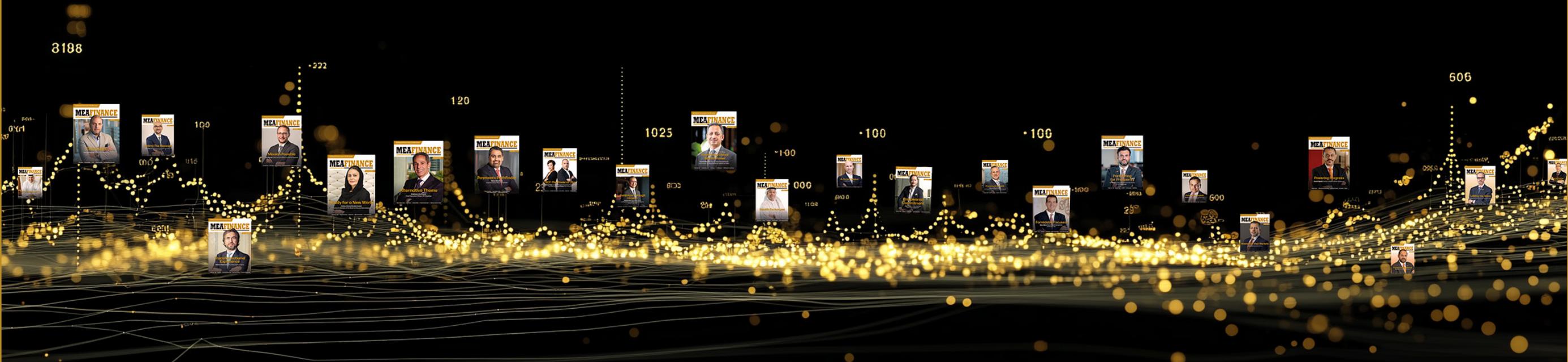


# MEAFINANCE

Banking and Finance News in the Middle East Markets



MEDIA PACK 2026

# WHY MEA FINANCE

## MEA FINANCE MAGAZINE

Your direct access to the world's fastest growing and most exciting global banking and finance hub.

The sectors and markets served and covered by **MEA Finance Magazine** are not only in the midst of the most purposeful development of their financial markets, they are the increasing focus of the global financial industry. We are witness to stellar growth across all sectors of our region's varied banking and financial services as it continues the transformation into world leading financial centre.

The banking services that we now enjoy around our region are among the most advanced anywhere in the world. Driven by factors that include forward-thinking governments, central banks and regulators, the encouragement and nurturing of technology and fintech businesses, a thriving SME ecosystem and unique demographics that demand the latest in agile, smart and convenient banking services across all their many financial needs.

Though we are still passing through uncertain times, our region's banking and financial services hubs continue to grow with global banks and finance houses expanding their regional activities and local financial institutions performing at impressive levels and growing their wider ambitions.

**MEA Finance** continues with our mission to bring our audiences 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 regionally influential, high-level thought leadership and networking events.

Our focus on AI, fintech and the latest technology that continues to take root in the regional industry, combined with our unique ability to bring together all the key players through exclusive content, our roundtables and major industry events remains unmatched.

As we move through the ongoing 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 sector's leadership and their customers.

As our region's banking customers requirements and choices increase and evolve, as the latest AI and technology-led developments increase in daily use in the financial markets and the future shape and role of banks in society develops, **MEA Finance** keeps you and your clients at the forefront of the latest market trends and changes.

## ABOUT

The only regionally founded and based 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 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, CEOs, CFOs, CTOs CIOs, treasurers of leading corporations and entrepreneurs.

# EDITORIAL CALENDAR

## JANUARY / FEBRUARY 2026

### Focus:

- AI-native banking models, intelligent channels, hyper-personalisation at scale.
- Core modernisation: cloud, APIs, microservices and composable banking stacks.
- Retail Banking and Finance
- Country Focus: **UAE**
- C-suite interviews: regional bank CEOs/CTOs, their 2026 strategic priorities.

