



# FINANCE

MIDDLE EAST

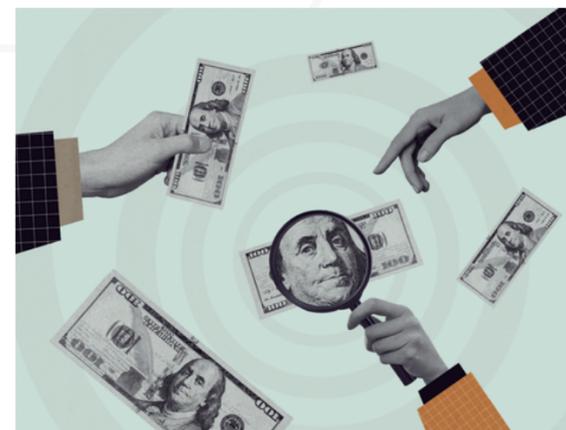
MEDIA KIT  
2025

# Who we are

*Finance Middle East* is the leading platform for the region's **financial sector**, trusted by industry professionals for its in-depth insights and comprehensive analyses.

Through our **magazine, digital platforms, social channels and events**, we deliver content that drives conversations and decisions within the financial ecosystem.

As a strategic partner to the industry, we are dedicated to providing high-quality content, exclusive insights and valuable connections that empower our audience to stay ahead of emerging trends. Our mission is to be the **definitive source of financial knowledge and innovation in the Middle East.**



# Print



**Finance Middle East** is the region's leading financial magazine, delivering curated content that analyses market trends, investment opportunities and economic developments.

Each issue provides expert insights, data-driven reports and interviews with influential stakeholders shaping the industry.

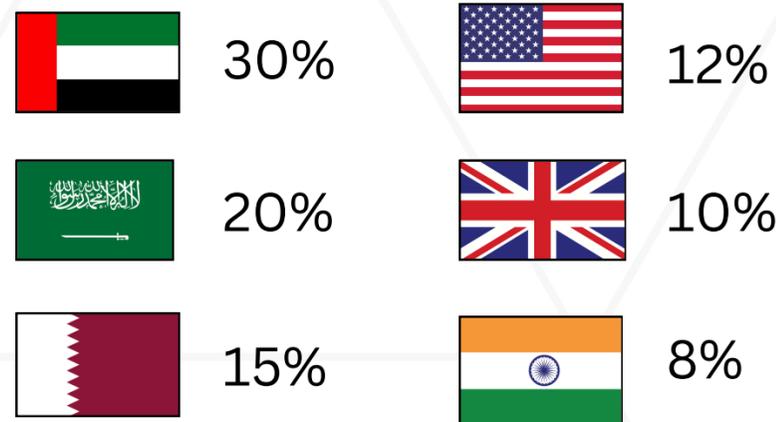
Our print publication serves as an essential resource for decision-makers, offering a deep dive into the key topics that impact businesses, investors and policymakers across the Middle East's financial landscape.



