

MEAFINANCE



WHY MEA FINANCE?

MEA-FINANCE

The regions only Banking & Finance news provider in the region.

MEA Finance, a part of MEA Business publication is launched to provide high quality actionable analysis and insightful copy to our market. It aims to fulfill the need for a regionally based media platform that highlights the importance, the sophistication, and the technological strengths of the financial markets in the Middle East & Africa.

MEA Finance will include coverage of commercial, retail and investment banking, Islamic finance, technology and wealth management. Our content will provide the reader with the thoughts of the sectors leadership and their customers, with in-depth interviews, feature articles and opinion pieces covering market trends and developments.

As the financial markets continue to be shaped by technology, by new service parameters, regulation and the changes brought by the Covid19 pandemic, MEA Finance will keep you informed about and connected to your clients, your colleagues and your peers in the Middle East and Africa.

ABOUT

AUDIENCE

As the regions' newest and only banking and finance media brand, **MEA Finance** provides dedicated news, features, data and updates on the unprecedented and accelerating changes taking place in the Middle East and Africa's capital markets.

MEA Finances' news, articles, events and data are accessible across our many platforms -online, print, webinars, virtual & actual events, awards and newsletter memberships.

AUDIENCE

BANNER ADVERTISING

MEA Finance readers are C-level executives and group heads of leading banks, financial institutions, asset managers, family offices and technology providers. Our readers include business leaders, senior executives, Chairmen, CEO, CFO's, CTO's CIO's, treasurers of leading corporations, regulators, technology providers and entrepreneurs.

Banking and Finance news in the MEA market

MEAFINANCE

July/Aug issue 2020

A MEA Business publication



Banking & Finance | Islamic Finance | Wealth Management | Technology | Lifestyle

READERSHIP & CIRCULATION

ADVERTISING RATES

Full Page	\$9,000
Double Page Spread	\$17,500
Inside Front Cover	\$13,500
Outside Back Cover	\$14,500
Inside Back Cover	\$13,500
Inside Cover DPS	\$22,500
Half Page – vertical/horizontal	\$7,000

ROLE DESIGNATION

- **CHAIRMAN - 5%**
- **CEO - 21%**
- **CFO - 18%**
- **Other C suites (CIO,CTO, CISO, CRO etc..) 20%**
- **Managing Directors - 10%**
- **Treasury Heads - 10%**
- **SVP, GM and department heads - 12%**
- **Business owners - 4%**

TECHNICAL SPECIFICATIONS



DOUBLE PAGE SPREAD
Type area - 40 cm x 21.9 cm
Trim size - 42 cm x 27 cm
Bleed size- 42.6 cm x 27.6 cm



FULL PAGE
Type area - 18.5 cm x 21.9 cm
Trim size - 21 cm x 27 cm
Bleed size- 21.6 cm x 27.6 cm



HALF PAGE
Type area - 18.5 cm x 11 cm
Trim size - 21 cm x 13.5 cm
Bleed size- 21.6 cm x 14 cm

FORMAT FOR SENDING FILES

PDF

Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.

EPS

Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.

