



# FINANCE

MIDDLE EAST

MEDIA  
KIT  
2026

# Who We Are



**Finance ME** is the GCC's premier source of high-impact financial intelligence.

Delivered in both print and digital formats, we offer actionable analysis across the six Gulf economies reporting on regulatory shifts, market trends, and strategic developments that matter to the region's most influential leaders.

Designed exclusively for top-tier decision-makers, Finance ME reaches private and public-sector executives, venture capitalists, start-up founders, CFOs, and regulators who rely on authoritative insights to drive investment, innovation, and policy with a touch of taste spanning travel, art, and real estate.

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.



**COVERSTORY**

**270,000** Number of users supported by RAKBANK's AI-powered digital assistant, AiA

Regulators were tightening standards around data governance, AML, and cybersecurity. New entrants, both fintech and digital first banks, were challenging the status quo with faster, leaner offerings. Rather than react to the disruption, RAKBANK sought to define its future from first principles. "We understood early on that the future of banking would be defined by three things: trust, innovation, and customer experience," says Ahmed. "We shaped our strategy around them."

That strategy has led to a fundamental reworking of how the bank operates, beginning with the customer experience. RAKBANK's Mission Zero initiative, built around zero-wait, zero-complaints, and zero-delays, now defines internal performance metrics across the organization. The bank runs a 24/7 command center, with real-time dashboards tracking everything from digital onboarding to service requests and transaction monitoring.

"Challenging someone's customer experience became the core of who we are," Ahmed says. "Today, we attempt to identify and resolve all issues proactively."

But speed isn't enough without resilience. In parallel, RAKBANK has doubled down on compliance, financial crime prevention, and data security. The bank has heavily invested in AI-driven risk engines, real-time fraud alerting, sanctions screening, and advanced monitoring tools, all designed to meet rising regulatory expectations and safeguard the integrity of the wider UAE financial system.

The evolution comes at the UAE banking landscape itself becomes data-led, regulated, and digitally native. From the launch of real-time payment platform AAM to the uptake of open finance principles, the country is building infrastructure designed to reach global standards.

Ahmed sees this shift not as a challenge, but as an opportunity. "We see ourselves as both a beneficiary and a disruptor," he says. "We adopt national measures early, we build payments and digital onboarding, while challenging the market with smarter and faster experiences within our own ecosystem."

One of the clearest examples of that approach embodied within its mobile app. It now supports more than 270,000 active users, offering human-like conversations and instant support across a range of services, transforming what used to be manual, time-consuming transactions into historical, 24/7 experiences.

But Ahmed is quick to challenge any oversimplification of the market into requirements and digital challenges. "All banks today are highly digital," he says. "Being well established or digital first is not a guarantee of success. The winners will be the players with a clear business model, a strong customer proposition, and the ability to sustain themselves."

That emphasis on sustainability, both in customer relationships and internal culture, is a recurring theme. While many institutions focus exclusively on tech, Ahmed sees agility and trust as the real differentiators. "What keeps me awake is not technology," he says. "It is the culture and agility of our team. If your teams become stale to react, everything else falls behind."

Trust also remains a critical asset, often underestimated in a world obsessed with speed and scale. "No matter how advanced your app is, every customer wants to know their money is safe and they can reach a human being when it matters," he says. "Knowing there is a place you can walk into when you need advice or support is often a determining factor in how people choose their bank."

The result is a model that blends digital efficiency with human reassurance—one that positions RAKBANK not just as a tech-enabled bank, but as a trusted financial partner built for the long game.

**THE BANK THAT SME'S BUILT**

In a region known for its mega projects, sovereign wealth, and multinational banking giants, RAKBANK's most strategic asset isn't scale. But focus. And resilience. But focus means spending more in the bank's deep commitment to SMEs.

"SMEs are central to what we do at RAKBANK," says CEO Raheel Ahmed. "We are the go-to bank for small and medium businesses in the UAE."

That's not a marketing line. The bank disbursed over AED 20 billion in SME loans this year alone, earning it EuroMoney's SME Bank of the Year award. But beyond capital, RAKBANK is increasingly shaping how small businesses access services, make decisions, and grow. It's playing a larger role in the country's broader diversification agenda.

