

# MEAFINANCE

Banking and Finance News in the Middle East Markets

**MEDIA PACK 2022**

# WHY MEA FINANCE MAGAZINE

## MEA FINANCE MAGAZINE

**MEA Finance** continues to provide high quality news, actionable analysis and insightful copy for the market. It is our aim to fulfill the need for a regionally based media platform that recognises the importance, the sophistication, the inherent strengths and the technological advances of the financial markets in the Middle East & Africa.

**MEA Finance** includes coverage of the complete range of financial services from commercial, retail and investment banking to Islamic finance, technology, wealth and asset management. We cover key areas of current concern such as ESG and the role of the industry in society. Our content provides the reader with the thoughts of the sectors leadership and their customers, with incisive interviews, feature articles and opinion pieces covering market trends and developments.

As the financial markets continue to be shaped by technology, by changing service parameters, evolving regulation and challenges brought by the global economy, **MEA Finance** will provide you with food for thought and keep you informed and connected to your clients, your colleagues and your peers in the Middle East and Africa.

## ABOUT

As the regions' 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 Finance's** news, articles, events and data are accessible across our many platforms -digital, online, print, webinars, virtual & actual events, awards, memberships and polling.

## AUDIENCE

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



# EDITORIAL CALENDAR / EVENTS CALENDAR

## FEBRUARY

- **The role of finance in climate change** – how are banking and financing decisions and activities going to change to mitigate of the effects of climate change?
- **Retail banking**—changing retail banking trends in the region, digital transformation in the segment, catering to different demographics, new technologies applicable to enhancing consumer banking services
- **Open Banking and API** – Thoughts about how this will work for banks in the region.
- **Leaders in Banking Technology** – people you should know

## MARCH

- **Private banking and wealth management** - evolution of client preferences, innovation in services and offerings, managing changes in transfer of wealth from one generation to the next
- **Human Capital in Finance** – how are banks and financial institutions seeking to make the best use of and nurture the skills, knowledge and experience of their teams at a time of greater digitisation and marked changes to conventional working practices?
- **Payment solutions**—recent technology on payments, the varying trends in different markets across MENA, challenges banks face in providing payment services for retail and corporate clients
- **Cloud Technology in Banking and Finance**

## APRIL

- **Debt capital markets**—appetite for GCC bonds and Sukuk (sovereign and private sector), pricing concerns/yield curve, state of primary and secondary markets the region
- **Mergers and acquisitions**—update on M&As in the region's banking sector (Islamic and conventional), trends in M&As across other sectors, projection of other potential deals in the region
- **Islamic business and finance** - development of the global Islamic economy, Sukuk pipeline for the year, M&A amongst Islamic banks in the region, expected opportunities and challenges for the year
- **Financial Crime and Fraud**

## MAY

- **SMEs**—importance of SMEs in Middle East countries, bank lending to SMEs (trends and concerns), outlook on the market segment for the rest of the year
- **Cybersecurity**—commentary on recent attacks (globally) and countermeasures taken, standard precautions/strategies for adoption, regulatory update, new technologies available
- **Insurance**—market developments on insurance and reinsurance as well as Takaful and re-Takaful, opportunities for microinsurance in the region
- **Data Security** – What are the industry's latest successes and threats in the efforts to protect digital information from unauthorized access, corruption or theft?
- **Banking & Finance Technology Conference and Awards 2021** (date to be announced)

## JUNE

- **Real estate investments and infrastructure**—adjustment of real estate prices, investor sentiment on this (local and international), infrastructure financings structures and regulatory updates, estimated market size, challenges and opportunities
- **ESG** – Why regional financial institutions take this seriously and how such efforts and activities provide tangible “win-wins” for all involved.
- **Sustainability in funds and asset management**
- **2022 Banking Technology Awards winners coverage**
- **2022 Banking Technology Conference review**

## AUGUST

- **Private equity and venture capital**—deal trends in the region, preferred sectors and investment structures, update on recent acquisitions and exits/buyouts
- **Treasury** – the increasing responsibilities of treasury in regional commerce and the technology assisting in this important function of well run and successful businesses.
- **DeFi** - How is DeFi taking off in the region and what functions of financial activity will it displace, if it lives up to its hype?
- **Islamic financial technology**—new technologies, managing the relationship between banks and fintech players, fintech environment in the region, leveraging data analytics and the next steps for banks





