

# Inc.

عربية Arabia

## 2023 Media Kit

# From the CEO of 7awi Media Group

For many years, I have been an avid follower of Inc. Magazine. Since moving back to the region over a decade ago, Inc has been my reference for the latest innovations, stories of people, startups, and companies in the US and beyond. You get inspired by success stories and educated on what to do and not do. Always inspirational.

It is prime time for our readers in the Middle East to have access to such great content with Inc. Arabia.

Our plan is to connect people in our region, highlight successes, and spread them across the globe. We look forward to onboarding a fantastic global brand to our 7awi Media Group portfolio.

**Welcome Inc. Arabia!... Yallah, let's do it!**

**Andy Abbar**  
CEO & Co-Founder  
7awi.com



# Inc Global Digital Audience

**39**

Median Age

**65/35**

% Male/Female

**24.1M**

Monthly  
Page Views

**14.6M**

Monthly  
Unique Visitors

## Inc. Readers are

### Influential Leaders

**87%**

Business Owners/  
C-Level /  
Decision Makers

**80%**

Opinion Leaders

**79%**

Career  
Passionate

**74%**

Advisors on  
Financial Issues/  
Investing

### Visionaries

**70%**

Risk Takers

**90%**

Tech Savvy

**77%**

Early Adopters

### Affluent and Educated

**\$1.6M+**

Median Household  
Net Worth

**\$185K+**

Median Household  
Income

**91%**

College  
Graduate

Garry Cooper  
Co-founder  
Rheaply





# Inc Global Print Audience

**39**

Median Age

**69/31**

% Male/Female

**1.2M**

Readers

**250K**

Rate Base

## Inc. Readers are

### Influential Leaders

**94%**

Business Owners/  
