

WHY MEA FINANCE?

MEA FINANCE MAGAZINE

Your entry way to the region's rapidly developing and exhilarating financial markets.

The locations served and covered by MEA Finance Magazine are in the most part, embarked upon the purposeful development of their financial markets. In many locations we see increasing growth of across all sectors of the region's varied banking sectors as some key centres continue their transformation into global financial hubs.

The banking services that we now enjoy around our region are taken for granted, as they should be because it means they are working, and working well too. The reason they are working well is because of the fruitful and creative partnerships forged between banks, their clients and customers, technology and fintechs, and the forward-thinking regional regulators and governments. Though we are still inhabiting uncertain times, our region's banking and financial services providers are nevertheless leading the way to bringing more convenience, agility, sustainability and inclusivity.

MEA Finance pushes forward with our mission to bring our audiences high quality coverage, actionable analysis and the exclusive thoughts and views of those leading the banking and financial markets of the Middle East and Africa, all supported by a range of selectively high-level thought leadership and networking events.

Our focus on digitisation, fintech and the latest technology in the industry combined with our unique ability to bring together of all the key players through our roundtables, executive briefings and major industry events in is unmatched.

As we move through the heightened changes and challenges of our times, MEA Finance reports on their outcomes and the adaptations made in response across the wide scope of financial services, from commercial, retail and investment banking to Islamic finance, wealth and asset management.

MEA Finance magazine's peer-level dialogue with the market includes interviews, feature articles and opinion pieces covering core matters of importance to the industry, bringing 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 founded and 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, social media, 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, banks and organisations. 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 2025

JANUARY/FEBRUARY ISSUE

Retail Banking – New trends and developments in retail banking trends across the region.

Climate Change and Regional Banks – Sustaining sustainability post COP 28.

Open Banking & APIs – How has the region progressed? How do we compare in the world?

Country Focus: UAE

MARCH ISSUE

Private banking and Wealth Management – Distinguishing service in a competitive market.

Human Capital in Finance – Nurturing and applying talent in changing times.

Payments – What will 2024 bring to the regional payments world?

Cloud Technology in Banking & Finance – Surely the case for this is made?

Country Focus: Iraq

APRIL ISSUE

Debt Capital Markets – Reviewing the recent past and near future of regional market?

Mergers and Acquisitions – Update on play in the regional M&A activity.

Islamic Banking and Finance – Developments of the regional and global Islamic economy.

The Role of AI in Banking – What will it bring means to banks and clients?

Country Focus: Saudi Arabia

MAY ISSUE

SMEs in the Region – Why this important economy sector is important to regional banks.

Transaction Banking – Changes to this key activity at a time of increasing regional importance.

Cybersecurity – The latest threats, consequences and measures to recover or prevent damage.

Insurance – Market developments and the role of technology in the insurance sector.

Country Focus: Oman

JUNE ISSUE

Real Estate Investment – Where are the best opportunities and how will the market evolve?

ESG – How are the region's banks and FI working ESG into their business plans?

Sustainability in Fund & Asset Management – Are sustainable investments on an upward trajectory?

2023 Banking Technology Conference review – Highlights from the region's top banking technology event

2023 Banking Technology Awards winners coverage

Country Focus: Bahrain

JULY/AUGUST ISSUE

Private Equity and Venture Capital – How is this activity growing and operating in the region?

Family Office – Are the region's HNWIs making more use of this special service?

Succession and Estate Planning – The essential importance of facing truths and making plans.

Islamic Financial Technology – How will AI be integrated with Sharia finance in the region?

Transaction Banking Summit review – Coverage of this landmark event held in Riyadh, Saudi Arabia

Country Focus: Egypt



EDITORIAL CALENDAR 2025

SEPTEMBER ISSUE

Private Banking and Wealth Management – Providing premium services in a competitive market?
Neo Banking in review - How are the regions Neobanks faring?
Foreign Exchange – Review the regional Forex markets
Robo Advisory – What can it do and how do its' outcomes compare?

