

# Gulf *30* years Business

THREE DECADES OF TRUSTED INSIGHT

**MEDIA  
INFORMATION  
2026**

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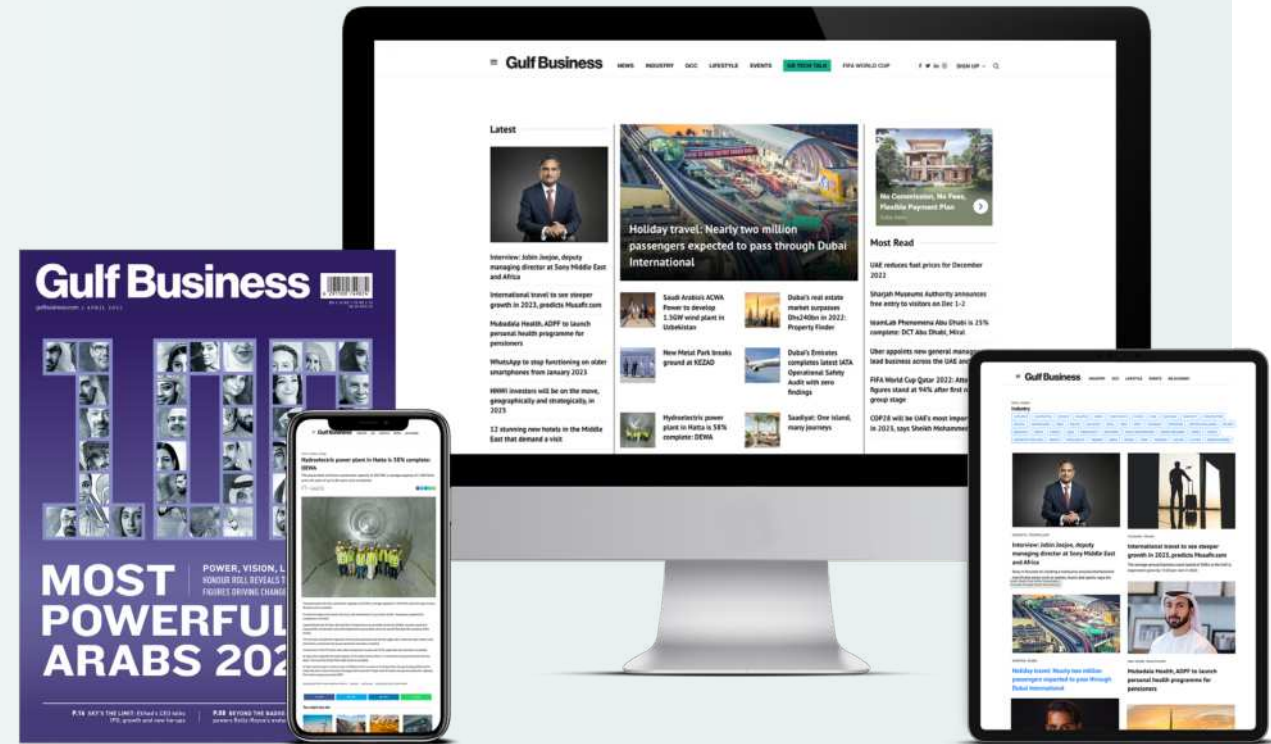
# GULF BUSINESS AT 30

## 30 YEARS. ONE MISSION: TELLING THE STORIES THAT SHAPE THE GULF.

Since its first edition in May 1996, Gulf Business has tracked the GCC's rise from a regional player to a global economic force. We have reported through booms and crises, landmark reforms, mega-project launches and the digital transformation reshaping every sector.

As we mark three decades, one thing remains constant: Gulf Business is the region's most trusted platform connecting brands with influential decision-makers.

Our audience spans C-suite executives allocating billions, founders building the next generation of unicorns, policymakers shaping regulation, and investors moving ahead of the market. With a monthly reach exceeding 800,000 across print, digital and experiential platforms, Gulf Business does more than report on business: we shape the conversations that define it.



