

WHAT IS Gulftelenews.com

Gulftelenews.com is the region's premier resource for Telecom and ICT news, Market research, Competitive Analysis, features, and product reviews.

The website is a one-of-a-kind telecom business portal that gives interactive services in the form of valuable information about the Gulf region with an emphasis on Dubai and the latest news on telecom business, telecom finance and telecom events.

GulfTelenews.com is the pioneer telecoms ICT Online magazine in the Gulf region based in Dubai that reaches a huge number of readers such as leaders of ICT industry, Governments, Ministers of Telecom, Operators, Regulators, Vendors, Retailers, ICT experts, enterprises, advisors and others.



Features **Of** Gulftelenews.com

- ▶ More than 18,000 registered members on our database, who are delivered with Monthly newsletter & Events Promotions
- ▶ Monthly average page impression 0.1 million
- ▶ Gulftelenews.com targets ICT professionals and investors looking to explore Dubai's richness in opportunities. It also updates locals and residents with the latest news and event updates.
- ▶ We participate in more than 30 major exhibitions and conferences conducted annually Internationally & Middle East aiming to promote the Gulftelenews.
- ▶ Focuses on the fast growing markets of the Gulf by providing internet advertising services which work for any product. Gives brand exposure across the Middle East with a special focus in the UAE.
- ▶ Gulftelenews.com can target your banners, newsletters or direct e-mails as specified by you. You can customize your advertisement space by country, industry, gender, age, etc. making your marketing campaign highly efficient and focused

Why to advertise in Gulftelenews.com

- ▶ Experience the best ROI with an effective and affordable online campaign
- ▶ Have constant visibility
- ▶ Reach more people with fewer budgets
- ▶ Deliver immediate and quantifiable results
- ▶ Keep track of your advertisement and its effectiveness with monthly reports
- ▶ Tailor your campaign to the right demographics
- ▶ Communicate your message to your choice of country, age, gender, language, industry and designation

Advertise With **Gulftelenews.com**

- ▶ Enjoy the support of Dubai Government, Department of Tourism and Commerce Marketing
- ▶ Reach out to a group of high spending locals, business travelers, tourist and residents
- ▶ Have the exclusivity of exposure on your good/service
- ▶ Bilingual benefits: we are operating both in Arabic & English
- ▶ Place your ad on award winning website in the fields of tourism and travel
- ▶ Reach out over 100,000 unique visitors per month who are holding a budget for variety activities and are willing to spend it in Gulf region

