

MEAFINANCE

Banking and Finance News in the Middle East Markets

MEDIA PACK 2023

WHY MEA FINANCE

MEA FINANCE MAGAZINE

Your guide through our rapidly changing financial landscape. The regions served by **MEA Finance** are now viewed as a zone of relative economic stability when compared alongside the wider world. Banks, Financial Institutions and the businesses that serve them are expanding in size and presence as the Middle East and the GCC, with positive demographics on their side, further establish themselves as global financial centres. **MEA Finance** continues our ongoing mission to bring our audiences in the industry and those it serves with high quality coverage, actionable analysis and the exclusive thoughts and opinions of those leading the banking and financial markets of the Middle East and Africa, as we navigate through the exciting changes and testing challenges of our current times.

MEA Finance reports on the complete range of financial services from commercial, retail and investment banking to Islamic finance, wealth and asset management, digitisation and the latest technology. Our unique dialogue with the market includes interviews, feature articles and opinion pieces covering core matters of current importance to the industry and bring our highly engaged audiences and readers the thoughts and insights of the sectors leadership and their customers.

As the demands of our regions' banking customers increase, as the latest technology led developments come into daily use in the financial markets and the future shape and role of banks in society continues its evolution, MEA Finance keeps you and your clients up to speed with all the latest market trends and developments.

ABOUT

The only regionally based dedicated banking and finance media and events brand, **MEA Finance** Provides the sector with dedicated news, features, high-profile events, targeted networking, bespoke occasions, data, and ongoing 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 all of our platforms -digital, online, print, webinars, virtual & actual events, awards, memberships and polling.

AUDIENCE

MEA Finance continually interacts with industry leaders responsible for making or influencing important decisions for their businesses. Our readers, delegates and speakers include C-level executives and group/section heads at leading banks, financial institutions, wealth & asset managers, family offices, leading fintechs, technology providers and regulators. From the wider business world, our readers and events delegates include business leaders, senior executives, Chairmen, CEO, CFO's, CTO's CIO's treasurers of leading corporations and entrepreneurs.



EDITORIAL CALENDAR / EVENTS CALENDAR

FEBRUARY ISSUE

- **Retail banking**—new trends in retail banking trends across the region, on-going digital transformation, enhancing customer experience, the growth of digital only banks and “speedboats”.
- **The effects of climate change on regional banks** – how is this phenomenon changing banks products and practices and how will it affect customers.
- **Open Banking and API** – Is the region catching up with the rest of the world? Are banks in the region welcoming this changing new world? What are the opportunities this brings for banks?
- **Leaders in Banking Technology** – people you should know
- **Country Focus: UAE**

MARCH ISSUE

- **Private banking and wealth management in MEA**—evolution of client preferences and emerging trends, innovation in services and offerings, managing changes in transfer of wealth from one generation to the next
- **Human Capital in Finance** – how are banks nurturing talent in changing times?
- **Payments** – Are Instant Payments a near reality or farther off along the rails? Will the region be ready and ISO 20022 compliant in 2023? What, aside from technology is needed to make payments better, smoother and faster? What are the latest payments technologies?
- **Cloud Technology in Banking & Finance** – Surely the case for this has been made? Are banks using the cloud to its full potential? Private or public cloud, the pros and cons.
- **Country Focus: Iraq**

APRIL ISSUE

- **Debt Capital Market**—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 Banking 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
- **Engagement Banking** – What is Engagement Banking, why is it important and why will we be hearing more of this term?
- **Country Focus: Saudi**

MAY ISSUE

- **SMEs**—importance of SMEs in Middle East countries, technology in SME banking and finance, 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
- **Banking As A Platform** – how can banks ensure they are part of this change? How will this help banks bottom line?
- **Country Focus: Oman**

JUNE ISSUE

- **Real Estate Investments**—adjustment of real estate prices in the region, 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**
- **2023 Banking Technology Awards winners coverage**
- **2023 Banking Technology Conference review**
- **Country Focus: Bahrain**

AUGUST ISSUE

- **Private Equity and Venture Capital**—deal trends in the region, preferred sectors and investment structures, update on recent acquisitions and exits/buyouts
- **Family Office** – the region continues to attract more high net worth individuals and families. What will their needs be, can the region provide the frameworks for their needs and who or what are here to service their requirements?
- **Succession and Estate Planning** – How the region now compares to other parts of the world and how it is adapting to provide services in this important and sensitive matter.
- **Islamic Financial Technology**—new technologies, managing the relationship between banks and fintechs, fintech environment in the region, leveraging data analytics and the next steps for banks
- **Wealth and Investment Awards winners coverage**
- **Wealth and Investment Conference review**
- **Country Focus: Egypt**