**THREE DECADES OF AUTHORITY. 800,000+ MONTHLY REACH.**

**THE PLATFORM WHERE THE GULF'S MOST IMPORTANT BUSINESS CONVERSATIONS HAPPEN.**

# GULF BUSINESS AT 30

## PRINT

### THE BOARDROOM BRIEF. IN THEIR HANDS.

28,000 copies every month. Each one placed where decisions are made.

Distributed across the GCC and exclusively across Emirates First and Business Class lounges — spanning 137 destinations in 85 countries and reaching 800,000 premium passengers monthly — Gulf Business engages senior leaders at 35,000 feet, when they are away from noise, focused, and thinking long-term.

It is a trusted intelligence briefing for executives seeking market insight, competitive context and early signals. For every month since May 1996, Gulf Business has remained the region's most influential business magazine.

## DIGITAL AND SOCIAL

### REAL-TIME INTELLIGENCE. GLOBAL REACH.

More than 650,000 monthly unique visitors don't just browse Gulf Business — they research. Average time on site exceeds 2.5 minutes, reflecting an audience using our content to inform decisions and track market shifts.

We publish more than 10 stories daily across web and social platforms (LinkedIn 47k | Instagram 29k | Facebook 38k | X 19k). Our daily newsletter reaches 70,000+ inboxes before the first meeting of the day. Through podcasts, YouTube and Spotify, we turn business insight into immersive, high-impact content.

## EVENTS

### GULF BUSINESS SUMMITS

The Gulf Business Summits convene senior leaders at the intersection of strategy and execution. By bringing together decision-makers across finance, technology and real estate, the platform creates a focused forum for high-level dialogue through curated panel discussions known as Majlis.

In 2026, the programme includes the Gulf Business Real Estate Summit (April), Saudi Investment Summit (September) and UAE-India Business Summit (November), each aligned with the region's most influential business moments.

### NEW: GULF BUSINESS REAL ESTATE AWARDS (Q2 2026)

Launching in our 30th year, these awards recognise the developers, projects and leaders redefining the Gulf's skyline — from sustainable mega-developments to proptech-driven disruption.

### GULF BUSINESS AWARDS (14TH EDITION, SEPTEMBER 2026)

The region's most credible recognition platform. Past winners include Emirates, Emaar, G42 and Masdar, alongside leaders such as HH Sheikh Ahmed bin Saeed Al Maktoum, Sir Tim Clark and Gerald Lawless. Entries are judged independently against measurable impact, innovation and sustained performance.