"Lending has always been at the heart of SME growth, and it will remain a core pillar of our strategy," Ahmed says. "But the next chapter is about evolution."

That evolution includes a rethinking of credit models. Rather than rely on traditional underwriting alone, RAKBANK is using AI, transactional data, supply chain linkages and other alternative datasets.

"We adopt national innovations early, while challenging the market with smarter and faster experiences within our own ecosystem."

to assess risk. The goal: to reach previously underserved businesses and make credit access smarter, faster, and more inclusive.

At the same time, the bank is embedding lending solutions directly into e-commerce, accounting, and legal platforms, meeting SMEs where they already operate. It's part of a wider strategy to integrate banking into the fabric of business activity, rather than treat it as a separate layer. "Lending will become seamless, integrated, and powered by the digital fragments SMEs create every day," says Ahmed.

That thinking extends to day-to-day operations, where the bank's award-winning mobile app offers services built around SME realities.

**COVERSTORY**

**Built to lead**  
How Raheel Ahmed is future-proofing RAKBANK

December 2024 | 27

# January 2026: Latest Cover

## EDITOR'S LETTER



A new year begins with new year resolutions but only if you need them. In the GCC, resolutions are more about continuity than anything else. GCC Oxford Economics forecasts an average 4.4% growth rate for the GCC, supported by easing interest rates in the U.S., ongoing diversification and deregulation across Gulf economies, and heightened political uncertainty in North America and Europe. Together, these forces are sustaining global demand for GCC-linked growth markets from equities and real estate to aviation, AI infrastructure, and green energy. For investors, this backdrop calls for balance. AI is set to dominate state-backed investment across the region, but its concentration as the headline asset class brings risks alongside opportunity. Shoring up capital exposure to non-AI assets may therefore prove a more resilient strategy, where the GCC IPO outlook offers reason for optimism, as local champions increasingly consider public listings. Bingham Holding and Etihad Airways are among those widely rumoured to be eyeing announcements this year.

For regulators, the next phase of growth for the GCC lies in digital markets. The blockchain ecosystem is expected to mature further across the GCC, particularly in the UAE. Think diversification, but online. Non-Fungible Tokens (NFTs), an unconventional intersection of art and finance, illustrate how blockchain is opening new markets: some purpose-built, others speculative. For Khaleeji governments, capitalising on these domestic pillars of diversification will be essential. Gulf governments are steadily orienting their future trade relationships further east, particularly toward Asia, through to the end of 2026. Diversification is no longer an ambition but a policy framework defined by targeted regulation on tech, deeper foreign-state investor partnerships, and multi-vector trade relationships across the global economy.

Angus Anderson  
Editor  
Finance Middle East

financemiddleeast.com

### THREE DEVELOPING FINANCIAL DEVELOPMENTS IN THE GCC

**IPO REBOOT**  
MENA IPO market set for rebound in value, not quantity, this year as GCC countries lead the way; Abu Dhabi's Etihad Airways and Dubai's Bingham Holding are rumoured to go public.

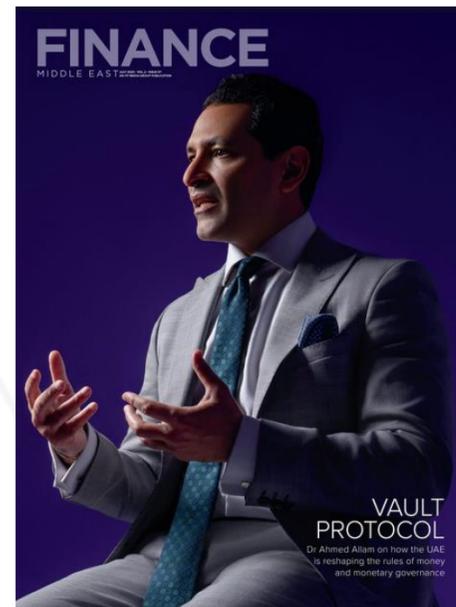
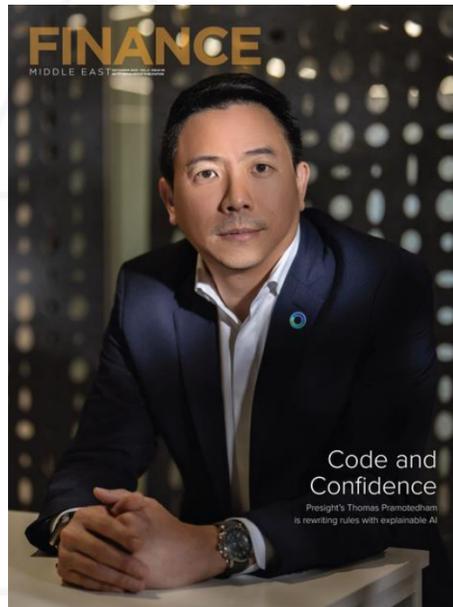
**AI BOOM OR BUST**  
AI bubble fears persist as Europe's banks cut jobs amid automation. GCC investors should stay diversified to manage tech-driven volatility.