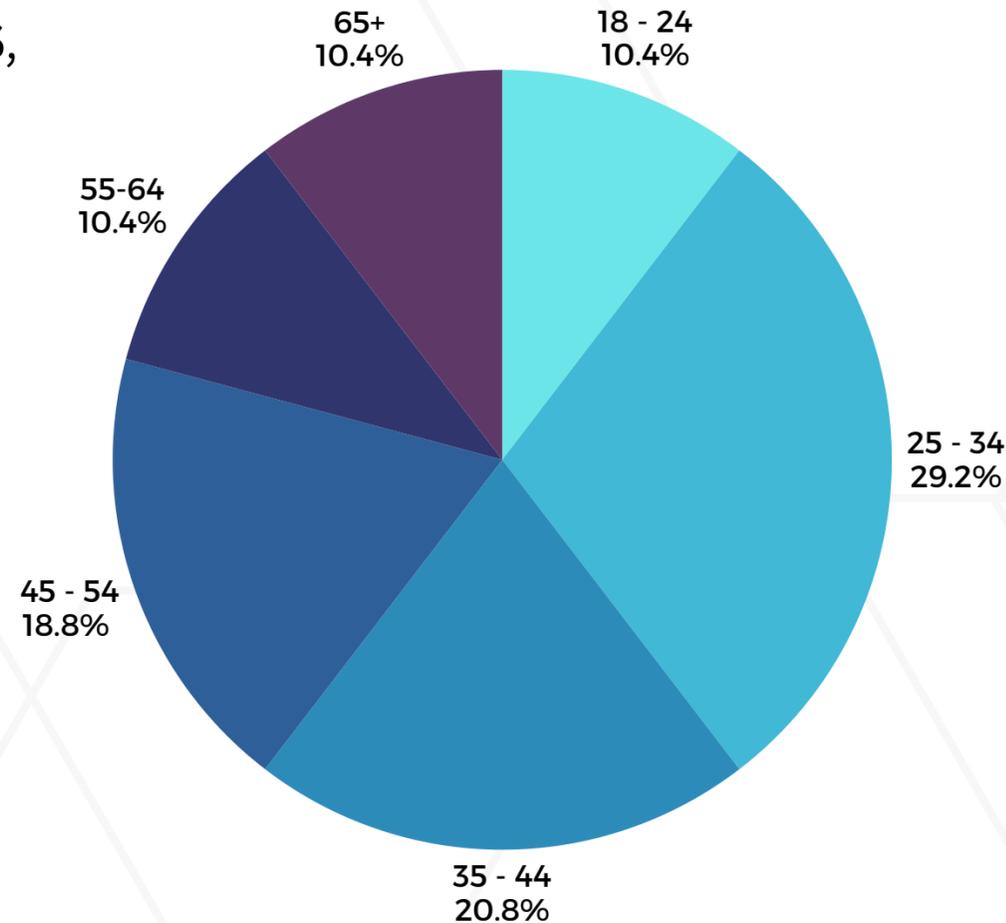
**7,000+**  
**READERSHIP**

# Audience and circulation

*Finance Middle East* is distributed across **DIFC, Saudi Financial District**, major banks, financial institutions, C-Suite offices, and key industry events such as **Dubai Fintech Summit, MEBIS, AIM Congress, Seamless Middle East** and **World Blockchain Summit Dubai**.



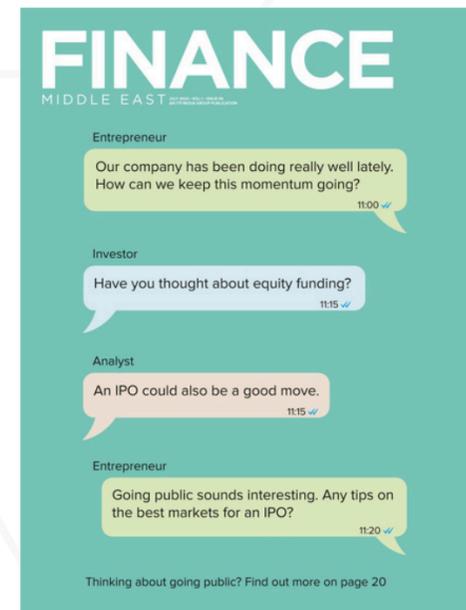
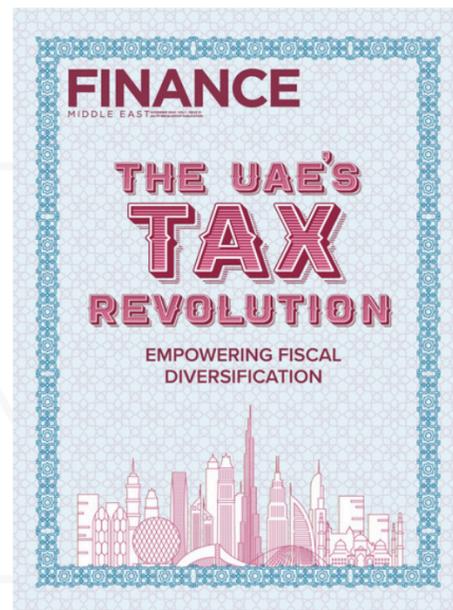
## DEMOGRAPHICS



## TARGET AUDIENCE

- C-Suite executives
- Business leaders
- Multinational corporations
- Investors
- Entrepreneurs
- Government officials
- Banking & financial services
- Fintech innovators
- Start-up ecosystem
- Private equity & hedge funds
- Regulatory authorities