C-Level/Decision  
Makers

**87%**

Opinion Leaders

**87%**

Career  
Passionate

**81%**

Advisors  
on Financial  
Issues/Investing

### Visionaries

**74%**

Risk Takers

**84%**

Early Adopters

**92%**

Tech Savvy

### Affluent and Educated

**\$1.8M+**

Median Net Worth

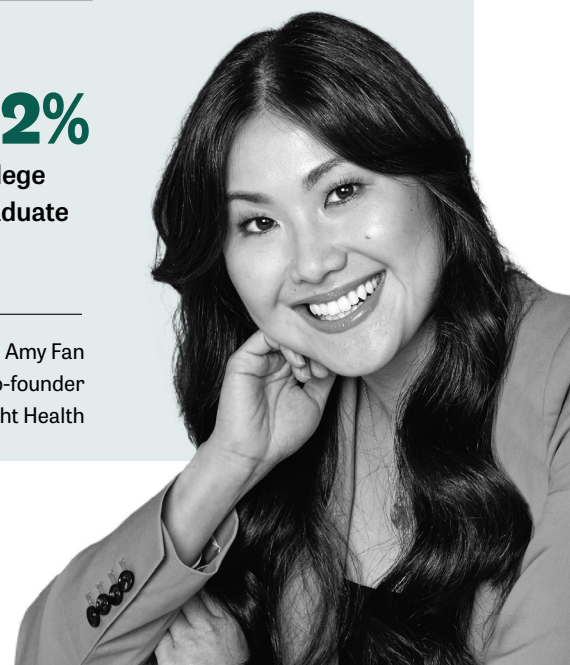
**\$182K+**

Median Household  
Income

**92%**

College  
Graduate

Amy Fan  
Co-founder  
Twentyeight Health



# Offering

## Meaningful Insights

## Digital Innovation

## Better Results



**Digital Content**



**Digital Magazine**



**Magazine**



**Social Media**



**Conferences**



**Panels**



**Interviews &  
Features**



**Company  
Profiles**



**Video  
Production**



**Events**



**E-Newsletters**



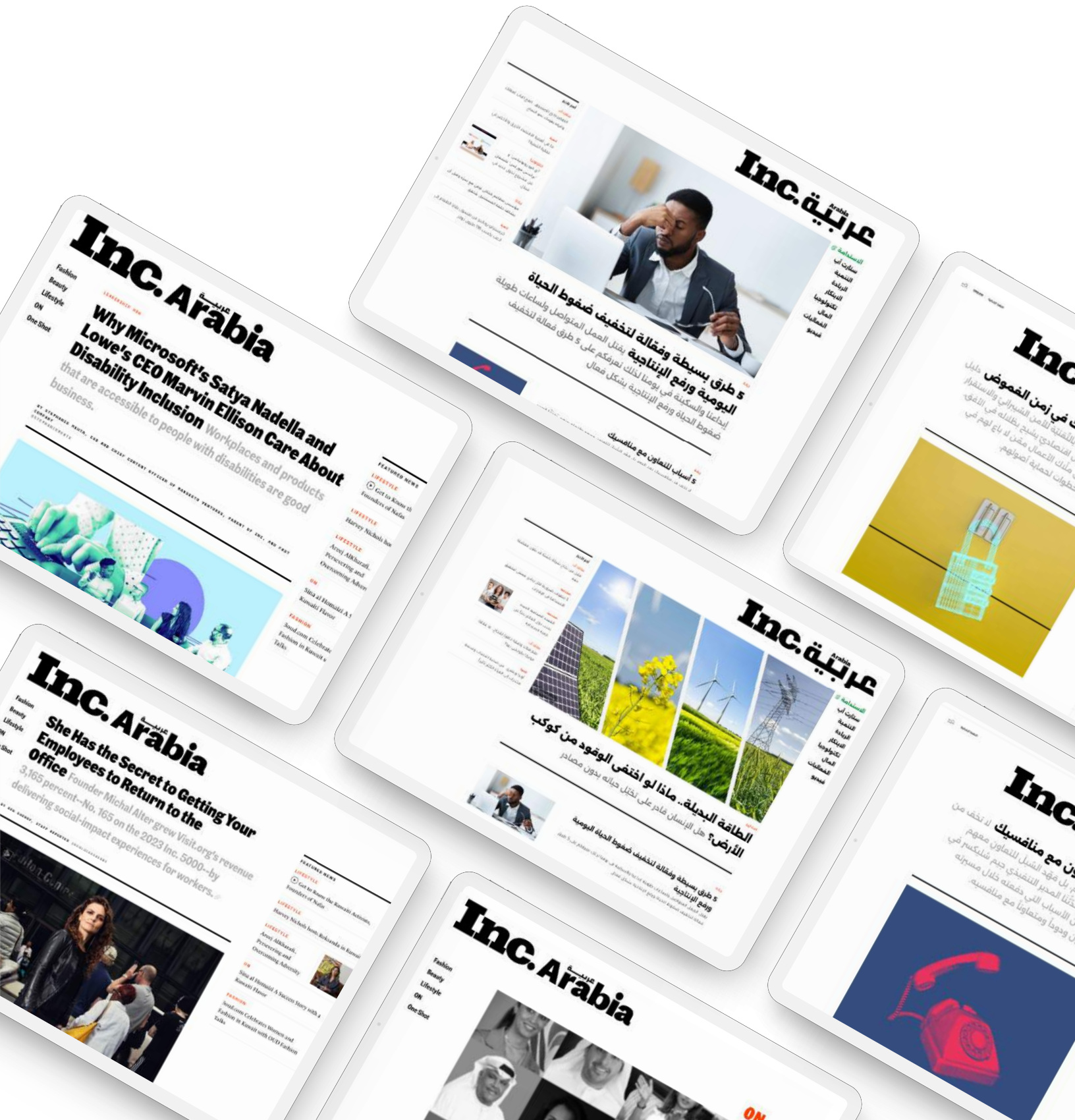
**Digital Campaigns**

# Touch





**Always On**



# Digital Advertising Rates

Placement	Ad Unit	Spec	Net CPM
ROS	Leaderboard	728x90	\$105
	Half page	300x600	\$130
	Imu	300x250	\$110
	Billboard	970x250	\$130
	Video	Pre-roll	\$225
	Mobile Banner	320x50	\$100
Homepage	Leaderboard	728x90	\$147
	IMU	300x250	\$157
	Half Page	300x600	\$183
	Billboard	970x250	\$183
Floating Ad	Custom	100% Width Responsive	\$250
Targeted Channel	Leaderboard	728x90	\$120
	Half page	300x600	\$145
	Imu	300x250	\$125
	Video	Pre-roll	\$240
	Billboard	970x250	\$145
	Mobile Banner	320x50	\$110
Geo Targeted (ROS)	Leaderboard	728x90	\$110
	IMU	300x250	\$115
	Half Page	300x600	\$135
	Billboard	970x250	\$135
NewsLetter	Custom	Call for specs	Call for pricing
Microsites	Custom	-	Call for pricing
Channel Takeover	Custom	-	Call for pricing