**BORROW TO SPEND**  
Higher issuance of fixed income maturities is expected to surge until 2030 led by KSA bonds and sukuk. UAE issuance remains driven by corporate debt.

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# Previous Covers



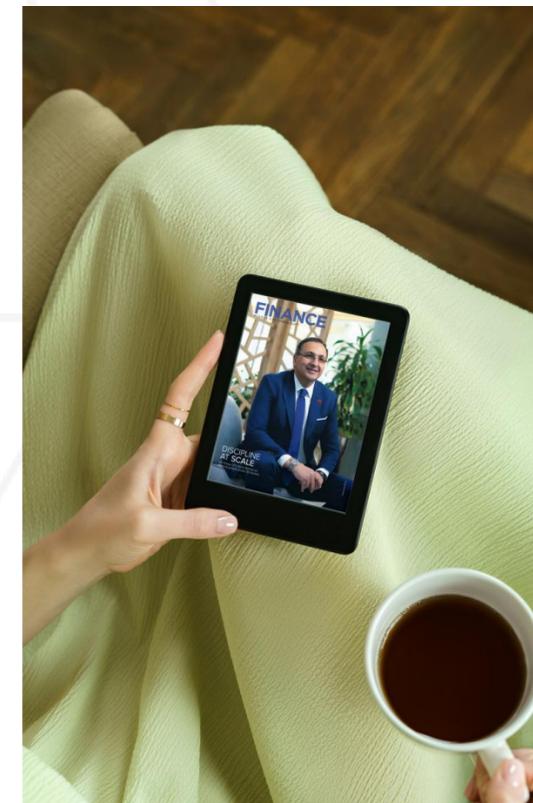
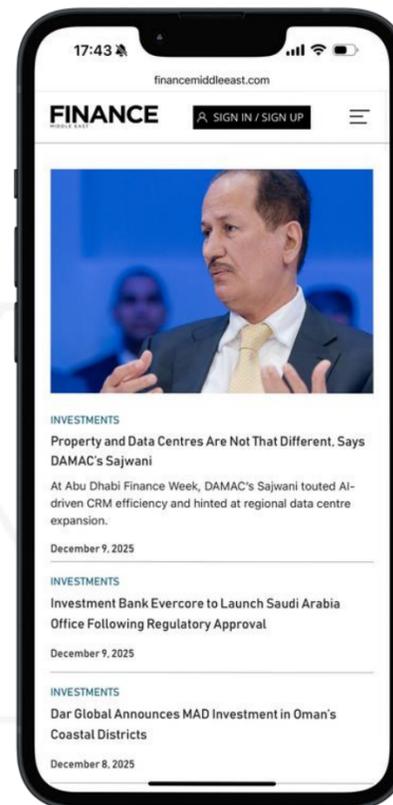
# Digital and Social

*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.



**150,000+**  
**Monthly brand reach**

**25,000+**  
***Social media followers***

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

# Special Operation: Power lists

POWERLIST



**AHMED ABDELAAL**  
GROUP CEO  
MASHREQ

Ahmed Abdelaal has transformed Mashreq into one of the UAE's leading banks since stepping into his role as Group CEO. Joining Mashreq in 2017 as Group Head of Corporate and Investment Banking, Abdelaal swiftly moved up to CEO in 2019. Under his guidance, Mashreq's profitability surged remarkably, elevating from a net profit of AED 11 billion (\$2.99 billion) in 2019 to AED 30.5 billion (\$8.3 billion) in 2023, positioning it as the third most profitable bank in the UAE. He spearheaded the creation and expansion of the Mashreq NEO family, launching sub-brands like Mashreq NEOBIZ and NEOPAY. Abdelaal's strategic vision has also led to Mashreq NEO's entrance into new markets, including Egypt and Pakistan, positioning the bank for further global expansion.

