

Inc.
عربية Arabia

2025

Media Kit

Inc. Arabia is a dynamic media platform that aims to inspire, inform, and document the most fascinating people in the MENA business landscape: the risk-takers, the innovators, and the ultra-driven go-getters that represent the most dynamic force in the region's economies.

Inc. Arabia is an official licensee of the American brand **Inc.**, which was founded in 1979 and acquired in 2005 by Mansueto Ventures LLC. As a media brand dedicated exclusively to owners and managers of growing private companies, **Inc.** aims to deliver real solutions for today's innovative company builders.

Inc. Arabia is published in the MENA by **7awi Media Group**, a leading digital platform for media and advertising solutions targeting the region. 7awi owns and manages a rich and varied group of electronic portals with more than 20 million monthly users as well as more than 100 million followers on social media with offices in the United Arab Emirates, Jordan, and Egypt.



WWW.INCARABIA.COM

Inc. Arabia



LEAD YASMINE NAZMY

Packing A Punch: Hattan Alsaif Meet the woman making waves as the first Saudi female to sign with a global mixed martial arts promotion.

NEWSLETTER العربية

FEATURED NEWS

NEWS

New UAE Tech Incubator SOUL Launches In Umm Al Quwain

LEAD

5 Books on Leadership That Will Transform How You Run Your Business

LEAD

How Did The Donkey and Elephant Become Political Symbols



GROW

Read To Lead: "Do Pause" by Robert Poyton

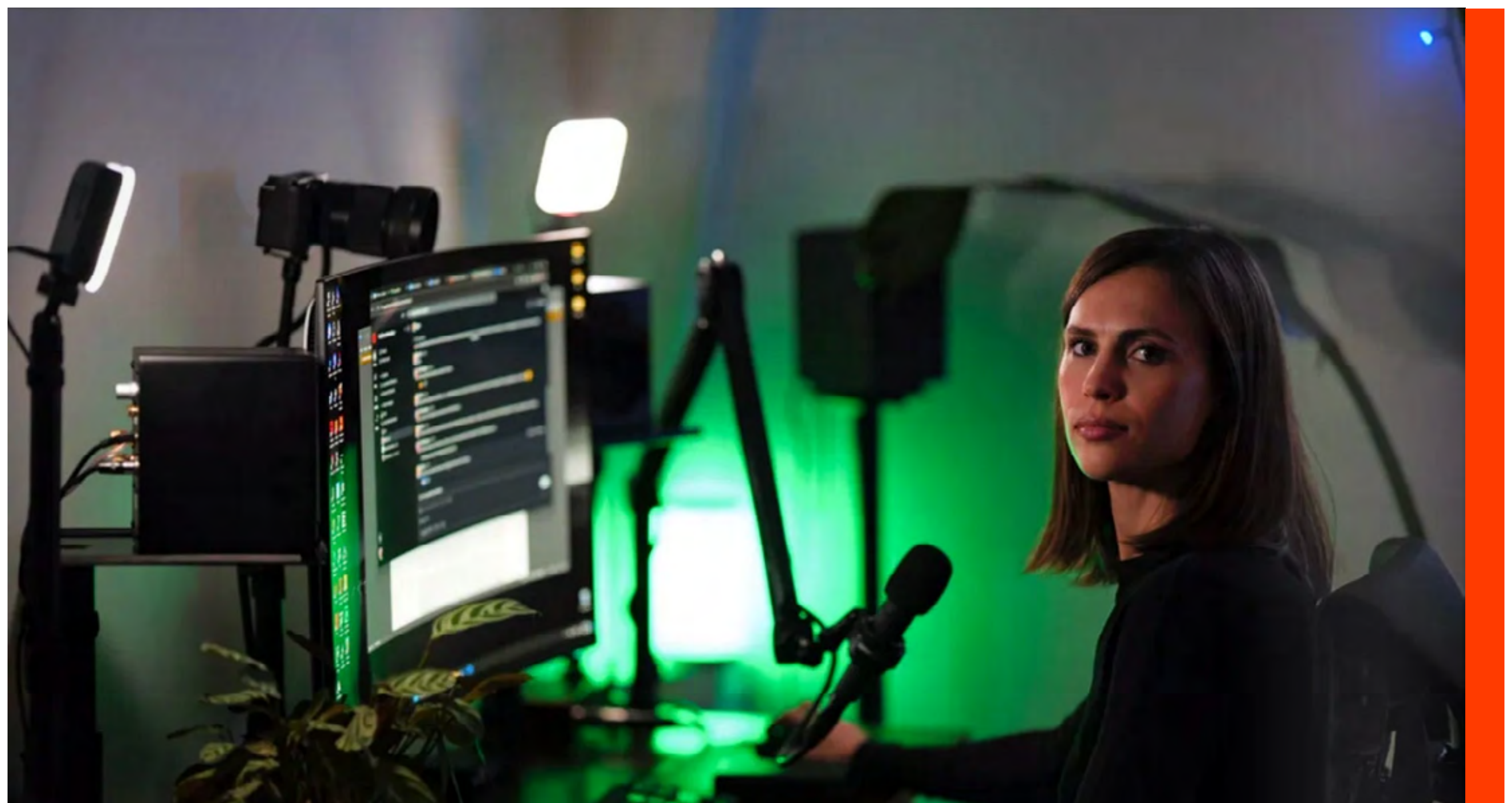
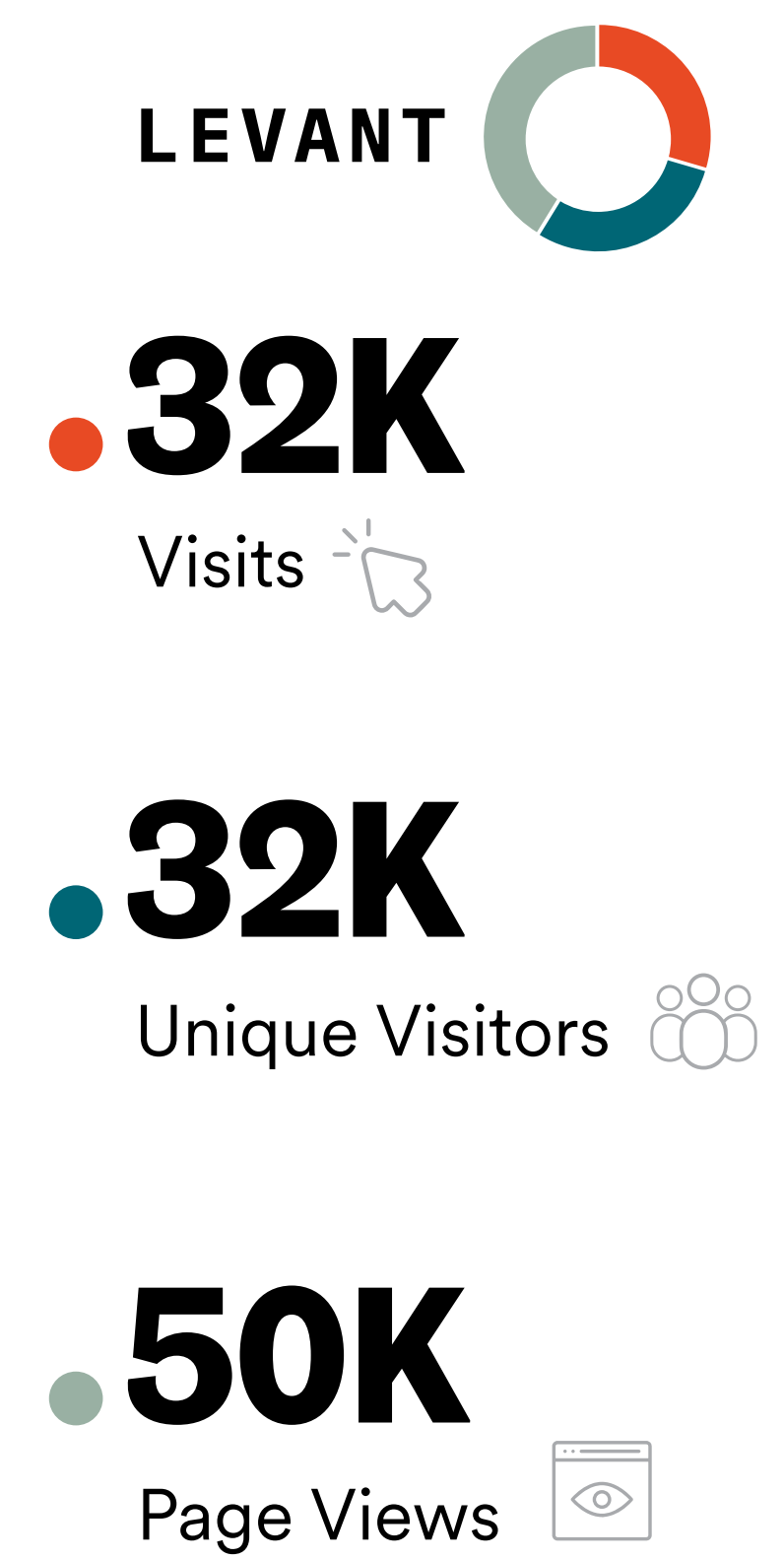
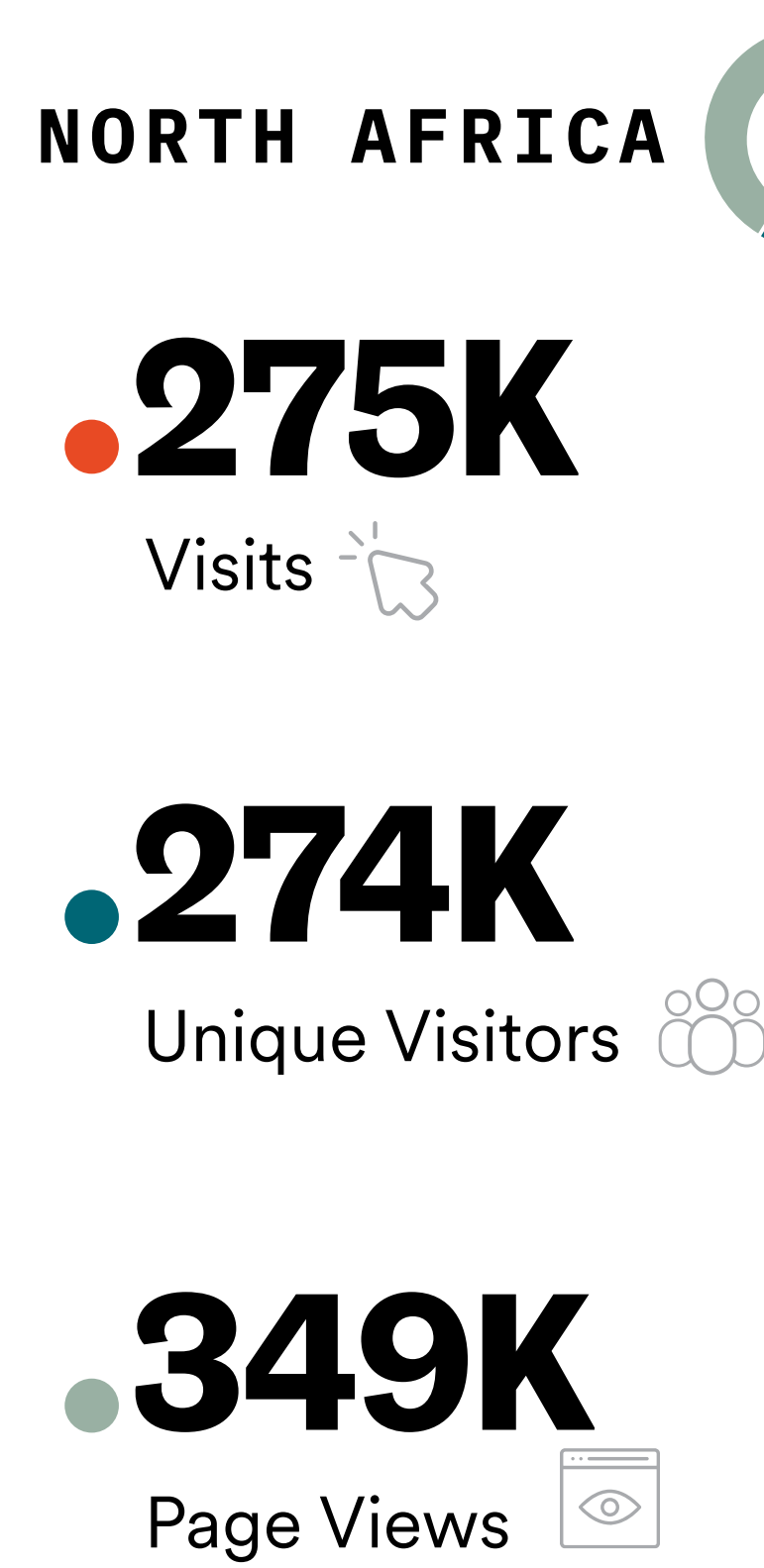
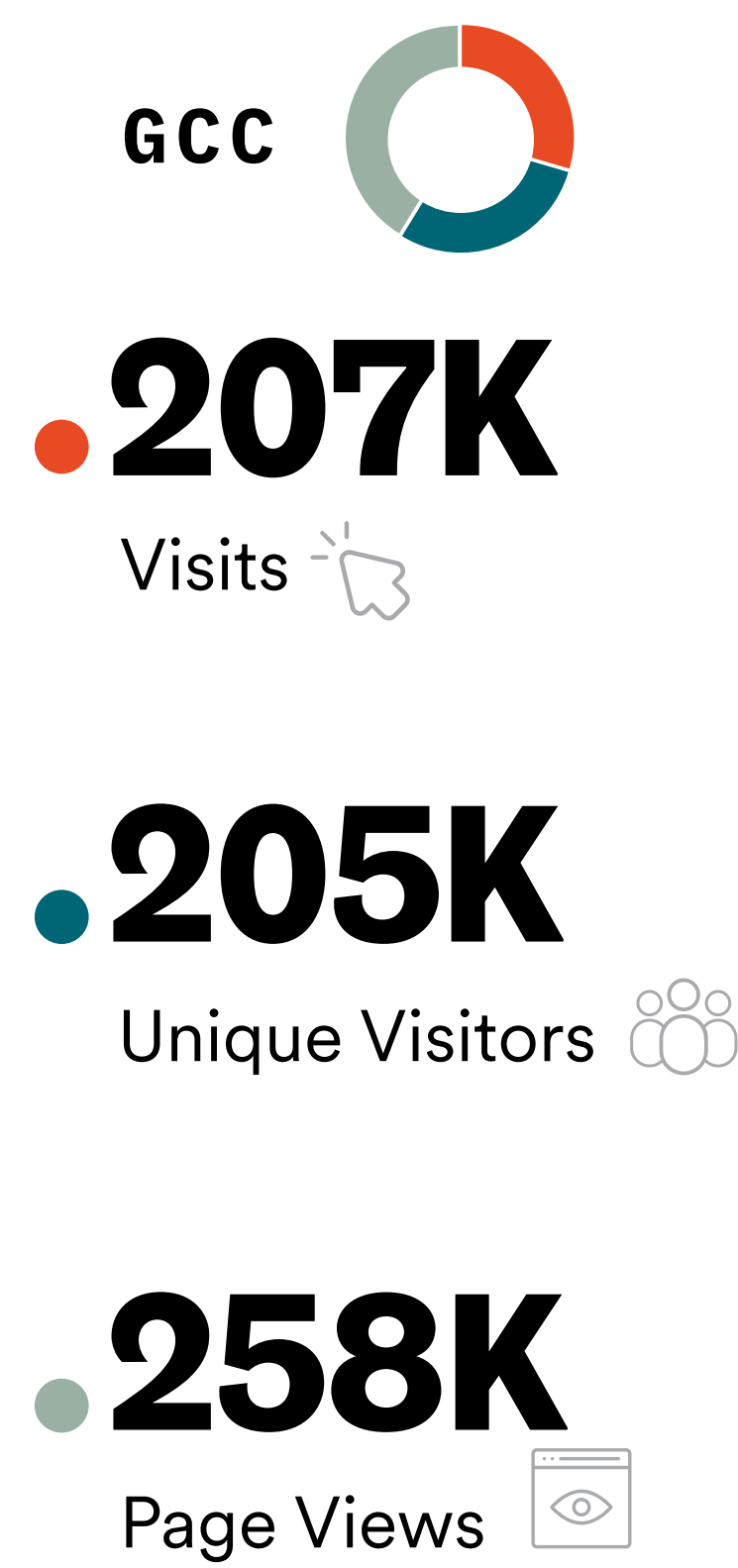
SUSTAINABILITY