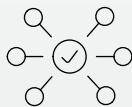
# AUDIENCE PROFILE

**30 YEARS**

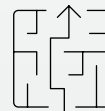
LEGACY AS A TRUSTED, CREDIBLE SOURCE OF BUSINESS NEWS



READERSHIP COMPRISING  
**C-LEVEL**  
EXECUTIVES



**800,000+**  
TOTAL REACH, ALL MEDIUMS



ENTERPRISE  
**DECISION**  
**MAKERS**



PIONEERS AND DISRUPTORS  
**FUTURE**  
**TRAILBLAZERS**



**650,000+**  
UNIQUE VISITORS ON  
GULFBUSINESS.COM PER MONTH



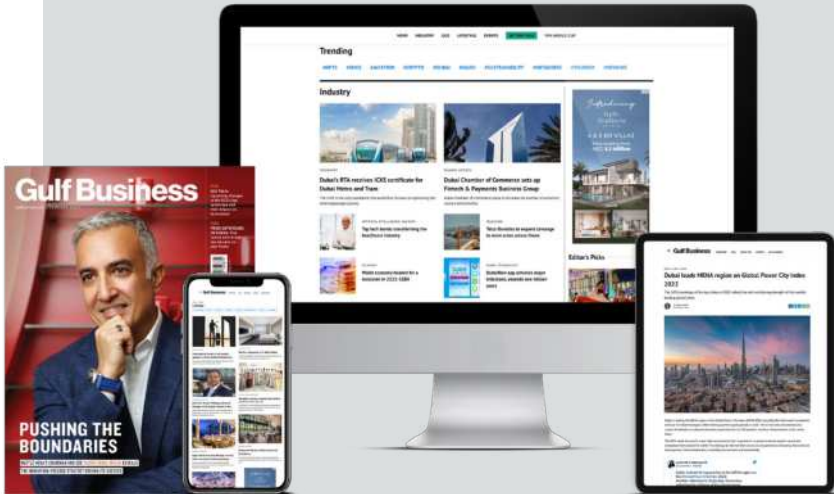
**POWERFUL**  
**AND AFFLUENT**  
BUSINESS COMMUNITY



**28,000**  
GCC PRINT CIRCULATION



REGIONAL ARAB LEADERS WITH AN  
**INTERNATIONAL**  
**MINDSET**



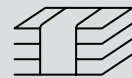
# ENGAGED, POWERFUL AND AFFLUENT COMMUNITY

We connect you to business leaders and innovators who are transforming the present and driving the future of business in the Middle East



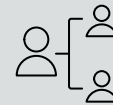
## LEADERS & GAME-CHANGERS

C-SUITE	28%
VICE PRESIDENTS	17%
SMEs	20%
ENTREPRENEURS	10%
MIDDLE MANAGERS	25%



## ANNUAL INCOME

\$250,000 +	12%
\$125,000 – \$249,000	22%
\$60,000 – \$124,999	39%
\$30,000 – \$59,999	18%
INCOME UNDISCLOSED	9%



## AGE GROUP

21-29 YEARS	15%
30-39 YEARS	21%
40-49 YEARS	19%
50-64 YEARS	30%
65 & OLDER	15%



## GEOGRAPHICAL REACH

UNITED ARAB EMIRATES, SAUDI ARABIA, KUWAIT, QATAR, BAHRAIN, EGYPT, UNITED STATES, UNITED KINGDOM, GERMANY, INDIA, BELGIUM, FRANCE AND CHINA



**38,500+**  
FOLLOWERS



**28,500+**  
FOLLOWERS



**18,500+**  
FOLLOWERS



**46,700+**  
FOLLOWERS



**59,500+**  
SUBSCRIBER DATABASE

# EXCLUSIVE DISTRIBUTION

## GATEWAY TO A TRULY GLOBAL AUDIENCE

Gulf Business is available to passengers on board Emirates Airlines flights globally. In addition to the 7 First & Business Class Lounges at DXB International. Emirates flies to 140+ destinations in 85 countries across six continents from its hub in Dubai. It has a particularly strong presence in the South and Southeast Asian region, which together connect Dubai with more international destinations in the region than any other Middle Eastern airline.