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**AHMED MOHAMED AL NAQBI**  
CEO  
EMIRATES DEVELOPMENT BANK

Since assuming leadership in 2021, Ahmed Mohamed Al Naqbi has played a pivotal role in redefining the Emirates Development Bank's role in supporting the UAE's economic diversification. By offering customised financing solutions to startups, SMEs and large firms, EDB has prioritised sectors such as manufacturing, healthcare, infrastructure, food security and technology. Under Al Naqbi's direction, EDB aims to facilitate AED 30 billion (\$8.36 billion) in financing for 13,500 companies by 2026. Al Naqbi's 17 years of experience encompass roles in retail, corporate and investment banking, including strategic positions at the National Bank of Abu Dhabi and First Abu Dhabi Bank. He is recognised for championing innovation and digital transformation, significantly impacting the bank's strategic trajectory.



POWERLIST



**MOHAMMED MORTADA AL DANDASHI**  
GROUP MANAGING DIRECTOR  
AL RAMZ

With over 25 years in the financial industry, Mohammed Mortada Al Dandashi has led Al Ramz's evolution from a fledgling firm into a publicly listed financial powerhouse. Under his leadership, the group has become a regional leader in asset management, brokerage, corporate finance and market making. Al Dandashi has played a central role in shaping GCC capital markets, driving strategic M&A activity and advancing quantitative research capabilities. Known for his strategic vision and integrity, he continues to steer Al Ramz's growth and innovation across the financial services spectrum.

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POWERLIST



**ABDULLAH ALI AL KHALIFA**  
CEO  
ALINMA BANK

Since joining Alinma Bank as CEO in January 2021, Abdullah Ali Al Khalifa has used his extensive expertise in the sector to steer the bank through significant post-pandemic growth. He draws on previous leadership roles at major Saudi banks, including CFO at Al Rajhi Bank, CFO at Arab National Bank and CEO at Banque Saudi Fransi. At Alinma Bank, his achievements include overseeing a major 35.6% year-on-year increase in net profit during Q1 2024, reaching an impressive \$350.6 million. Notably, Al Khalifa led the acquisition of a 5.75% stake in Arabian Shield Cooperative Insurance Co., expanding the bank's portfolio diversification strategy. He is a true leader in the banking.

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POWERLIST



**SHEIKH ABDULRAHMAN BIN FAHAD AL-THANI**  
GROUP CEO  
DOHA BANK

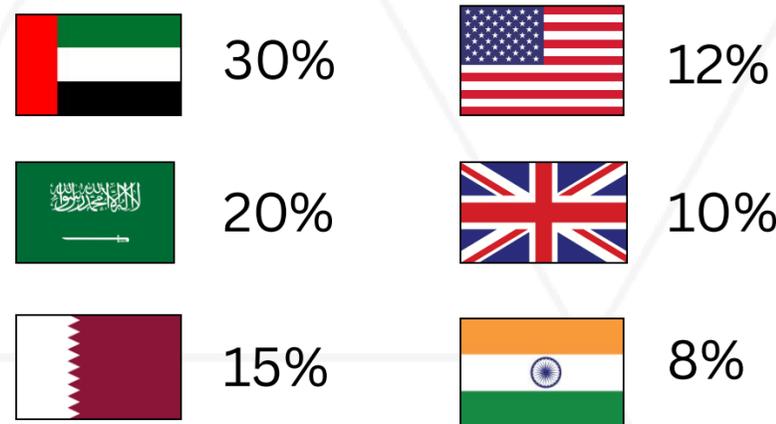
With over 15 years of experience in Qatar's banking sector, Sheikh Abdulrahman bin Fahad Al-Thani brings significant expertise in retail, corporate banking and international relations. Previously holding leadership roles at Dukhan Bank and Qatar International Islamic Bank, he now drives Doha Bank's strategic direction. Under his leadership, the bank achieved \$118.8 million in net profits and \$29.1 billion in assets in H1 2024. He spearheaded the development of a mobile banking app, enabling 89% of transactions digitally. His leadership facilitated a 10.3% year-on-year rise in net profit to QAR 432 million (\$118.5 million), attributed to increased loans and advances.