Country Focus: Jordan

OCTOBER ISSUE

Asset Management – How does the regional market compare with the rest of the world?
Equity Capital Markets – Overview of recent market activity and a look in the future of the market?
Specialist Finance – overview of specialist finance for infrastructure, aviation, healthcare etc.
MEA Finance Payments Summit review – A look at the debates at our annual Payments Summit.
MEA Finance Banking Technology in Egypt Summit review – Highlights of this groundbreaking event.

Country Focus: Kuwait

NOVEMBER ISSUE

Islamic Banking and Finance – Highlight on notable Sukuk/financing deals
Structured Finance and Syndication Market – Review of the past months of 2025
AI in Regional Banking Round Up – AI adoption and where is it most frequently experienced?
Cash Management – How is this key role for bank developing in the region?

Country Focus: Lebanon

DECEMBER ISSUE

Trade Finance – How is trade finance in the region adapting to technology fast payments demands?
Outlook on Global Markets for 2025 – What to expect in the coming year
Digital Transformation – Is there any transformation left to do, or is it now “evolution?”

Wealth and Investment Summit review

MEA Finance Banking Technology in Jordan Summit review – A look into this special event.

2025 MEA Finance Industry Awards winners coverage - Read about the winners of our annual Industry Awards.

Country Focus: South Africa



MAGAZINE READERSHIP & CIRCULATION

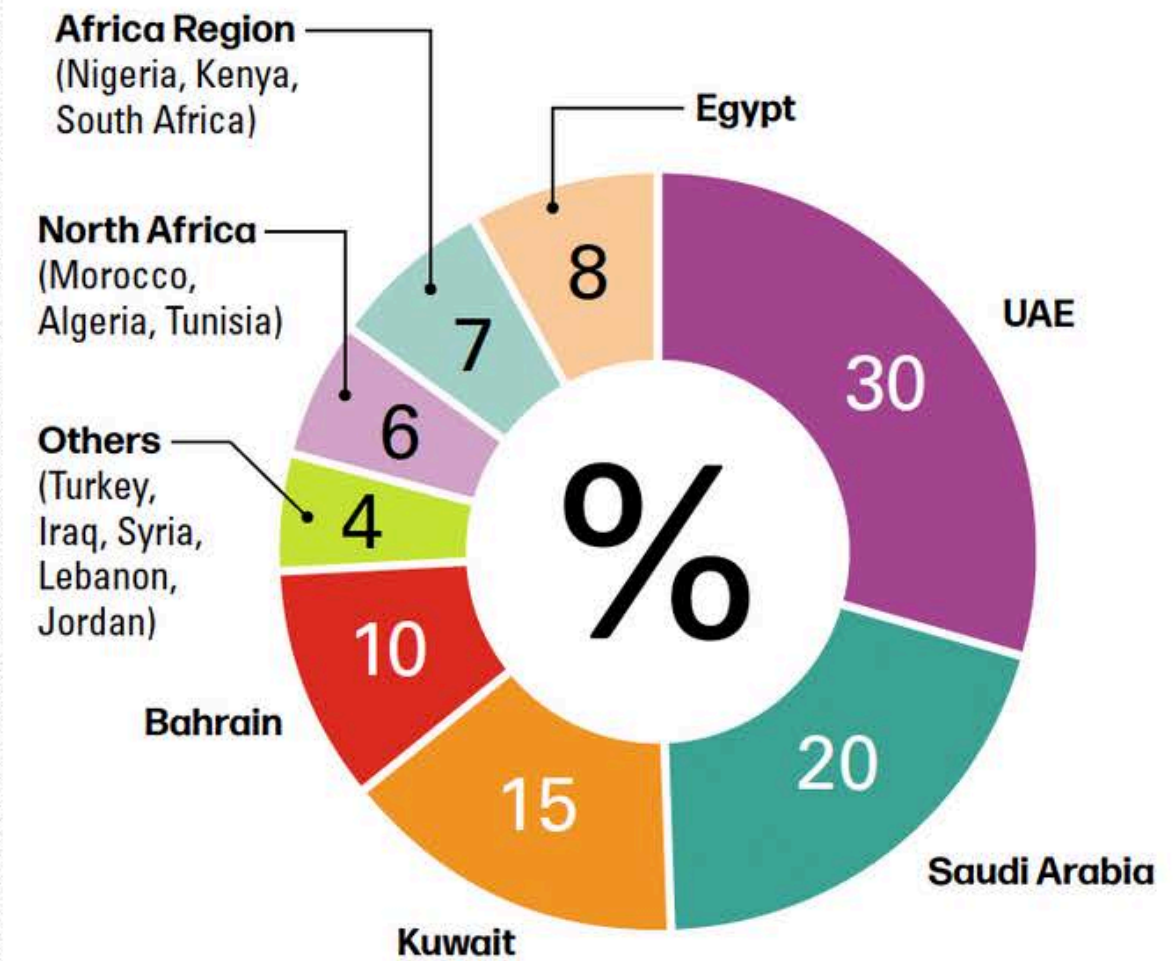
ADVERTISING RATES

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

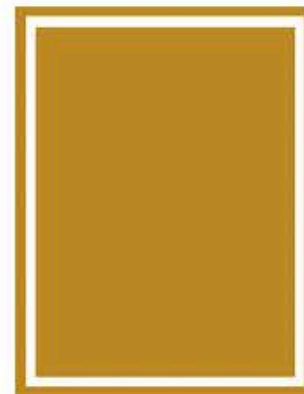


TECHNICAL SPECIFICATIONS



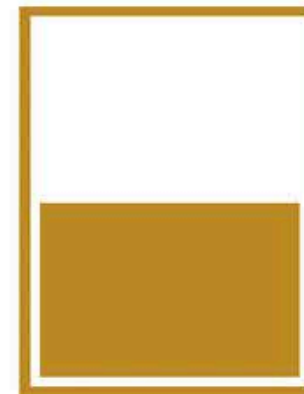
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Type area = 40 cm x 21.9 cm
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FULL PAGE

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HALF PAGE

Type area = 18.5 cm x 11.5 cm
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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

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 coverage is the full sweep of the financial markets from commercial, retail, Islamic and investment banking to asset and wealth management, technology, fintech, AI and all the developments 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 leading executives from the region's financial sectors.