## 140+ DESTINATIONS IN 85 COUNTRIES



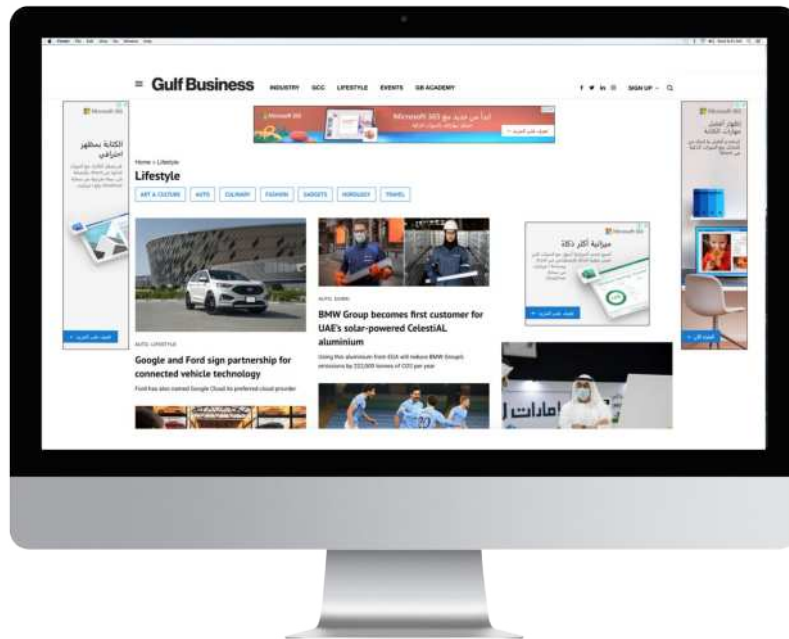
- ◆ EMIRATES OPERATES 269 AIRCRAFT AND IS THE WORLD'S LARGEST OPERATOR OF THE AIRBUS A380 AND BOEING 777 FAMILY OF AIRCRAFT
- ◆ NUMBER OF PASSENGERS FLYING FIRST AND BUSINESS CLASS AVERAGE 800,000 PER MONTH\*

\*Publishers own figures

# BESPOKE BUSINESS SOLUTIONS

Using our print, digital and social media platforms and supported by experienced sales, editorial and design teams, *Gulf Business* shares your brand story and message with its influential audience in a credible, compelling and engaging tone. We believe in building strong and long-standing brand partnerships that offer clients great value and returns.

## ORGANIC NATIVE CONTENT



## WHITE-LABEL CONTENT



# SPECIAL OPERATIONS

## BELLY-BAND

Wrap your business across the industry



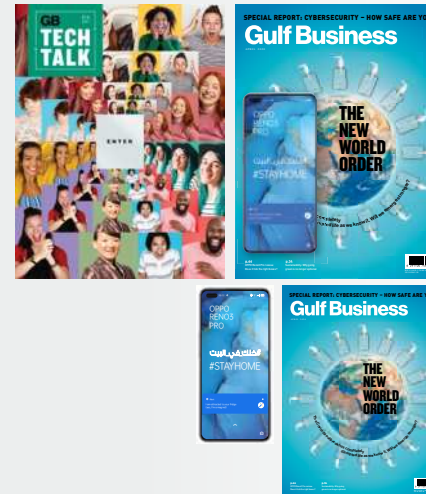
## TAB WITH FULL PAGE

Make sure your target market knows where you are



## COVER INSERT

A high impact operation you cannot miss



## SPONSORED COVER

A chance to be in the spotlight



# EXECUTIVE EDITIONS

## SECTOR AUTHORITY. PRECISION ACCESS.

Alongside its flagship monthly magazine, Gulf Business produces a portfolio of executive editions aligned to the Gulf's most important growth sectors and leadership agendas.

These include GB Tech, GB Invest, Real Estate, Leaders, and other themed editions developed around priority industries. Each edition delivers deep, sector-specific insight through authoritative editorial, original data and senior-level perspectives.

They position partners at the centre of focused, high-value conversations that influence outcomes.





# Gulf Business Awards

Now in its 14th year, the Gulf Business Awards remains the region's most prestigious recognition of corporate excellence and leadership. Its distinction lies in a rigorous selection process combining public voting with evaluation by an independent expert panel. Winners are determined by measurable impact, innovation and sustained performance.

Past laureates include Emirates, Emaar, Dubai Airports, G42 Healthcare and Masdar, alongside leaders such as HH Sheikh Ahmed bin Saeed Al Maktoum, Sir Tim Clark, Mishal Kanoo, Gerald Lawless and Hussain Sajwani.

For brands, winning is more than validation: it is a competitive signal that opens boardrooms, attracts talent and commands investor attention. Sponsoring or attending places organisations at the centre of the region's most influential business gathering.