# Previous covers



# Digital and social

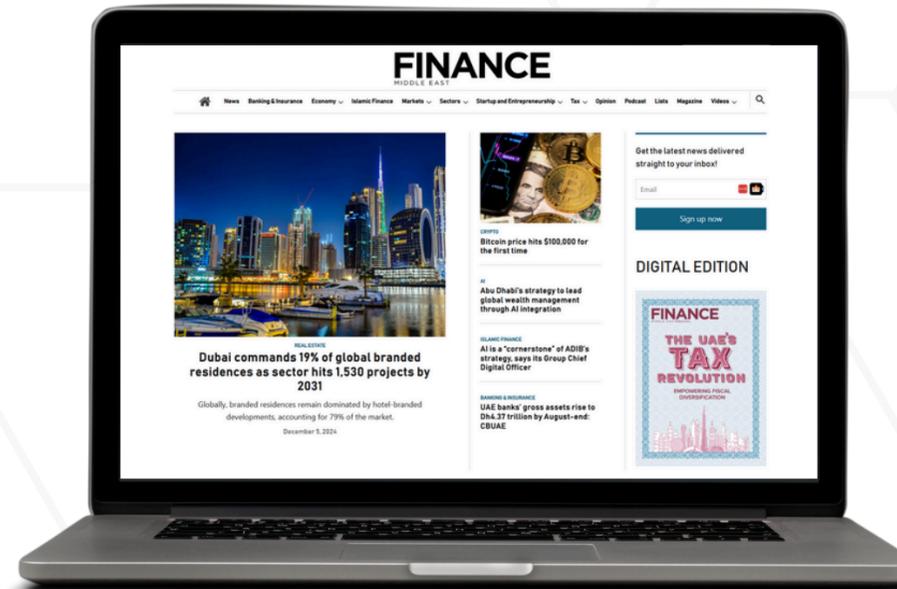
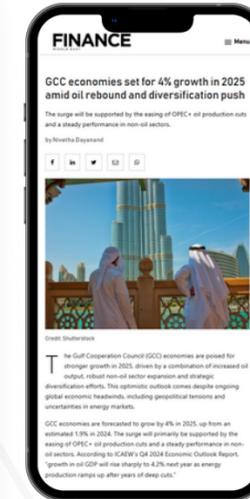


*Finance Middle East* has a robust digital presence, engaging an ever-growing audience of professionals across multiple platforms.

Our **website** delivers breaking news, thought leadership and expert analyses, ensuring readers are always informed of critical financial and economic developments.

Complementing our digital reach are our **social media** channels and **newsletters**. With a strong presence on social media platforms, we actively engage our audience through dynamic content, live updates and interactive discussions.

Our **newsletters** deliver curated content straight to inboxes, ensuring readers never miss key developments in the financial world.



**50,000+**  
*Monthly page views*

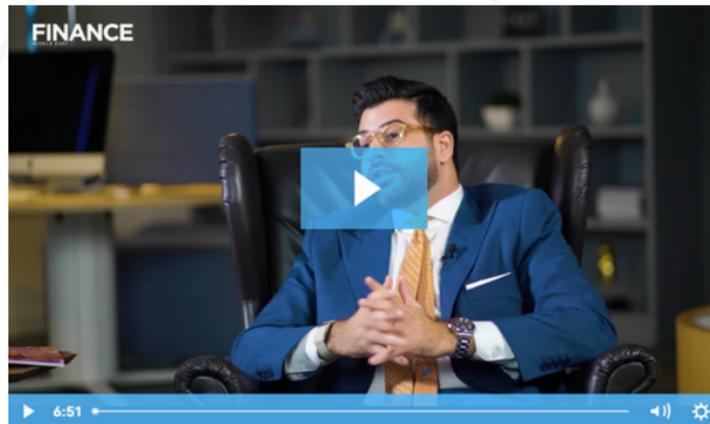
**15,000+**  
*Social media followers*

**5,000+**  
*Newsletter subscribers*

# Multimedia

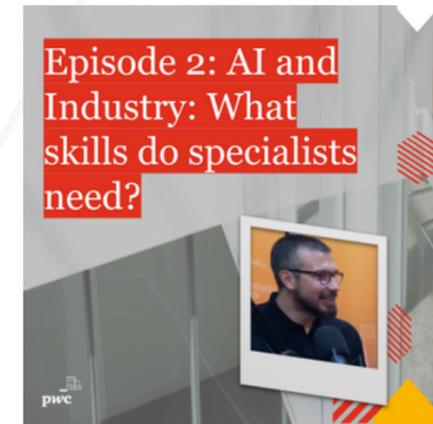


## VIDEO



Our video series showcases exclusive interviews with the **biggest names and sharpest minds in business**, finance and entrepreneurship. Gain valuable insights and hear impactful stories shaping the financial landscape of the Middle East and the world beyond.