» AUDIENCE

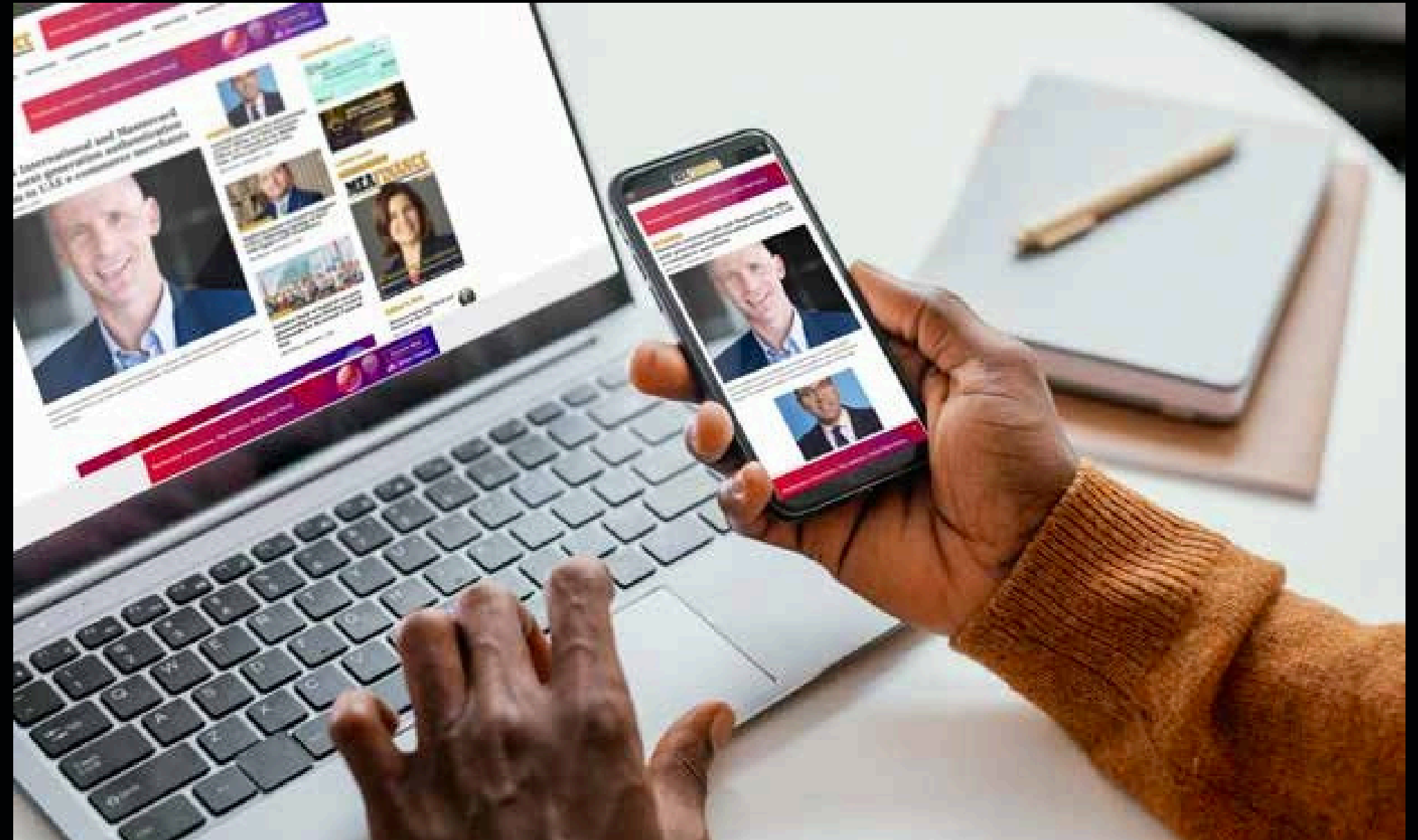
The www.mea-finance.com audience comprises C-level executives and group/section heads at leading banks, financial institutions, wealth & asset managers, family offices, leading fintechs and technology providers. From the wider business world, our readers and events delegates include business leaders,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

» 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 (Monthly)

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)