# Digital Advertising Specifications

Banner Units					
Creative Unit Name	Initial Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length	File Type	Submission Lead Time
Medium Rectangle (Imu)	300x250	100 KB	30s max / No looping	JPG, GIF HTML5	Min. 3 business days before campaign start (6 days for expandable)
Leaderboard	728x90	100 KB	30s max / No looping	JPG, GIF HTML5	Min. 3 business days before campaign start
Desktop Interstitial	1280x580	200 KB	NA	JPG, GIF	Min. 3 business days before campaign start
Half page	300x600	100 KB	20s max / No looping	JPG, GIF HTML5	Min. 3 business days before campaign start
Billboard	970x250	100 KB	20s max / No looping	JPG, GIF HTML5	Min. 3 business days before campaign start
Mobile MPU	300x250	40 KB	30s max / 3 loops	JPG GIF	Min. 3 business days before campaign start
Mobile LeaderBoard	320x50	120 KB	NA	JPG, GIF HTML5	Min. 3 business days before campaign start
Mobile Interstitial	320x570	100 KB	within 320x570 pixels	JPG GIF	Min. 3 business days before campaign start
Mobile Anchor	320x100	40 KB	30s max / 3 loops	JPG GIF	Min. 3 business days before campaign start
Home Native Ads	370x370	60 KB	No animations / Static images	JPG	Min. 3 business days before campaign start
Native Ads	300x225 549x392 160x120	60 KB 60 KB 50 KB	No animations / Static images	JPG GIF	Min. 3 business days before campaign start

# Digital Advertising Specifications

Special Executions					
Creative Unit Name	Initial Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length	File Type	Submission Lead Time
Floating Ad	Desktop 970x600	1280x720 video MP4	30s max	JPG and PSD leave space for video container	Min. 6 business days before campaign start
	Mobile 300x600	1280x720 video MP4	30s max	JPG and PSD leave space for video container	Min. 6 business days before campaign start

Video		
Linear in stream (pre/mid/post-roll)	Recommended formats	MOV, AVI, VAST 3.0
	Recommended dimensions	858x480px Or 1280×720px (480p Or 720p)
	Recommended video bit rate	3-4 Mbps
	Recommended audio bit rate	128 kbps
	Video Length	15 or 30 seconds

# Digital Advertising Specifications

## Newsletter Specs and Dimensions

Creative Unit Name	Initial Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length	File Type
Medium Rectangle	300x300	60 Kbs	No Animation Allowed	JPG GIF
LeaderBoard	600x100	60 Kbs	No Animation Allowed	JPG GIF
Logo	155px wide (preferably horizontal with white background in .png format + Destination URL)			

## Other Notes

Rich media accepted

Preferred: DCM, Sizmek, Flashtalking, Conversant, Atlas

Must be user initiated (on click: mute/un-mute); default state is muted



# Digital Editorial Calendar

Month	Inc. Arabia Editorial Calendar Focus
September	<p>Seamless Saudi Arabia</p> <p>Global Tech Innovation Summit - UAE</p> <p>Video Games Day</p> <p>World Tourism Day</p>
October	<p>GITEEX Global - UAE</p> <p>Techspo Dubai - UAE</p> <p>Devoxx Morocco</p> <p>World Energy Day</p>
November	<p>COP28 - UAE</p> <p>World Blockchain Summit - UAE</p> <p>Digital Transformation Summit - Qatar</p> <p>Arab Fintech Forum - Qatar</p> <p>Singles Day</p> <p>White Friday</p>
December	<p>Artificial Intelligence, Robotics &amp; IOT Conference - UAE</p> <p>World FinTech Show - KSA</p> <p>International Day of Disabled Persons</p> <p>Arabic Language Day</p>