## PODCAST



**Cheque Point** delivers engaging discussions with industry experts, offering in-depth analysis of Middle Eastern financial markets, trends and pressing topics. Stay informed and inspired with expert insights and market commentary.

# Webinars and lead generation

*Finance Middle East* **webinars** offer an interactive platform for the region's financial leaders to explore emerging trends, address pressing challenges, and share actionable insights. These sessions **connect audiences directly with industry pioneers** and decision-makers, fostering valuable dialogue and professional growth.



Our lead generation services go beyond traditional outreach, utilizing highly-targeted **EDM campaigns**, expertly crafted **white papers**, and engaging **webinars** to capture and convert high-value leads. By aligning with your brand's objectives, we deliver impactful campaigns that position your business at the forefront of the Middle East's financial ecosystem, driving engagement, trust and measurable results.



# Events and conferences



*At Finance Middle East, we believe in the power of connection. Our events and conferences bring together industry leaders, policymakers and innovators to discuss, debate and define the future of finance in the Middle East.*

**Finance Middle East Awards:** Celebrating excellence across the financial sector, from visionary leaders to ground-breaking innovations.

**The Finance Leadership Conference:** An exclusive platform for top executives to share insights and strategies on the future of finance. (TBC)

**Roundtables / Strategy Series:** Intimate discussions with industry leaders, providing a platform for thought-provoking conversations and actionable insights.



# Special operation: Power lists



**FINANCE**  
MIDDLE EAST  
2024 TOP GCC BANKING CEOS



Mustafa Al Khalilani  
CEO  
Ajman Bank

**FINANCE**  
MIDDLE EAST  
2024 TOP GCC BANKING CEOS



Naif Al Abdulkareem  
CEO  
Bank Aljazeera

**FINANCE**  
MIDDLE EAST  
2024 TOP GCC BANKING CEOS



Dr Bernd Van Linder  
CEO  
Commercial Bank of Dubai (CBD)

POWERLIST



Ahmed Mohamed Al Naqbi  
CEO  
Emirates Development Bank (EDB)

**A**l Naqbi is a prominent figure in the UAE's banking and finance industry, serving as the CEO of Emirates Development Bank (EDB), the nation's only development bank. EDB plays a pivotal role in driving economic diversification and industrial growth across the UAE. The bank is focused on supporting businesses in five national priority sectors: renewables, manufacturing, food security, advanced technology and healthcare. By 2026, EDB aims to provide AED 30 billion (\$8.1 billion) in financing to 13,500 companies within these sectors, positioning itself as a key player in shaping the UAE's economic landscape.

Under Al Naqbi's leadership since 2021, EDB has implemented a "patient debt" approach, offering flexible pricing and tailored financing solutions. These strategies are designed to close lending gaps and enhance capital access, particularly for micro, small, and medium-sized enterprises (MSMEs). The bank's mission extends beyond mere financial support; it aims to drive economic impact, foster industrial advancement and create long-term sustainability in line with national goals.

EDB's cumulative total financing since the launch of its new strategy in 2021 has reached AED 114 billion (\$30.3 billion), significantly contributing to the UAE's industrial GDP with an impact of AED 5.5 billion (\$1.49 billion). The bank has also supported capital expenditure (CAPEX) financing for industrial projects valued at AED 48 billion (\$13.06 billion), greenfield projects worth AED 14 billion (\$3.81 billion), and Foreign Direct Investment (FDI) projects totaling AED 6.8 billion (\$1.85 billion). These figures underscore the bank's commitment to bolstering the UAE's status as a global hub for advanced industries and technology.