LEADERSHIP SERIES VIDEO INTERVIEWS

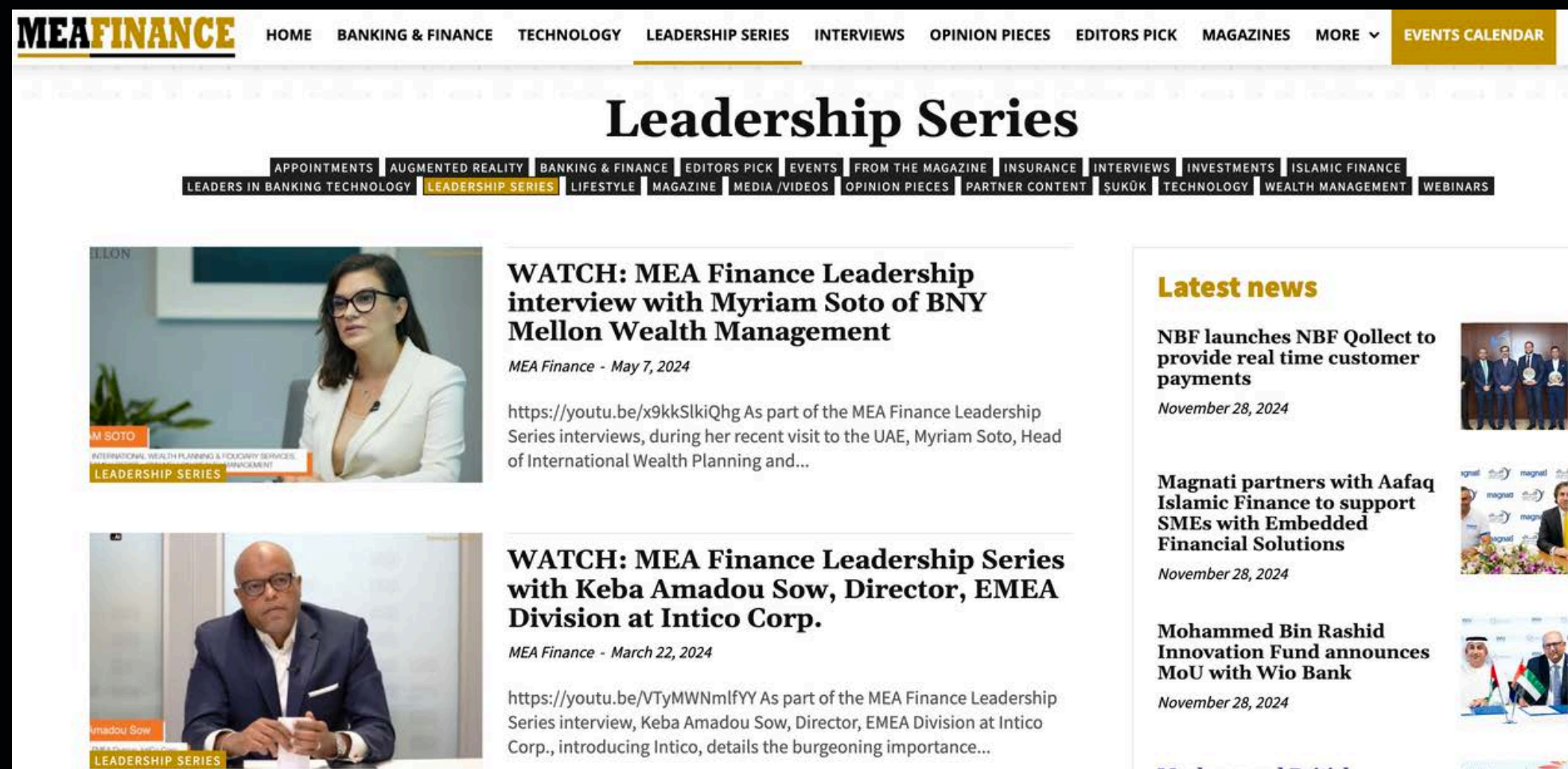
»» **The MEA Finance Leadership Series Video Interviews** is a dynamic and engaging platform designed to showcase the insights, strategies, and personal stories of key figures in the finance sector. Our unique service includes on-site filming by a professional team of videographers and photographers.

Your interview will be prominently featured on our website and promoted across social media platforms for extensive reach. Additionally, we offer the option to transcribe your interview for inclusion in MEA Finance Magazine, ensuring your leadership insights engage our audience across both digital and print mediums. You can also use the content produced for your own internal use, enhancing your branding and communication efforts. This end-to-end service is designed to elevate your profile and share your vision broadly, making your message resonate across multiple channels.

Leadership Series campaign cost:

- Leadership Video Service, full professional setup plus promotional on our (Digital) channels **US\$ 8,000**
- Leadership Video Service, full professional setup plus promotional on our (Print) & (Digital) channels **US\$ 10,000**

Video Examples: [Leadership Series Archives | mea-finance.com](https://www.mea-finance.com/leadership-series-archives)



MEAFINANCE EVENTS

MEAFinance events are well known in the region for the rigour and enthusiasm of their panel discussions, the very real insights received by their audiences and the breadth of their subject matters.

MEAFinance events benefit from our unique ability to bring the top bankers, key officials and the most senior and incisive speakers, to join our panels and roundtables. Our 365 days a year interaction with the regional banking and financial markets through MEAFinance Magazine, our website – www.meafinance.com, our newsletters and social media, provides us with access to the right people to make our events very special occasions.

MEAFINANCE ROUNDTABLES

Regarded by the industry as the gold standard for such occasions, MEAFinance Roundtables provide lively interactive debate and unmatched networking opportunities, powerfully backed by extensive coverage across multiple channels. Following the event will be up to 10 pages of coverage in the following edition of MEAFinance Magazine and highlights videos posted online and on social media. All this is preceded by an extensive multi-platform pre-event marketing campaign, ensuring they are ultimate showcase for your innovation, thought leadership and market stature.