5 MENA Climatetech Startups That Make Cities Greener



Digital and Print Audience

<p>DIGITAL</p> <p>695K Page Views</p>	<p>538K Page Visits</p>	<p>534K Unique Visitors</p>
<p>PRINT</p> <p>10K Copies</p>	<p>5K UAE Circulation</p>	<p>5K KSA Circulation</p>

Geographical Reach



Editorial Calendar

<p>JANUARY / FEBRUARY</p> <p>AI In Action Ahead of <i>Inc. Arabia's</i> Next Gen AI Summit, this issue shall feature industry leaders exploring the transformative impact of artificial intelligence in the MENA.</p> <p>Events of note</p> <ul style="list-style-type: none"> • Billion Followers Summit • The Retail Summit Saudi • UAE Innovation Month • AI Everything • LEAP • Web Summit Qatar • Gulfood • World Government Summit 	<p>MARCH</p> <p>Beyond The Plate An analysis of the trends advancing the hospitality industry in the MENA, going all the way from cloud kitchens to sustainable solutions.</p> <p>Events of note</p> <ul style="list-style-type: none"> • <i>Inc. Arabia's</i> Leaders of Tomorrow Awards • International Women's Day • <i>Inc. Arabia's</i> Women of Influence 	<p>APRIL</p> <p>Destination GCC A look at the bold bets the GCC is making on tourism-- and the key players that are turning those dreams into reality.</p> <p>Events of note</p> <ul style="list-style-type: none"> • Art Dubai • Dubai Esports and Games Festival • Arabian Travel Market 	<p>MAY</p> <p>Finance Reimagined A deep dive into how fintechs are facilitating a new age of payments in the region, and the key funders and policies enabling them.</p> <p>Events of note</p> <ul style="list-style-type: none"> • GISEC Global • Dubai Fintech Summit • Downtown Design (Riyadh)
<p>JUNE</p> <p>Creative Capital An exploration of the GCC's bets on the creative economy are driving everything from cultural events and infrastructure to leveraging new technologies to put the region on the world's cultural map.</p> <p>Events of note</p> <ul style="list-style-type: none"> • <i>Inc. Arabia's</i> Best in Business Awards 	<p>JULY / AUGUST</p> <p>Leveling Up With sports tourism and investment on the rise, and with the global gaming market pegged to be worth more than US\$600 billion by 2030, here's how the MENA factors into this lucrative landscape.</p> <p>Events of note</p> <ul style="list-style-type: none"> • Esports World Cup 	<p>SEPTEMBER</p> <p>Local Ambitions, Global Impact An analysis of the driving forces fueling Saudi Arabia's ambitious leap into the global tech arena.</p> <p>Events of note</p> <ul style="list-style-type: none"> • Dubai Fashion Week • Saudi Arabia National Day 	<p>OCTOBER</p> <p>Meet The Disruptors As GITEX Global returns to Dubai for its 2025 edition, this feature shall highlight the companies worth checking out at the world's largest tech and startup event.</p> <p>Events of note</p> <ul style="list-style-type: none"> • GITEX Global 2025 • Future Hospitality Summit 2025
<p>NOVEMBER</p> <p>Reimagining Retail A deep-dive into how tech innovations and changing consumer behaviors are causing an evolution in retail.</p> <p>Events of note</p> <ul style="list-style-type: none"> • Dubai AI & Web3 Festival • Dubai Design Week • Downtown Design (Dubai) 	<p>DECEMBER</p> <p>The GCC's Tech Vanguard A celebration of the visionaries and pioneers shaping the future of the Arab world's tech ecosystem.</p> <p>Events of note</p> <ul style="list-style-type: none"> • UAE National Day • Future Sustainability Forum 		

Events Calendar

Q1 2025

Leaders of Tomorrow Awards

Inc. Arabia's inaugural Leaders of Tomorrow Awards aim to celebrate innovation and leadership across the MENA business ecosystem, with the focus being on those individuals and institutions driving the continued growth of the region at large.

Location: Dubai



Q2 2025

NextGen AI Summit

With artificial intelligence rapidly reshaping industries, *Inc. Arabia's* NextGen AI Summit will bring together industry leaders to explore the transformative impact of the technology across key sectors like retail, e-commerce, fintech, government, hospitality, real estate, and more.

Location: Dubai

Q2 2025

The *Inc. Arabia* Forum

In its inaugural edition, the *Inc. Arabia* Forum shall be a space for the Arab world's top innovators to engage in discussions and debates on key issues shaping the MENA business landscape.

Location: Riyadh

Q2 2025

Best in Business Awards

In its second edition, *Inc. Arabia's* Best in Business Awards shall recognize companies that have demonstrated outstanding growth and achievements in various business sectors across the MENA region.

Location: Riyadh



Inc. Arabia Boardrooms

As part of its tailored offerings for clients, *Inc. Arabia* regularly stages Boardrooms through the course of the year, which are structured as intimate round-table gatherings of up to 30 attendees. Each guest will have been selected based on their relevance to the topics being discussed and/or the client in question, thereby allowing for the sharing of synergies and strategies that lead to real business impact.

Contact events@inc-arabia.com for more information.