EDITORIAL CALENDAR / EVENTS CALENDAR

SEPTEMBER ISSUE

- **Wealth • 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
- **Neo Banking in review** - How are the regions Neobanks faring, can the region look forward to more new players in this sector and are they expanding into wider part of the financial services world?
- **Foreign Exchange** – how are regional currencies holding up in today's world, is this is good time to be in the foreign exchange business, does the region house any of the biggest forex trading centres?
- **Robo Advisory** – will newer generations entering the investment space increase the need for this? How is Robo Advisory changing and what can we expect from this service in the near future?
- **Country Focus: Jordan**

OCTOBER ISSUE

- **Asset Management** – How is technology changing asset management and how will the regional asset management market compare with the rest of the world in the coming years?
- **Debt Capital Markets** – How are the regions debt markets performing during these times and where are the demands for their services coming from?
- **Payments: Who's who in the payments industry** – companies you should know
- **Specialist Finance** – the role of specialist finance in infrastructure, aviation, healthcare etc. in the region.
- **2023 Leaders In Payment Conference**
- **Country Focus: Kuwait**

NOVEMBER ISSUE

- **Islamic Banking and Finance**— highlight on notable Sukuk/financing deals, regulatory/standardisation updates, prevailing issues and challenges
- **Structured Finance and Syndication Market**—review of the past months of 2023 on loan restructurings, new syndication deals, highlights on innovative structures
- **Wealth and Estate Succession Planning** – how is the market for these services in the region evolving and what are the leading demands made on those offering provision of such services?
- **Digital Banking Focus** – How is digital banking working in the region and what affect it is having in the banking and finance sectors as a whole?
- **Country Focus: Lebanon**

DECEMBER ISSUE

- **Trade Finance** – How is trade finance working with new technology and how can it assist those providing and using these services, is the growing spotlight on sustainability affecting how banks work in this field and what are the latest opportunities for trade finance in this region? How trade finance working with the challenges of today?
- **Outlook on Global Markets for 2024**—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 2023
- **Digital Transformation** – what comes next?
- **2023 MEA Finance Industry Awards winners coverage**
- **Country Focus: South Africa**



MAGAZINE READERSHIP & CIRCULATION

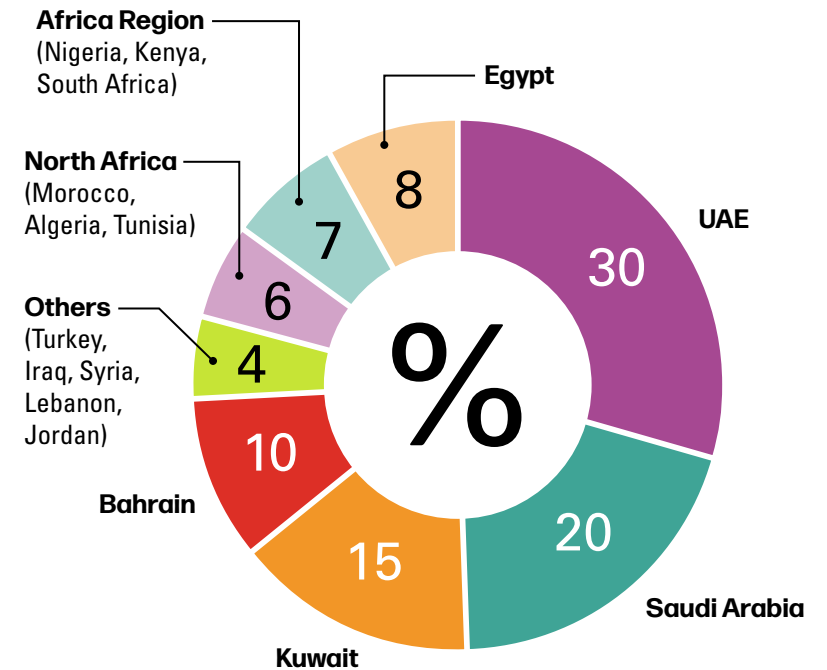
ADVERTISING RATES

Full Page	\$9,500
Double Page Spread	\$18,000
Inside Front Cover	\$14,000
Outside Back Cover	\$15,000
Inside Back Cover	\$13,500
Inside Cover DPS	\$25,000
Half Page - vertical/horizontal	\$7,500

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%

COUNTRY BREAKDOWN

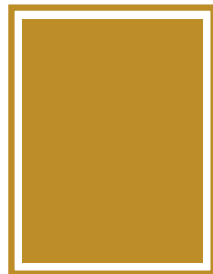


TECHNICAL SPECIFICATIONS



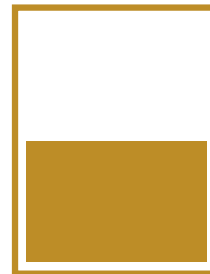
DOUBLE PAGE SPREAD

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 11.5 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"

12,000

STANDARD PRINT RUN

65,000

DIGITAL COPIES SENT

MEA-FINANCE.COM

WWW.MEA-FINANCE.COM

www.mea-finance.com is regularly updated with to deliver the latest news of key events, deals and activities in the region's banking and finance markets. The breadth of our coverage covers the full sweep of the financial markets from commercial, retail, Islamic and investment banking, to asset and wealth management, technology, fintech and all the trends that are remaking the modern banking world. Thought leadership content on industry trends and challenges are also offered via illuminating exclusive interviews, opinion pieces and video interviews with executives within the region's financial sectors.