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 top of mind in your target market.

- **UAE based roundtables** – US\$45,000
- **GCC located roundtables** – US\$50,000
- **Other locations** – POA

“I think it was a great event where leaders of the industry came together to share their thoughts and imagine the future.”
Dongjun ‘DJ’ Choi, Chief Customer Officer, RAKBANK

MEAFINANCE EXECUTIVE BREAKFAST BRIEFINGS - EBB

The latest addition to the MEAFinance suite of top-level and highly profiled events, the MEAFinance EBB brings the sponsor a chance to network with and prioritise debate on issues of current and future market relevance with between four to six banks and other concerned bodies or organisations.

These events enjoy similar profile, plus pre and post event audience awareness as do our signature roundtables including four pages of coverage in the following edition of MEAFinance Magazine and highlights videos posted online and on social media.

- **UAE based roundtables** – US\$30,000
- **GCC located roundtables** – US\$35,000
- **Other locations** – POA

“It was a great event with very relevant topics for the current industry trend. It was great to network with esteemed industry leaders and senior professionals from the industry. The discussions in each panel were very thought provoking and valuable. It was my pleasure to be part of an esteemed panel and would like to Thank MEAFinance for recognizing and giving me the Technology Leadership Award.”
Srinivasan Sampath, Group CIO, First Abu Dhabi Bank

“I would like to thank you and your team on the great organization and hospitality... This event provides a great opportunity for the industry leaders and key influencers to share their thoughts and learn from their peers across the region in order to shape transformation and promote collaboration. I am looking forward to the upcoming events..”
Saud Al Dhawyani, Chief Technology Officer, Emirates NBD

MEAFINANCE EVENTS

MEAFINANCE SUMMITS

Focusing on the issues at the forefront of the regions banking and finance markets, MEA Finance Summits in 2025 are highlighting Banking Technology, Transaction Banking, Payments and Wealth and Investment.

Showcasing financial technology innovators, leaders and innovators in regional and global transaction banking, cutting-edge thinkers and the latest developments in the fast changing payments world plus top investors and practitioners in wealth management, they are among the markets' most well attended and 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

SUMMITS CALENDAR 2025: You can look forward to following summits and awards events in 2025...

- **February 2025** - MEA Finance SME Business & Finance Summit
- **May 2025** – MEA Finance Banking Technology Summit & Awards, Dubai, UAE
- **June 2025** – MEA Finance Banking Technology Summit & Awards, Riyadh, Kingdom of Saudi Arabia
- **September 2025** – Leaders in Payments Summit & Awards, Dubai, UAE
- **September 2025** – Banking Technology in Egypt Summit, Cairo, Egypt
- **November 2025** – Wealth and Investment Summit, Dubai, UAE
- **November 2025** – Open Banking Summit Dubai, UAE

“Great experience with heavy weights from the industry discussing current challenges, banking trends and future plans.”
Abdullah Al-Mutawaa, Head of Funds Transfer & Wealth Management Operations, National Bank of Kuwait

MEAFINANCE 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 notable achievement in the competitive Payments arena. 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 2025
- **Leaders in Payments Awards, Dubai UAE** – September 2025
- **MEA Finance Annual Industry Awards, Dubai UAE** – November 2025

“Participating in the MEA Finance Banking Technology Summit & Awards 2024 was an enriching experience. The event brings together industry experts, fintech innovators, and financial institutions and provides valuable insights into the evolving needs of our region's and the UAE's payment ecosystem. I look forward to further collaboration and innovation to meet the dynamic demands of our market.”
Andrew McCormack, COO, Al Etihad Payments

“Leaders in Payments was a platform to engage all the stakeholders in the payment industry to be part of reshaping the future models and address the real current challenges.”
 It is a unique event that cannot be missed.”
Osama Al Rahma, Head of Business Development, Emirates Investment Bank



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