# EDITORIAL CALENDAR / EVENTS CALENDAR

## SEPTEMBER

- **Wealth Management** – Why has Wealth Management grown to become a key interest of banks and financial institutions in the region and how are they working to attract clients?
- **Neo Banking** – review of the past year initiatives and looks at what is next.
- **Foreign Exchange** – The regions forex sector has experienced much growth in the past decade. How has the pandemic affected it and where is this market going to be in the coming years?
- **Robo Advisory**

## OCTOBER

- **Asset Management** – The realm of asset management is of growing importance in the region. How is it evolving and what drives this sector in the Middle East and Africa?
- **Corporate governance** – global regulatory updates and how this is reflected in MENA countries, persisting challenges, measures that can be taken to raise the bar to be at par with international peers
- **Aviation Finance** – The Middle East accounts for much of the world's aviation activity. How are the complexities of aviation and finance managed in the region and how will they partner in the expected post Covid-19 air transport recovery?
- **Core Banking Technology**

## NOVEMBER

- **Islamic banking and finance**— highlight on notable Sukuk/financing deals, regulatory/standardization updates, prevailing issues and challenges
- **Structured finance and syndication market**— review of the past months of 2021 on loan restructurings, new syndication deals, highlights on innovative structures
- **Family offices**—market value/share of family business in the region, evolution of function within a family office, challenges faced by family offices, transgenerational issues and challenges within these businesses
- **KYC and Digital Onboarding Technology** -
- **MEA Finance Awards 2022** (date to be announced)

## DECEMBER

- **Trade Finance** – The post-pandemic needs for trade finance in logistics and commerce to support the uptick in trade activity and the necessary facilities for the movement of Covid-19 vaccine related products.
- **Outlook on global markets for 2023**— macroeconomic sentiments on regional markets, risk factors that are specific to the GCC and MENA countries, projections on how this will pan out going into 2022
- **Digital Transformation** – what come's next?
- **MEA Finance Awards 2022 winners special issue**



# MAGAZINE 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

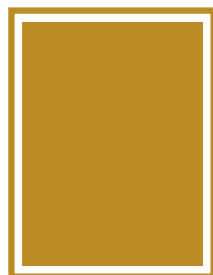
- CHAIRMAN = 5%
- CEO = 21%
- CFO = 18%
- Other C suites (CIO, CISO, CTO etc...) = 20%
- Managing Directors = 10%
- Treasury Heads = 10%
- SVP, GM and Department heads = 12%
- Business owners = 4%

## TECHNICAL SPECIFICATIONS



### DOUBLE PAGE SPREAD

Type area = 40 cm x 21.9 cm  
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Bleed size = 42.6 cm x 27.6 cm



### FULL PAGE

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Trim size = 21 cm x 27 cm  
Bleed size = 21.6 cm x 27.6 cm



