gulfnews.com

P.O. Box: 6519