

Inc.

عربية Arabia

2024 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

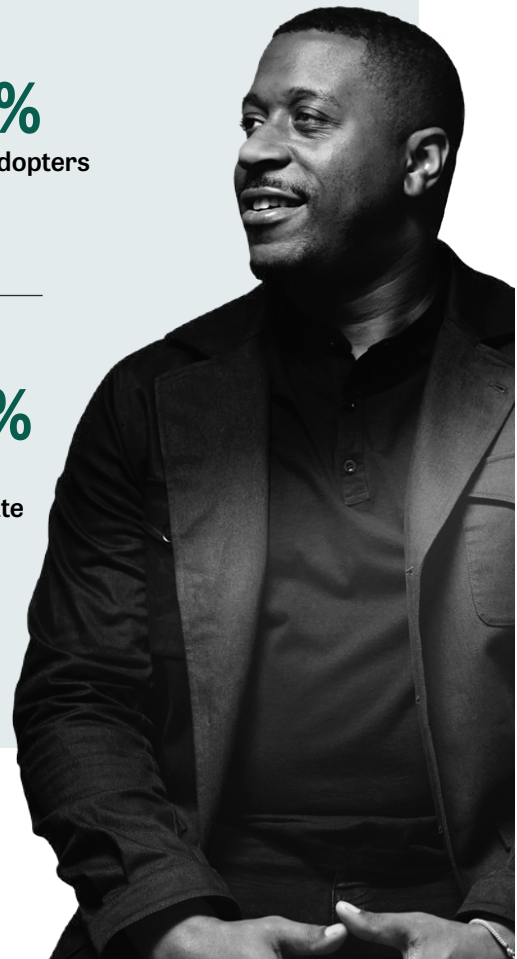
\$185K+

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

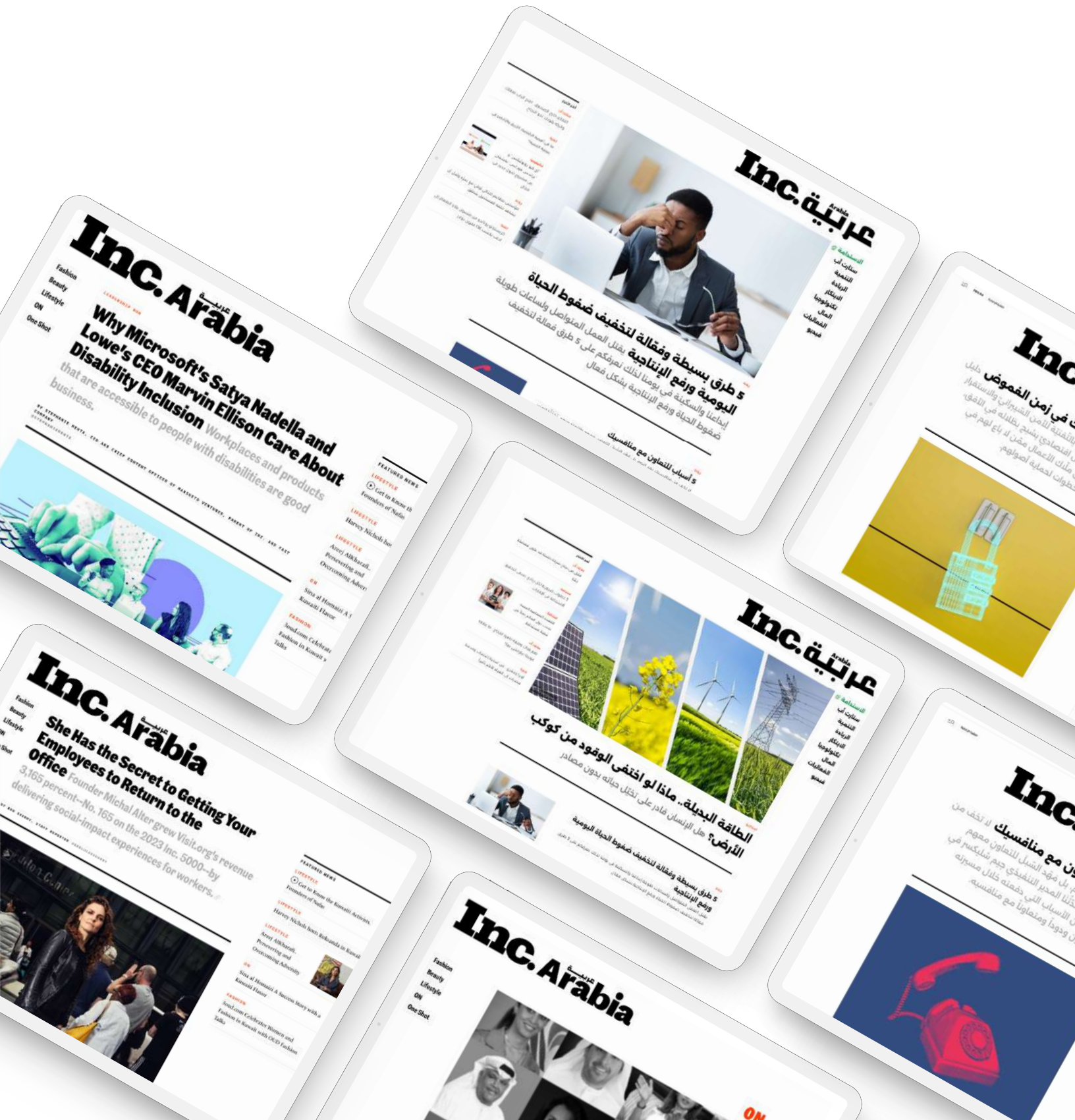


Digital Campaigns

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
<p>Rich media accepted</p> <p>Preferred: DCM, Sizmek, Flashtalking, Conversant, Atlas</p> <p>Must be user initiated (on click: mute/un-mute); default state is muted</p>

Digital Editorial Calendar

Month	Inc. Arabia Editorial Calendar Focus
January	WFC Fintech Arab Health by Informa World Economic Forum
February	BITEX - Bahrain World Governments Summit - Dubai Web Summit - Qatar Rise Up Summit - Saudi
March	LEAP 2024 - Saudi
April	World Summit AI World Blockchain Summit - Dubai
May	Dubai Esports Festival GITEX Africa
June	World Environment Day

Digital Editorial Calendar

Month	Inc. Arabia Editorial Calendar Focus
July	Artificial Intelligence Appreciation Day
August	Emirati Women's Day World Wide Web Day
September	World EV Day Video Games Day
October	Techspo Dubai GITEX Global Dubai Future Investment Initiative (FII)
November	Sharjah International Book Fair COP 29
December	Fintech Show Saudi Arabia Arabic Language Day