Demographics & Statistics

Language Preference

English
Arabic

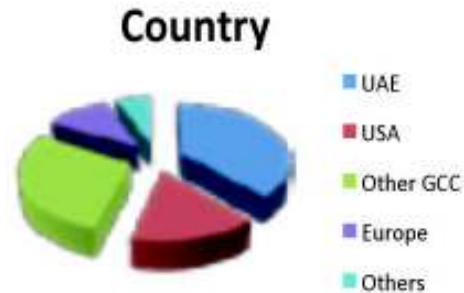


Percentage

66%
34%

Country

UAE
USA
Other GCC
Europe
Others



Percentage

38%
16%
29%
11%
6%

Gender

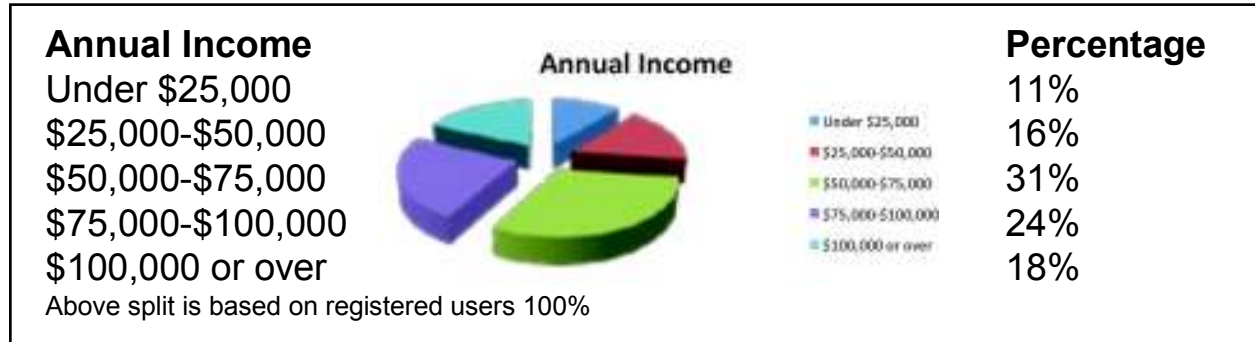
Male
Female



Percentage

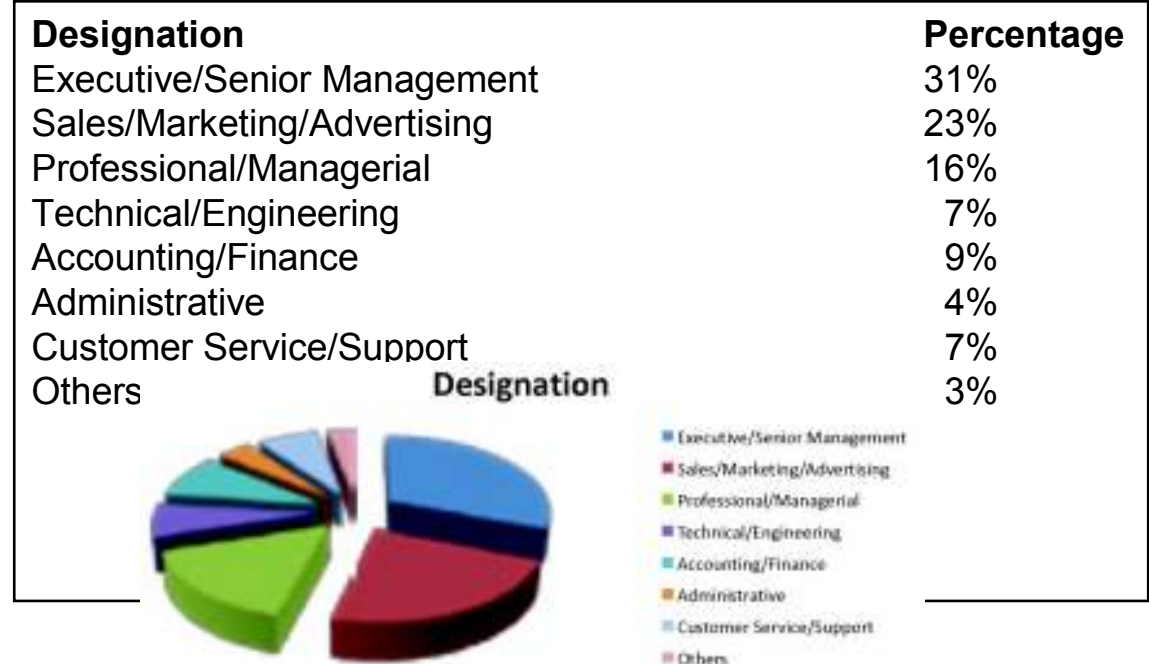
72%
28%

Demographics & Statistics



Business Sector	Percentage
IT & Telecom	32%
Financial Services	21%
Media	11%
Real Estate	9%
Travel and Tourism	5%
Industrial	3%
Healthcare	6%
Education	5%
Automotive	3%
Other	5%

Above split is based on registered users 100%



GULFTELENEWS BLASTER

This rich media advertising solution utilizes Gulftelenews blaster's state-of-the-art tracking and frequency settings, allowing the advertiser to control not only who views the advertisement, but how many times it is viewed by an individual

File Specifications:

Size	300x300
Format	(.swf) Flash executable format
Filesize	Cannot exceed 283K
Time sequence	15 seconds

Ads must include a prominently visible close button
Client will need to provide SIW with URL

RATE GUIDE

BANNERS

Banner Name	SIZE	Price (per month)
Leader Board	(720 x 90)	\$ 3,900
Standard Banner	(468 x 60)	\$ 1,950
Space Banners	(220 x 550)	\$ 4,800
Large Rectangle	(273 x 124)	\$ 2,800
Button ads	(180 x 45)	\$ 1,950
Gulftelenews blaster	(300 x 300)	\$ 5,750

NEWSLETTER

Banner Name	SIZE	Price (per month)
Skyscraper	(160 x 600)	\$ 2,500
Full banner	(468 x 60)	\$ 2,000

EMAIL CAMPAIGN

\$ 3,000 per Campaign

The screenshot shows the Gulftelenews.com website with several yellow callouts indicating ad placements:

- Leader Board (720 x 90)**: Located at the top of the page.
- Space Banner 1 (220 x 550)**: Located on the right side of the page.
- Standard Banner 1 (468 x 60)**: Located below the main article content.
- Space Banner 2 (220 x 550)**: Located on the right side of the page, below the first space banner.
- Rectangle Banner 1 (180 x 180)**: Located on the left side of the page.
- Rectangle Banner 2 (180 x 180)**: Located on the left side of the page.
- Button ads (180 x 45)**: Located on the left side of the page.
- Large Rectangle (273 x 124)**: Located on the right side of the page.
- Standard Banner 2 (468 x 60)**: Located at the bottom of the page.