AUDIENCE

The www.mea-finance.com audience includes C-level executives and group/section heads at leading banks, financial institutions, wealth & asset managers, family offices, leading fintechs and technology providers. From the wider business world, our readers and events delegates include business leaders, senior executives, Chairmen, CEO, CFO's, CTO's CIO's treasurers of leading corporations, regulators and entrepreneurs.

BANNER ADVERTISING

www.mea-finance.com offers advertisers the valuable opportunity to run monthly tenancy display campaigns across its website applying various creative options ensuring a continuous and constant presence throughout the website, addressing our audience with their key commercial information.

CAMPAIGN MANAGEMENT

Campaigns are displayed on rotation, guaranteeing maximum exposure and excellent visibility for 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.



43,000
UNIQUE VISITORS

150,000
AVERAGE PAGE VIEWS
PER MONTH

WEBSITE BANNER

Type	Leaderboards	Billboards	MPU	Vertical
Web Banners Specifications	970x90px	970x250px	300x250px	300x600px
	728x90px	768x250px		
	300x100px	300x250px		
FILE FORMAT	CREATIVE SUBMISSION		TENANCY CAMPAIGN COST	
.jpg / .png / .gif	Minimum of 3 days before the campaign		\$6,500 (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
width: 620px (standard size) File format: html / .htm package which includes the images Total size limit: 100kb	Senders name, Subject line for the email and Date of email blast release	Minimum of 3 days before the campaign	\$4,500 (Monthly)

MEA FINANCE WEEKLY E-NEWSLETTER

Our weekly newsletter delivers essential 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 have many 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 EVENTS



MEA Finance organises top level, sector leading and market renowned events and awards, acknowledged by the industry as providing the foremost opportunities for networking at the highest levels and bringing delegates the latest leading-edge insights and thoughts from the best, brightest and most influential leaders in the region's banking and financial markets.

Our sole dedication to providing news and insight to our regional banking and financial markets communities, 24/7, 365 days per year, through our magazine, digital and social media channels, places **MEA Finance** in the ultimate position to know, understand and interact with of our audiences and so making our events the most sought to speak at and attend in the regional banking and finance industry.

MEA FINANCE ROUNDTABLES

Regarded by the industry as the gold standard for such occasions, MEA Finance Roundtables provide lively interactive debate and unmatched networking opportunities. Further backed by extensive coverage across multiple channels, they are 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.

MEA FINANCE SUMMITS

Focusing on the issues at the forefront of the regions banking and finance markets, MEA Finance Summits in 2023 are highlighting **Banking Technology, Wealth and Investment** and **Payments**.

Showcasing leading financial technology innovators, top investors and practitioners in wealth management and cutting-edge developers and thinkers in payments, they are among the markets' most enjoyed conferences, all taking place in an atmosphere of exhilarating debate on the latest developments and announcements in the dynamic and fast-moving world of banking and finance in our region.

- **Banking Technology Summit, Dubai UAE** - May 2023
- **Wealth and Investment Summit, Dubai UAE** - June 2023
- **Leaders in Payments Summit, Dubai UAE** - September 2023

MEA FINANCE AWARDS

MEA Finance awards ceremonies and presentations celebrate excellence across the **Banking and Financial Industry**, for innovation and breaking ground in **Banking Technology** and for high achievement in **Wealth Management and Investment**.

They are the regions most coveted and celebrated banking and finance awards and 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.

- **Banking Technology Awards, Dubai UAE - May 2023**
- **Wealth and Investment Awards, Dubai UAE - June 2023**
- **Leaders in Payments Awards, Dubai UAE - September 2023**
- **MEA Finance Annual Awards, Dubai UAE - November 2023**



CONTACT US

Nap Estampador

Group Commercial Director

nap.estampador@mea-finance.com

Tel: **+971 50 100 5488**

Editorial contact - **editorial@mea-finance.com**

For other queries - **info@mea-finance.com**

Dubai office:

#404, Building B, Al Saaha Offices, Old Town Island Burj Khalifa District, PO Box 487177

Dubai, United Arab Emirates