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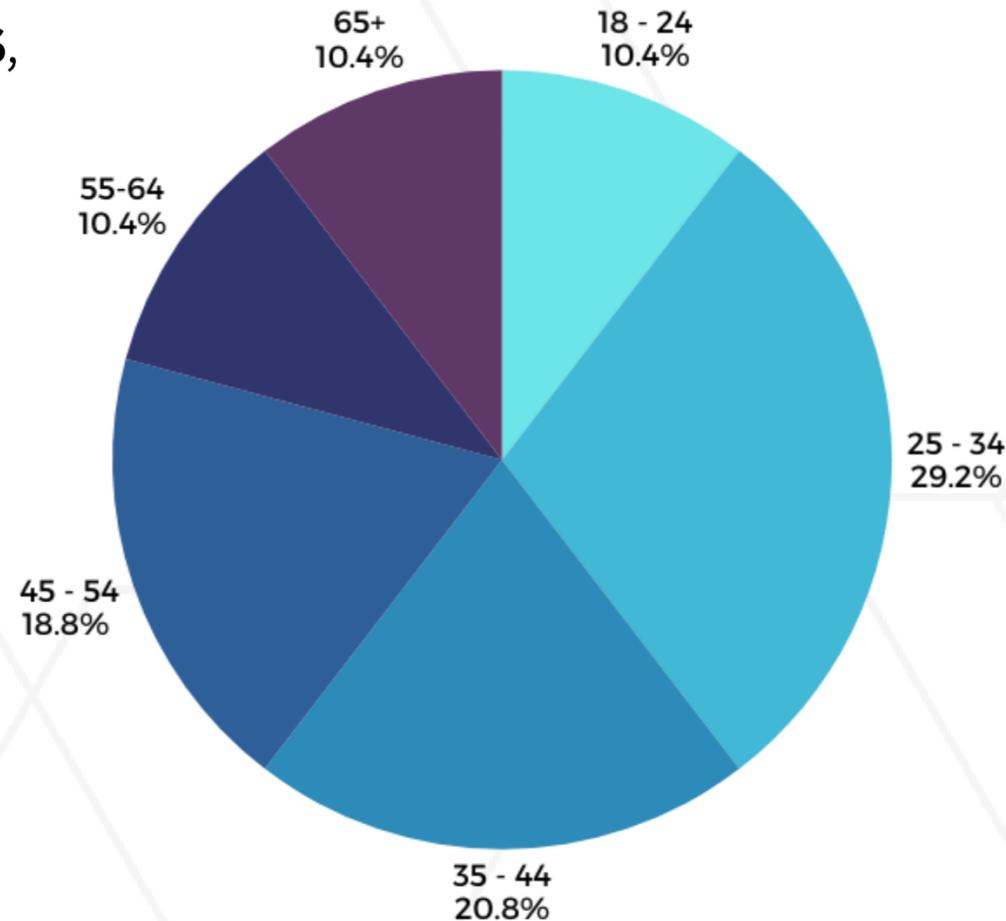
Our Power Lists celebrate the region's most influential banking leaders. Based on extensive data collection and rigorous criteria, these lists spotlight top performers shaping the financial sector. The honorees are featured prominently in print, digital, and across our social media channels, ensuring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

# 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



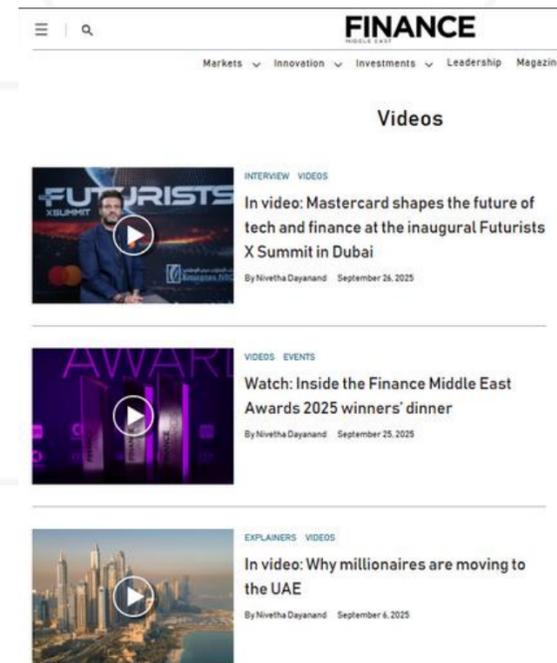
## TARGET AUDIENCE

- **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**

# Multimedia



## VIDEO



Our video series showcases exclusive interviews with the **biggest names and sharpest minds in** finance.

