



2026

# 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

Startup  
AI Everything  
Grow  
Lead  
Innovate  
Technology  
Money  
Sustainability  
Inc. Magazine  
Videos  
Events



**The Healing Game: FC Mother Founder Morad Fareed Is Using Football To Tackle The Maternal Health Crisis** Here's how New York-based FC Mother is reimagining football clubs as public health vehicles to revolutionize maternal health.

JOÃO MEDEIROS

## MONEY

A15's Karim Beshara On The Cairo-Based Venture Capital Firm's 10x Returns On Its First Fund

## STARTUP

UAE-Based TachyHealth Raises US\$5 Million Series A To Expand Its AI Healthcare Solutions

## AI EVERYTHING

Saudi Arabia's HUMAIN Unveils HUMAIN ONE, Its Proprietary Agentic Artificial Intelligence Operating System



## STARTUP

UAE-Based Cercli Raises US\$12 Million In Series A Round, Marking Germany-Based Picus Capital's First MENA Deal

## TECHNOLOGY

Saudi Contech BRKZ Secures US\$30 Million Finance Facility To Drive Growth

# Digital and Print Audience

## DIGITAL

**695K**

Page Views

**538K**

Page Visits

**534K**

Unique Visitors

## PRINT

**10K**

Copies

**5K**

UAE Circulation

**5K**

KSA Circulation

## Geographical Reach



GCC



**207K**

Visits

NORTH AFRICA



**275K**

Visits

LEVANT



**32K**

Visits

**205K**

Unique Visitors

**274K**

Unique Visitors

**32K**

Unique Visitors

**258K**

Page Views

**349K**

Page Views

**50K**

Page Views



# Events Calendar

## Best in Business Awards

*Inc. Arabia's* Best in Business Awards are an annual recognition of companies that have demonstrated outstanding growth and achievements in various business sectors across the MENA region. Having launched in Dubai in 2024, it grew to have a presence in Riyadh too in 2024, and it's slated to launch in Doha as well in 2026.

**RIYADH | APRIL 2026**

**DOHA | AUGUST 2026**

**DUBAI | NOVEMBER 2026**



## Leaders of Tomorrow Awards

*Inc. Arabia* launched the Leaders of Tomorrow Awards in Dubai in 2025 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. In 2026, the event returns to celebrate the who's who of the MENA innovation landscape.

**DUBAI | MAY 2026**

**RIYADH | JULY 2026**

## Fintech Disruptors Awards

Kicking off *Inc. Arabia's* new series of industry-focused events, the Fintech Disruptors Awards 2026 in Dubai shall celebrate the innovators transforming finance across the MENA region, from digital banking pioneers and payment innovators, to emerging insurtech, regtech, and blockchain leaders.

**RIYADH | SEPTEMBER 2026**

## 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. Having had its debut in Dubai in 2025, the NextGen AI Summit returns in 2026 for two editions—one in Riyadh, and one in Dubai.

**RIYADH | APRIL 2026**

**DUBAI | NOVEMBER 2026**



## 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](mailto:events@inc-arabia.com) for more information.

# Editorial Calendar

<p><b>JANUARY</b></p> <h2>The Sustainability Shift</h2> <p>A deep-dive into the innovators turning climate challenges into economic opportunities in the MENA.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• Abu Dhabi Sustainability Week 2026</li> <li>• 1 Billion Followers Summit 2026</li> </ul>	<p><b>FEBRUARY</b></p> <h2>Gamechangers: AI</h2> <p>The definitive showcase of the business leaders shaping the MENA's artificial intelligence (AI) landscape.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• WHX Dubai 2026</li> <li>• Web Summit Qatar 2026</li> <li>• Ramadan 2026</li> </ul>	<p><b>MARCH</b></p> <h2>Rethinking Learning</h2> <p>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><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• International Women's Day 2026</li> <li>• Eid 2026</li> </ul>	<p><b>APRIL</b></p> <h2>The Decentralized Future</h2> <p>An exploration of how blockchain is reshaping capital markets, identity, and ownership across the MENA.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• LEAP 2026</li> <li>• Future Hospitality Summit KSA 2026</li> <li>• TOKEN2049 2026</li> <li>• Dubai AI Festival 2026</li> <li>• Arabian Travel Market 2026</li> </ul> <p><b>Inc. Arabia events</b></p> <ul style="list-style-type: none"> <li>• NextGen AI Summit Riyadh 2026</li> <li>• Best In Business Awards Riyadh 2026</li> </ul>
<p><b>MAY</b></p> <h2>Gamechangers: Fintech</h2> <p>A spotlight on the MENA disruptors redefining finance, driving inclusion, and powering the digital economy.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• Dubai Fintech Summit 2026</li> </ul> <p><b>Inc. Arabia events</b></p> <ul style="list-style-type: none"> <li>• Leaders of Tomorrow Awards 2026</li> </ul>	<p><b>JUNE</b></p> <h2>The Business of Place-Making</h2> <p>Unpacking how MENA nations are redesigning destinations as engines of future economic growth.</p>	<p><b>JULY</b></p> <h2>From Play to Power</h2> <p>An exploration of how gaming is evolving from entertainment to a core pillar of economic diversification in the MENA.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• Esports World Cup 2026</li> </ul>	<p><b>AUGUST</b></p> <h2>Women of Influence 2026</h2> <p>Our annual showcase of women setting new standards for business in the MENA returns for its third edition.</p> <p><b>Inc. Arabia events</b></p> <ul style="list-style-type: none"> <li>• Best In Business Awards Doha 2026</li> </ul>
<p><b>SEPTEMBER</b></p> <h2>From Vision To Reality</h2> <p>Marking Saudi Arabia's National Day by examining how its national ambition is being turned into economic impact.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• Money20/20 Middle East 2026   KSA</li> <li>• National Day 2026</li> </ul> <p><b>Inc. Arabia events</b></p> <ul style="list-style-type: none"> <li>• Fintech Disruptors Awards 2026</li> </ul>	<p><b>OCTOBER</b></p> <h2>Gamechangers: Real Estate</h2> <p>Meet the visionaries who are writing the next chapter of the urban evolution happening in the MENA.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• Cityscape Qatar 2026</li> </ul>	<p><b>NOVEMBER</b></p> <h2>Owning the Digital Battlefield</h2> <p>Tracing how the MENA region is building cyber capabilities to establish global leadership in digital sovereignty.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• Esports Nations Cup 2026</li> <li>• Black Hat MEA 2026</li> <li>• Cityscape Global KSA 2026</li> </ul> <p><b>Inc. Arabia events</b></p> <ul style="list-style-type: none"> <li>• NextGen AI Summit Dubai 2026</li> <li>• Best In Business Awards Dubai 2026</li> </ul>	<p><b>DECEMBER</b></p> <h2>The GCC's Tech Vanguard 2026</h2> <p>In its third iteration, this feature will be a celebration of the visionaries shaping the future of the Arab world's tech ecosystem.</p> <p><b>Events of note</b></p> <ul style="list-style-type: none"> <li>• GITEX Global 2026</li> <li>• UAE National Day 2026</li> <li>• BRIDGE Summit 2026</li> </ul>

# Print Advertising Rates

Rate Base 250,000

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 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 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
1/3 Vertical	9.52 x 25.4 cm	10.16 x 26.67 cm	11.16 x 27.67 cm
1/3 Square	12.1 x 11.74 cm	12.7 x 12.38 cm	13.7 x 13.38 cm
<p>Keep live matter 0.65 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

### Magazine specifications

*Inc. Arabia* 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)

# 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

# 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
<b>Floating Ad</b>	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

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