DATE:  
SEPTEMBER 2026

SPONSORSHIP OPPORTUNITIES  
AVAILABLE UPON REQUEST  
CONTACT:  
[MANISH.CHOPRA@MOTIVATE.AE](mailto:MANISH.CHOPRA@MOTIVATE.AE)

# Gulf Business

## Summits 2026

The Gulf Business Summits 2026 provide a curated forum for serious economic thinking in a region moving faster than its peers. Built on long-standing access to the GCC's power centres, the platform convenes senior leaders for informed, off-the-record dialogue on how the Gulf is reshaping its economic future.

The focus is on ideas that endure. Discussions span capital markets, fiscal resilience and private sector growth, alongside structural shifts driven by artificial intelligence, sovereign data strategies, digital identity and cross-border finance. The aim is not commentary, but clarity – what is changing, what is durable and what matters next.

Sector dialogues cut across energy transition economics, industrial localisation, aviation and logistics competitiveness, and the reinvention of tourism and urban development. As the Gulf's influence extends outward, conversations also explore wealth migration, investment flows and deepening ties with Africa and Asia.

Each summit is intentionally selective, prioritising depth over scale and evidence over noise. Guided by an editorial lens, these exchanges challenge assumptions, surface hard truths and sharpen decision-making.

Together, the Gulf Business Summits position Gulf Business as a convenor of ideas, a connector of influence and a platform where the region's next phase of growth is debated by those shaping it.



NEW

# Gulf Business

## Real Estate Summit & Awards 2026

Launching in a year where over \$1tn in projects are underway, the inaugural Gulf Business Real Estate Awards recognise the sector shaping the Gulf's physical and economic future.

This is not an industry backslap. In a market where property has become the region's most visible economic bellwether, these awards spotlight the developers, visionaries and projects redefining urban life: from sustainable mega-developments to community-led design and proptech-driven disruption.

Winners will be selected by the same independent judging framework that has made the Gulf Business Awards the region's gold standard. Categories span residential, commercial, hospitality and mixed-use excellence, alongside leadership and sustainability impact. As the world watches the Gulf build in real time, this platform identifies who is building it best.



# Gulf Business Business Breakfast

Our thought leadership events and power breakfast sessions, which feature industry experts and corporate leaders, explore trending topics and the emerging landscape of business. The exclusive series of events focus on knowledge sharing via discussions and debates - both on-site and via webinars.

Our team of experts is available to help organise third-party events - from roundtables and seminars to webinars and set-piece conferences - under the trusted and respected *Gulf Business* brand.



## POWER BREAKFAST • CONFERENCES • ROUND-TABLES • SEMINARS • WEBINARS



EVENT	DATE	LOCATION	INVESTMENT
ROUND TABLE	CUSTOM	VIRTUAL	US\$15,000
POWER BREAKFAST	CUSTOM	HOTEL	US\$25,000

# PODCAST

Podcasts have become a powerful tool for brands, surpassing expectations in their ability to engage audiences. As we move through 2025, the medium has evolved from a niche content format into a mainstream marketing channel, offering brands a unique way to foster deep connections with targeted audiences. With the rise of branded storytelling and immersive audio experiences, podcasting is now an essential part of any forward-thinking marketing strategy.



## SPONSORSHIP RATE

MARKETING SOLUTION	DETAILS	GROSS RATE
EXCLUSIVE PODCAST SPONSOR	INCLUDES SPEAKER OPPORTUNITY + TOPIC & AGENDA + RECORDING & EDITING + LIVE BROADCASTING + PODCAST ARTICLE ON WEBSITE + SOCIAL MEDIA POSTS PUSHING THE PODCASTS + PODCAST ARTICLE IN WEEKLY NEWSLETTER	\$15,000

## DISCOUNT

INSERTIONS PER YEAR	VOLUME DISCOUNT
1 TO 4 RECORDINGS	10% DISCOUNT
5 TO 9 RECORDINGS	15% DISCOUNT
10+ RECORDINGS	20% DISCOUNT