## MARCH 2026

### Focus:

- Instant payments, cross-border corridors, real-time settlement in GCC & wider MENA.
- Wealth Management and Private Banking
- Human + machine: workforce, skills and leadership for AI-enabled institutions
- Embedded finance and B2B payments innovation.
- Country Focus: **Saudi Arabia**

## APRIL 2026

### Focus:

- Open banking and open finance across GCC, Egypt and key African markets.
- The future of AI in regional banking and finance.
- SME Finance
- Fintech-bank collaborations and platform banking models.
- Country Focus: **Egypt**

## MAY 2026

### Focus:

- Cyber threats, cloud security, zero-trust, identity and fraud analytics.
- The growth of Treasury Hubs in the GCC
- Islamic Banking and Finance
- Data monetisation and consent-driven services; secure API platforms.
- Country Focus: **Bahrain**

## JUNE 2026

### Focus:

- Transition finance, sustainable bonds/Sukuk, green lending frameworks.
- Islamic Banking Technology
- ISO 20022 optimisation, interoperability and fraud controls.
- Operational resilience, business continuity and technology risk management.
- Country Focus: **Qatar**



# EDITORIAL CALENDAR

## JULY / AUGUST 2026

### Focus:

- Stablecoins, CBDCs and Tokenised deposits and next-gen settlement systems.
- Shariah-compliant digital banks, fintechs and wealth platforms.
- Succession and Estate Planning for the regional HNWI community.
- RegTech for compliance, AML, sanctions, KYC/KYB, real-time monitoring
- Country Focus: **Oman**

## SEPTEMBER 2026

### Focus:

- Building inclusivity and its broader advantage.
- The rise of Investment Banking in the Middle East.
- Digital wealth platforms, AI-enabled advisory, alternative investments.
- Cross-border real estate, private markets, VC/PE allocations.
- Country Focus: **UAE**

## OCTOBER 2026

### Focus:

- Corporate transaction banking, cash management, FX & trade corridors.
- Family Office
- M&A
- Digital guarantees, e-invoicing, trade digitisation and compliance.
- Country Focus: **Jordan**

## NOVEMBER 2026

### Focus:

- Debt and equity capital markets in GCC & Africa.
- Cash and liquidity management.
- Structured & project finance for infrastructure, energy transition & giga-projects.
- Infrastructure-as-an-asset-class for regional and global investors.
- Country Focus: **Iraq**

## DECEMBER 2026

### Focus:

- The evolving regional asset management market.
- Strategic outlook: macro trends, regulatory agenda & key risks into 2027.
- Best of 2026: top deals, innovations, interviews and award winners recap.
- Regional Outlook: GCC, Levant, North & Sub-Saharan Africa snapshots.
- Country Focus: **Kuwait**