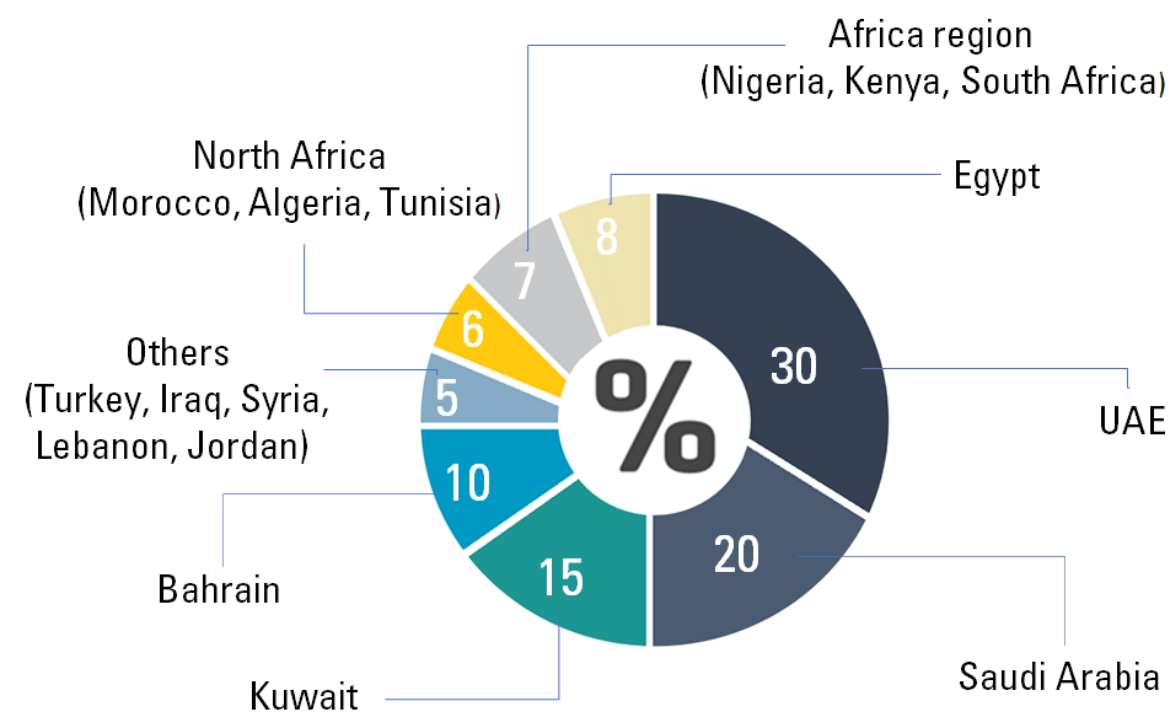
JPEG

Must be in high resolution (300 dpi) and in CMYK (not RGB). Crop marks should be positioned outside the printed area.

AI (Native Adobe Illustrator File)

Artworks must be packaged with fonts and images/links, images/links must be in CMYK not RGB. **Note: If advert is too large to be sent as email, please send it thru "wettransfer".**

COUNTRY BREAKDOWN



5,000*
standard print run

30,000
digital copies sent

**subject to UAE Government's COVID-19 printing restrictions

WHY MEA-FINANCE.COM

WWW.MEA-FINANCE.COM

www.mea-finance.com a part of MEA Business publication is updated regularly to deliver news and relevant content on the banking and finance industry in the region. Scope of coverage includes commercial, retail and investment banking, Islamic banking, technology, and wealth management sectors. Thought leadership content on industry trends and challenges are also offered via exclusive in-depth interview, opinion pieces and video interviews with executives within the region's financial sectors.

AUDIENCE

www.mea-finance.com audience are C-level executives of leading banks, financial institutions, family offices and technology providers. Our users include business leaders, senior executives, CFOs, treasurers of leading corporations, regulators as well as entrepreneurs.

BANNER ADVERTISING

www.mea-finance.com offers advertisers the opportunity to run monthly tenancy display campaigns across its website applying various creative options ensuring a continuous and constant presence throughout the website.

CAMPAIGN MANAGEMENT

Campaigns are displayed on rotation, guaranteeing excellent visibility of all the creative formats across all content pages. Additionally, opportunities for custom-made content and videos are available to support key communications and deepen engagement through editorial content.



22,800

UNIQUE VISITORS
PER MONTH

68,000

AVERAGE PAGE VIEWS
PER MONTH

WEBSITE BANNER

Type	Billboard	Leaderboard Banner	Custom Unit	Mid	Right Column MPU	Right Column Half Page
Desktop Screen	970X250px	970x90px	835x150px		300x250px	300x600px
Mobile	320X50px	300x100px	300x100px		300x100px	300x250px

FILE FORMAT	CREATIVE SUBMISSION	TENANCY CAMPAGIN COST
.jpg / .png / .gif	Minimum of 3 days before the campaign	\$6,500 (Monthly)

MEA WEEKLY E-NEWSLETTER

Our weekly newsletter delivers essential daily news directly to senior executives and thought leaders within the banking and financial sector.

By sponsoring our newsletter, you can continuously remind current and potential customers that you exist. Many consumers get busy and forget about a company they are interested in without meaning to divert their attention. Our newsletter is a regular reminder that you are there and that you have a service or product to provide. By staying top of mind, you increase your chances of being the brand of choice when the customer decides to convert.

BANNER OPTIONS	CREATIVE SUBMISSION	WEEKLY BANNER COST
same as website banner sizes	Minimum of 3 days before the campaign	\$2,500 (Weekly)

EDM CAMPAIGNS

Our EDM marketing enables campaigns to be delivered directly to 30,000 subscribers. Email marketing provides a reliable form of communication between your brand and your customers. It is a cost-effective solution to reach customers where they visit every day — their inbox.

EMAIL SPECIFICATIONS	REQUIRED DETAILS	EDM COST PER SEND
width: 620px (standard size)	Senders name, Subject line for the email and Date of email blast release	\$3,500
File format: html / .htm package which includes the images Total size limit – 100kb	SUBMISSION LEAD TIMES Minimum of 3 days before the release date	

CONTACT US

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