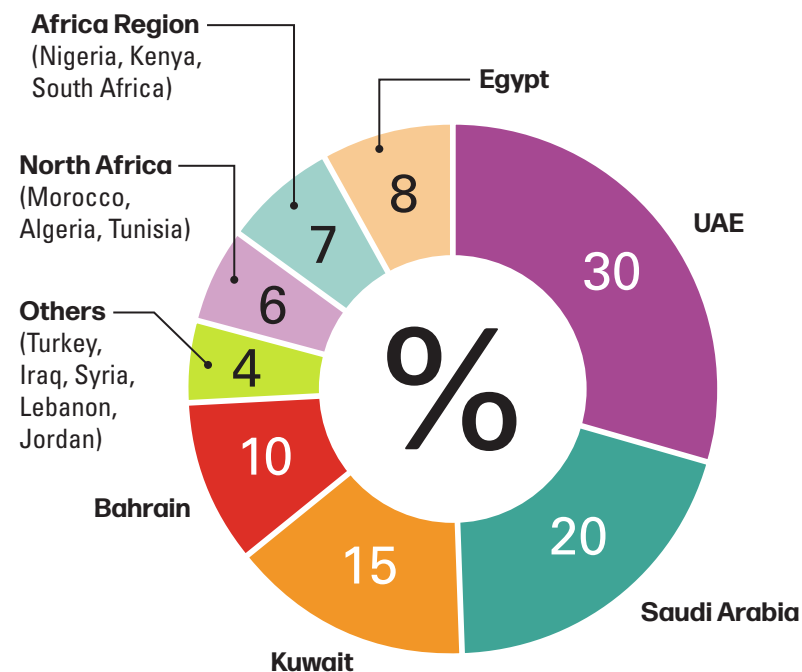
### HALF PAGE

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## FORMAT FOR SENDING FILES

<b>PDF</b>	Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
<b>EPS</b>	Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
<b>JPEG</b>	Must be in high resolution (300 dpi) and in CMYK (not RGB). Crop marks should be positioned outside the printed area.
<b>AI (Native Adobe Illustrator File)</b>	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



# 9,000

STANDARD PRINT RUN

# 38,000

DIGITAL COPIES SENT



# WHY MEA-FINANCE.COM

## WWW.MEA-FINANCE.COM

www.mea-finance.com 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.



**33,000**  
UNIQUE VISITORS

**110,000**  
AVERAGE PAGE VIEWS  
PER MONTH

## WEBSITE BANNER

Type	Billboard	Leaderboard Banner	Custom Mid Unit	Right Column MPU	Right Column Half Page
<b>Desktop Screen</b>	970x250px	970x90px	835x150px	300x250px	300x600px
<b>Mobile</b>	320x50px	300x100px	300x100px	300x100px	300x250px

FILE FORMAT	CREATIVE SUBMISSION	TENANCY CAMPAIGN COST
.jpg / .png / .gif	Minimum of 3 days before the campaign	<b>\$6,500</b> (weekly)

## EDM CAMPAIGNS

Our EDM marketing enables campaigns to be delivered directly to 38,000 subscribers. Email marketing provides a reliable form of communication between your brand and your customers. It's a cost-effective solution to reach customers where they visit every day – their inbox.

EMAIL SPECIFICATIONS	REQUIRED DETAILS	SUBMISSION LEAD TIMES	EDM COST PER SEND
<b>width:</b> 620px (standard size)  <b>File format:</b> html / .htm package which includes the images  <b>Total size limit:</b> 100kb	Senders name, Subject line for the email and Date of email blast release	Minimum of 3 days before the campaign	<b>\$4,500</b> (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 newsletters, you are reminding your current and potential customers of your presence and achievements in the market. In their demanding day-to-day lives, many consumers and clients do not opportunities to give attention to the news and offers that could benefit their businesses. Our newsletters provide quick and informative reminders that regularly allow your market to learn about your latest products and services, keeping you "top of mind" and increasing your chances of being the brand of choice when the customer decides to convert.

BANNER OPTIONS	CREATIVE SUBMISSION	WEEKLY BANNER COST
Same sizes as web banners	Minimum of 3 days before the campaign	\$2,500 (weekly)



## MEA FINANCE ROUNDTABLES

MEA Finance Roundtables provide interactive debate, top-level networking, extensive coverage across multiple channels and the ultimate platform to showcase for your innovation and thought leadership.

Get in touch with us to discuss how you want to create an event that will place your company, its skills and knowledge firmly at the core of your target market.

## LEADERSHIP SERIES VIDEO INTERVIEWS

The MEA Finance Leadership Videos are your opportunity to directly address and inform the regional banking and finance community. These illuminating eight-minute videos bring your voice to our audiences across digital and print platforms as you profile your latest market leading products or developments.

For rates and packages, contact one of our team members.

## BANKING TECHNOLOGY CONFERENCE & AWARDS (MAY 2022)

The markets' most enjoyed forum for showcasing the regions', and some of the world's leading financial technology players, providing the most exhilarating debate on the latest developments and announcements in the dynamic and fast-moving world of banking and finance technology. The conference rounds-up with the MEA Finance Banking Technology Awards where both technology and financial businesses are recognised for their innovative and market leading implementation of solutions to improve the performance of the industry.

## MEA FINANCE AWARDS (NOVEMBER 2022)

The regions most coveted and celebrated banking and finance awards are held annually at the end of a year of competitive and innovative work. This is the most elevated arena for recognition of the very real achievements and smart work of all those in, associated with and providing the topmost services to the Middle East and Africa's banking and finance clients, customers and providers.



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