Gain valuable insights and hear impactful stories shaping the financial landscape of the Middle East and the world beyond.

## PODCAST

C-Suite explores key numbers and narratives with executives, investors, and regulators, blending insights on investment, innovation, and policy with a taste for travel, art, and real estate.



# 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, utilising 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.



**FINANCE**  
MIDDLE EAST

**Be Informed.  
Be Profitable.**

- ✓ Master the region's financial markets
- ✓ Access exclusive insights and trends
- ✓ Make smarter investment decisions

**DOWNLOAD THE WHITE PAPER**

# 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.



VIDEOS EVENTS

### Watch: Inside the Finance Middle East Awards 2025 winners' dinner

The evening celebrated breakthrough achievements, bold innovation and the vision shaping the next era of financial services.

By Nivetha Dayanand  
September 25, 2025

Save

Highlights by Level AI

- The Finance Middle East Awards 2025 gala dinner gathered dynamic financial leaders in Dubai.
- The event celebrated breakthrough achievements, bold innovation, and vision for the future of financial services.
- Winners represented diverse sectors, including banking, fintech, investment, and sustainability, showcasing industry growth and redefined standards.



# The Future of Alternative Investments

*Finance Middle East* is launching its first event of the year in April: **The Future of Alternative Investments**

Why? Dubai holds regulatory clarity of developed markets, but access to emerging markets: Africa and APAC

Topics: Family Offices, SWF Funds, Private Equity, HNWI Individuals, Crypto, Regulators, Realtors, and Art Collectors

Speakers: C-Suite & GCC Government.

Set-Up: Two Panels and One Fire Side Chat (Half-Day)



# 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	Power List	Events
January	The GCC Finance Outlook 2026	Top 10 GCC Art Patrons & Executive Collectors	New Year Market Projections & Annual Forecast Briefings
February	Alternative Investments: Art as a Financial Catalyst	Top 30 CFOs in the GCC – 2026 Edition	Alternative Investment Forums (Q1) + AD Art Week (December 2025 done)
March	Sukuk Leadership: GCC at the Helm of Islamic Finance	Top 10 Sukuk Issuers in the GCC	February Sustainable Finance Week (Jeddah) Islamic Finance Conferences (Q1)
April	The Future of Currencies: CBDCs in the GCC	Top 10 People Driving CBDC & Digital Currency Developments	TOKEN2049: Crypto
May	Alternative Investments: Wealth Management in the GCC	Top 10 GCC Wealth Management Advisors	Top 10 GCC Wealth Management Advisors
June	CFO Leadership in the GCC: Transforming Corporate Finance	Top 10 Rising CFOs in 2026 (Up-and-Coming)	Corporate Finance Forums (April–June)
July	ESG & Green Finance: The GCC Sustainability Push	Top 10 Green Finance Leaders in the GCC	Riyadh Sustainability Summits (June–July)
August	Women in GCC Finance: Leadership Shaping the Future	Top 10 Female CFOs in the GCC	GCC Women’s Leadership Initiatives (Summer)
September	Regulatory Developments: Shaping the GCC’s Financial Framework	Top 10 Execs in Regulatory Bodies in GCC (2025–2026)	Regulatory Roundtables (Q3)
October	Innovation in Finance: Digitalisation of Banking	Top 10 People Driving FinTech Innovations to Watch in 2026	Digital Banking & FinTech Conference (Jeddah)
November	Commodities & Strategic Resources: GCC Investment Trends	Top 10 Commodity Traders in 2026	November FOREX & Commodity Summits
December	Finance ME: The Year in Review 2026	Top 100 Financial Leaders in GCC	Year-End Financial Summits & Awards

# 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**

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