# MAGAZINE READERSHIP & CIRCULATION

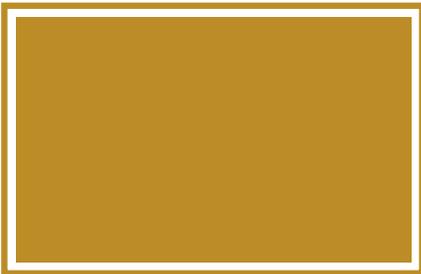
## ADVERTISING RATES

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

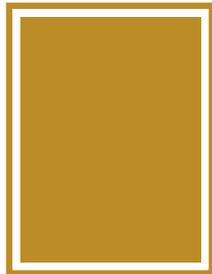
## ROLE DESIGNATION

- 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%

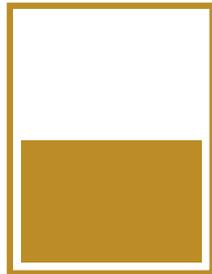
## TECHNICAL SPECIFICATIONS



**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

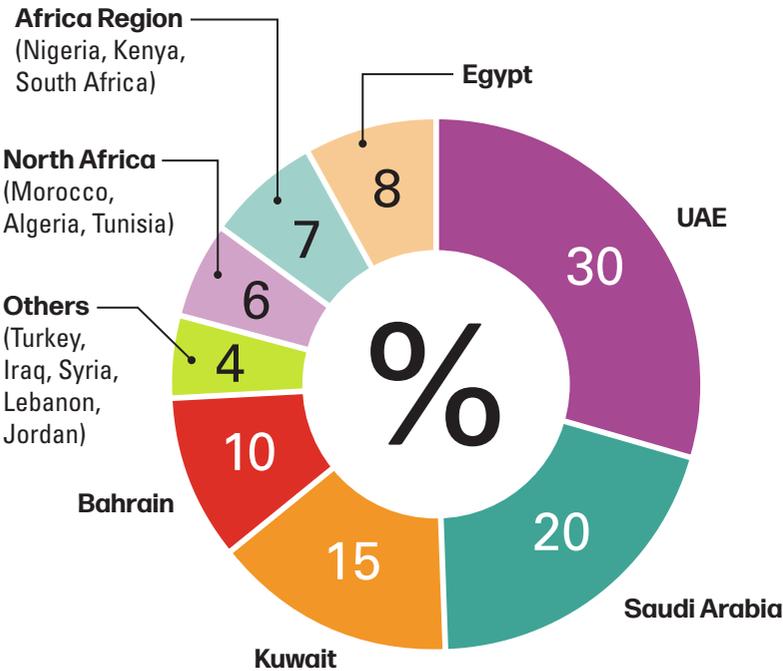


**HALF PAGE**  
 Type area = 18.5 cm x 11.5 cm  
 Trim size = 21 cm x 13.5 cm  
 Bleed size = 21.6 cm x 14. cm

## FORMAT FOR SENDING FILES

<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 "wetransfer"

## COUNTRY BREAKDOWN



**12,000**  
 STANDARD  
 PRINT RUN

**65,000**  
 DIGITAL COPIES SENT

# MEA FINANCE.COM

## WWW.MEA-FINANCE.COM

[www.mea-finance.com](http://www.mea-finance.com) is regularly updated 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](http://www.mea-finance.com) audience comprises C-level executives and group/section heads at leading banks, financial institutions, wealth & asset managers, family offices, leading AI, fintechs and technology providers. From the wider business world, our readers and events delegates include business leaders, senior executives, central and development bankers, chairmen, CEOs, CFOs, CTOs CIOs, treasury heads, treasurers at leading corporations, regulators and entrepreneurs, heads of banking associations and trade associations.

## BANNER ADVERTISING

[www.mea-finance.com](http://www.mea-finance.com) offers advertisers the valuable opportunity to run monthly tenancy display campaigns with multiple banner types and creative options across our website, ensuring a continuous and constant presence throughout the platform, 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