EDB's influence goes beyond finance, as it is a key driver of job creation in the UAE. Since 2021, the bank has contributed to the creation of 22,000 industrial jobs through EDB-backed projects, reinforcing its role in supporting both business growth and employment in vital sectors. In the first half of 2024, the bank's financing reached AED 3.6 billion (\$980.1 million) across its five priority sectors, with AED 2 billion (\$544.5 million) directed toward manufacturing. This focus on manufacturing accounted for 54% of EDB's total financing in H1 2024.

Beyond EDB, Al Naqbi is an active contributor to the UAE's economic development. He is a member of the UAE's Industry Development Council (IDC). He serves on the CEO Advisory Committee for the UAE Banks Federation (UBF) and the Board of Advisors for the Sharjah Entrepreneurship Centre (Sherec). Prior to his role at EDB, Al Naqbi held leadership positions at the National Bank of Abu Dhabi and First Abu Dhabi Bank.

“By focusing on key sectors vital to the UAE's future, we help build a robust and resilient economy capable of weathering global challenges”

POWERLIST



Abdulla Mubarak Al Khalifa  
Group CEO  
Qatar National Bank (QNB)

**A**l Khalifa has been at the QNB Group since 1996. The biggest GCC lender by assets, QNB Group reported a 7% increase in H1 2024 net profit to QAR 8.2 billion (\$2.2 billion), driven by a surge in operating income and total assets, which reached QAR 20.1 billion (\$5.5 billion) and QAR 1.3 billion (\$357.45 billion), respectively. In April 2024, QNB introduced FAWRAN, a payment solution designed to enhance customer payment experiences through innovative technology. Al Khalifa is currently the Chairman of the Board of Directors of QNB Capital and QNB Suisse. In addition, he is a Board Member of Ooredoo, Qatar Airways and the Qatar Stock Exchange (QSE).

Al Khalifa has been at QNB since 1996

**A**l Khalifa joined Alinma Bank in January 2021, leading the lender over the course of the post-pandemic period. Al Khalifa previously held leadership roles in the Saudi Banking industry at SAMBA Financial Group, Al Rajhi Bank, Arab National Bank and Banque Saud Fransi. In the first quarter of 2024, Alinma Bank reported a net profit of \$350.6 million, marking a 25.6% increase compared to the same period in 2023. Earlier this year, the lender acquired over 4.59 million shares of the Arabian Shield Cooperative Insurance Co., representing 5.75% of the insurance company's capital, valued at \$216 million, in a move that aimed to diversify the bank's portfolio.

Al Khalifa led the bank to reach \$350 million in Q1 2024 net profit



Abdulfah Al Al Khalifa  
CEO  
Alinma Bank

**A**l Thani has over 15 years of experience in the Qatari banking sector, with expertise spanning retail, corporate banking, international and governmental relations. He has held senior roles at Dukhan Bank and Qatar International Islamic Bank. As CEO of Doha Bank, he led the bank to achieve \$19.8 million in net profits and \$29.1 billion in assets in the first half of 2024. He also launched a new mobile banking app, which processed 89% of transactions. Doha Bank said its net profit for the first half of 2024 rose 10.2% year-on-year to QAR 432 million (\$118.5 million) on higher loans and advances.

Al Thani launched Doha Bank's app in May 2024, now handling 89% of transactions



Abdurrahman bin Fahad Al Thani  
Group CEO  
Doha Bank

Our Power Lists celebrate the region's most influential banking leaders. Based on extensive data collection and rigorous criteria, these lists spotlight top performers shaping the financial sector. The honorees are featured prominently in print, digital, and across our social media channels, ensuring widespread recognition and engagement within the industry.

# Our partners



*“Working with Finance Middle East has been a game-changer for us. Their platform connects us with the right audience and delivers impactful results every time.”*