Print Advertising Rates

Four Color	1X	3X	6X
Full Page	US\$ 10,000	US\$ 9,000	US\$ 8,100
Double Page Spread	US\$ 15,000	US\$ 13,500	US\$ 12,150
Covers	1X	3X	6X
Inside Front Cover	US\$ 14,500	US\$ 13,050	US\$ 11,745
Inside Back Cover	US\$ 14,000	US\$ 12,600	US\$ 11,340
Outside Back Cover	US\$ 20,500	US\$ 18,450	US\$ 16,605
Fractional Premiums			
2/3 Page is 75% of page rate			
1/2 Horizontal is 60% of page rate			
1/2 Vertical is 60% of page rate			
1/3 Page is 50% of page rate			

Print Advertising Specifications

Advert Type	Live Area	Trim	Supplied Bleed
Full page	19.05 x 25.4 cm	20.32 x 26.67 cm	21.32 x 27.67 cm
Double Page Spread	39.37 x 25.4 cm	40.64 x 26.67 cm	41.64 x 27.67 cm
1/2 Horiz. Spread	39.37 x 11.43 cm	40.64 x 12.7 cm	41.64 x 13.7 cm
2/3 Page	12.07 x 25.4 cm	12.7 x 26.67 cm	13.7 x 27.67 cm
1/2 Horizontal	19 x 12.7 cm	20.32 x 13.33 cm	21.32 x 14.33 cm
1/2 Vertical	9.53 x 25.4 cm	10.16 x 26.67 cm	11.16 x 27.67 cm
1/3 Square	12.07 x 11.74 cm	12.7 x 12.38 cm	13.7 x 13.38 cm
<p>Keep live matter 0.64 cm from trim on each side. For ad spread units, please supply 0.16 cm duplicated image on both sides of the centerline.</p>			
Digital Materials			
<p>Magazine specifications <i>Inc. Arabia</i> is perfect bound. Trim size: 20.32 x 26.67 cm (All ad specifications are in centimeters) Bleed: 0.5 cm File Formats: PDFX-1A Resolution: 300 dpi (dots per inch)</p>			

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
Medium Rectangle (IMU)	300x250	100 KB	30s max/ No looping	JPG, GIF, HTML5
Leaderboard	728x90	100 KB	30s max/ No looping	JPG, GIF, HTML5
Desktop Interstitial	1280x580	200 KB	NA	JPG, GIF
Half page	300x600	100 KB	20s max/ No looping	JPG, GIF, HTML5
Billboard	970x250	100 KB	20s max/ No looping	JPG, GIF, HTML5
Mobile MPU	300x250	40 KB	30s max/ 3 loops	JPG, GIF
Mobile Leaderboard	320x50	120 KB	NA	JPG, GIF, HTML5
Mobile Interstitial	320x570	100 KB	Within 320x570 px	JPG, GIF
Mobile Anchor	320x100	40 KB	30s max/ 3 loops	JPG, GIF
Home Native Ads	370x370	60 KB	No animations/ Static images	JPG, GIF
Native Ads	300x225 549x392 160x120	60 KB 60 KB 50KB	No animations/ Static images	JPG, GIF

NOTE: MIN. 3 BUSINESS DAYS BEFORE CAMPAIGN STARTS

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
Floating Ad	Desktop 970x600	1280x720 MP4	30s max	JPG and PSD Leave space for video container
	Mobile 300x600	1280x720 MP4	30x max	

Video Linear in stream (pre/mid/post-roll)				
Recommended Formats	Recommended Dimensions	Recommended Video Bit Rate	Recommended Audi Bit Rate	Video Length
MOV, AVI, VAST 3.0	858x480px or 1280x720px (480p or 720p)	3-4 Mbps	128 Kbps	15 or 30 seconds

NOTE: MIN. 6 BUSINESS DAYS BEFORE CAMPAIGN STARTS

Newsletter Specs & Dimension				
Creative Unit Name	Initial Dimensions (W x H in px)	Max Initial File Load Size	Max Animation Length	
Medium Rectangle	300x300	60 Kbs	No Animation Allowed	
LeaderBoard	600x100	60 Kbs	No Animation Allowed	
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/UNMUTE); DEFAULT STATE IS MUTED

Contact

WWW.INCARABIA.COM



7awi Media Group
Publisher
www.7awiMediaGroup.com

Anas Abbar
CEO, 7awi Media Group
+971 55 224 3895
anas@7awi.com

Clayton Rodrigues
Director of Business Development, Inc. Arabia
+971 50 929 3982
clayton.rodrigues@inc-arabia.com

Aby Sam Thomas
Editor in Chief, Inc. Arabia
aby.thomas@inc-arabia.com