## 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.

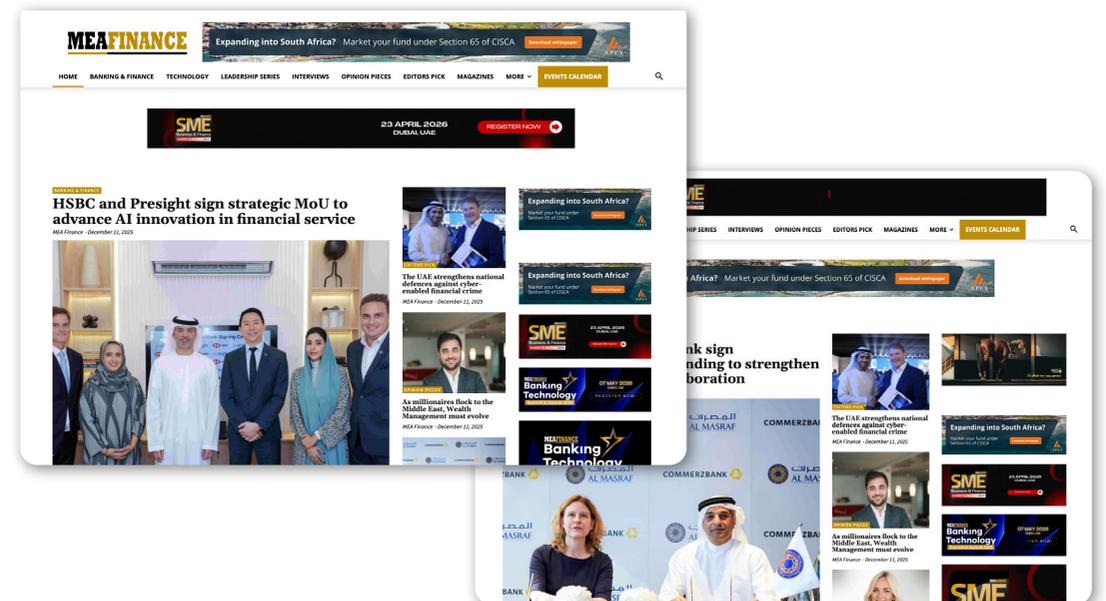
EMAIL SPECIFICATIONS	REQUIRED DETAILS	SUBMISSION LEAD TIMES	EDM COST PER SEND
<b>width:</b> 620px (standard size)  <b>File format:</b> html / .htm package which includes the images  <b>Total size limit:</b> 100kb	Senders name, Subject line for the email and Date of email blast release	Minimum of 3 days before the campaign	<b>\$4,500</b> (Monthly)

## MEA 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	<b>\$2,500</b> (weekly)



# LEADERSHIP SERIES VIDEO INTERVIEWS



## 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:**

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

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

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## In Conversation With Discussion Interviews

The **MEA Finance** In Conversation Discussion Interviews are available to leading executives from across the financial markets, plus all the sectors and industries that provide key services and enablement for our regional banking and finance sectors.

Taking form of a light conversation between **MEA Finance** and the interviewee, this informative and friendly interaction will help highlight the leaders and their visions that are shaping the regional banking markets.

**In Conversation with Discussion campaign cost:**

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In Conversation with Discussion Service, full professional setup plus promotional on our (Digital) channels **US\$ 8,000**

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In Conversation with Discussion Service, full professional setup plus promotional on our (Print) & (Digital) channels **US\$ 10,000**

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

# MEA FINANCE EVENTS

**MEA Finance** 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.

**MEA Finance** 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 **MEA Finance Magazine**, our website – [www.mea-finance.com](http://www.mea-finance.com), our newsletters and social media, provides us with access to the right people to make our events very special occasions.

## 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, powerfully backed by extensive coverage across multiple channels.

Following the event will be up to 10 pages of coverage in the following edition of **MEA Finance 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

## MEA FINANCE EXECUTIVE BREAKFAST BRIEFINGS - EBB

The latest addition to the **MEA Finance** suite of top-level and highly profiled events, the **MEA Finance** 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 **MEA Finance 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 MEA Finance for recognizing and giving me the Technology Leadership Award.”

Srinivasan Sampath, Group CIO, First Abu Dhabi Bank

“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

“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

# MEA FINANCE EVENTS

## MEA FINANCE 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...

- **April 2026**  
SME Business & Finance Conference, Dubai, UAE
- **May 2026**  
MEA Finance Banking Technology Summit & Awards, Dubai, UAE
- **June 2026**  
AI and DATA Summit, Dubai, UAE
- **June 2026**  
Leaders in Tech Innovations and Payments Summit & Awards, Riyadh, Kingdom of Saudi Arabia
- **September 2026**  
Leaders in Payments Summit & Awards, Dubai, UAE
- **November 2026**  
Wealth and Investment Summit, Dubai, UAE
- **November 2026**  
Leaders in Banking Technology and Payments, KSA

## 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 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

“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

“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

# MEA FINANCE EVENTS



# CONTACT US

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