# Editorial calendar

MONTH	CONTENT FOCUS	SPECIAL REPORT	POWER LIST	EVENTS	IN-HOUSE EVENTS
January	Year ahead	Trends that will define 2025		<ul style="list-style-type: none"> <li>Ifx Expo</li> <li>World Finance Council Fintech 2025</li> <li>WEF annual meeting</li> </ul>	
February	AI in finance	Investing in AI AI in trading		<ul style="list-style-type: none"> <li>Blockchain Summit</li> <li>LEAP Riyadh</li> <li>WGS Summit</li> </ul>	
March	Islamic finance	Growth of Islamic finance in the region	Women in finance		
April	Cryptocurrency	Crypto regulation in the region		TOKEN2049	FINANCE MIDDLE EAST CONFERENCE
May	Fintech	How fintechs are transforming the face of finance		<ul style="list-style-type: none"> <li>Dubai Fintech Summit 2025</li> <li>Seamless Dubai</li> <li>Capital Market Summit</li> <li>AIM congress</li> </ul>	
June	Startup and entrepreneurship	GCC is a fertile ground for startups			FINANCE MIDDLE EAST AWARDS
July	Investment strategies	Where are UHNWI and HNWI investing?			
August	Tax	GCC at the forefront of combatting AML and ML	Fintechs		
September	Market movers and shakers	Secret to a successful IPO		<ul style="list-style-type: none"> <li>Middle East Banking and Innovation Summit</li> <li>24 Fintech</li> </ul>	
October	Future of banking	Top tech trends in banking		<ul style="list-style-type: none"> <li>Forex Expo</li> <li>GITEX</li> <li>Binance Blockchain Week</li> <li>Bahrain Fintech Forward</li> </ul>	
November	Sustainability	The rise of green bonds	GCC banking CEOs	<ul style="list-style-type: none"> <li>Seamless KSA</li> <li>COP</li> <li>World Finance Forum</li> </ul>	
December	Year in review	Where did sovereign wealth funds invest this year?		Abu Dhabi Finance Week	

# Rate card - Digital

## Digital ads

### DESKTOP

Leaderboard (728 x 90 px)

\$3,000 P/M

Medium Rectangle (300 x 250 px)

**\$2,500 P/M**

### NEWSLETTER

Top Banner (728 x 90 px)

\$3,000

MPU (300 x 250 px)

**\$2,500**

### EMAIL DIRECT MARKETING

**\$2,000**

### THOUGHT LEADERSHIP

Content positioning your  
brand as a thought leader

**\$6,000**

### BRAND VIEW

An in-depth feature on  
your products and services

**\$6,000**

### DIGITAL Q&A

A written interview with  
your leadership

**\$6,000**

### VIDEO FEATURE

A video created for your  
use, amplified on  
our channels

**\$8,000**

### VIDEO INTERVIEW

Video interview featuring  
your leadership

**\$8,000**

### AUDIO PODCAST

Conversational  
interview on our podcast

**\$5,000**

### WEBINAR

A virtual industry  
discussion broadcasted  
via our digital video  
platforms

**\$8,500**

### ROUNDTABLE

An in-person industry  
discussion organised and  
covered by Finance Middle East

**\$15,000**

**BESPOKE  
EVENTS  
ON REQUEST**

\*All print commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and guidelines

# Rate card - Print

## **PREMIUM POSITIONS**

Outside Back Cover (205 x 275 mm)

\$15,000

Inside Front Cover (205 x 275 mm)

\$10,000

Inside Back Cover (205 x 275 mm)

**\$10,000**

## **STANDARD POSITIONS**

Double Page Spread (410 x 275 mm)

\$15,000

Full Page (200 x 265 mm)

**\$8,000**

### **Finance ME Full Page Advert Specifications:**

Trim Size: Width 205mm x Height 275mm

Bleed Size: Width 215mm x Height 285mm

Our preferred file format is a high resolution (300dpi) PDF File with CMYK colour and embedded fonts and bleed marks.

### **Finance ME DPS Advert Specifications:**

Trim Size: Width 410mm x Height 275mm

Bleed Size: Width 420mm x Height 285mm

Our preferred file format is a high resolution (300dpi) PDF File with CMYK colour and embedded fonts and bleed marks.

## **COVER STORY**

Main content feature and cover for the month  
Price on request

## **THOUGHT LEADERSHIP**

Insight article placing your brand as a thought leader  
\$6,000

## **BRAND VIEW**

A feature on your products and services  
\$5,000

## **SPOTLIGHT INTERVIEW**

A two-page interview spotlighting your brand  
\$7,000

## **PRODUCT ANNOUNCEMENTS**

Announcements, product launches and other news  
\$3,000

**\*All print commercial undertakings will be highlighted as commercial content and may be amended to align with editorial style and guidelines**

# Contact us



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