



MEDIA KIT 2026

**COM  
PLEX**  
MENA

ITP MEDIA  
GROUP

WHAT IS COMPLEX?



# THE WORLD'S LEADING POPULAR CULTURE DESTINATION

Born in New York. A global powerhouse. Defining culture for over 20 years. The most influential talent. The biggest brands.  
Complex makes culture pop.

**200 MILLION**

Global monthly uniques

**#1**

in the competitive set  
(Hypebeast, Highsnobiety, Billboard)

WHAT MAKES IT POP?



# TALENT DRIVEN

Our close partnerships with A-List talent and global IP owners position us inside culture.

# COMMERCE & EXPERIENCE

We bring culture to life for fans IRL creating fully shoppable moments to collect and obsess.

# VIDEO & VIRALITY

We drive the conversation online with world-leading social and celebrity driven video franchises.



## COMPLEXCON

Las Vegas - Hong Kong - MENA



FOOD



# BRINGING THE WORLD'S MOST INFLUENTIAL TALENT AND BRANDS TO MENA WHILE AMPLIFYING THE VOICES OF THE REGION'S CREATORS GLOBALLY



## GLOBAL + LOCAL

Fusing the reach and power of Complex's global brand with a fully localised editorial universe.



## BILINGUAL CONTENT

Arabic and English digital content that speaks the language of MENA youth culture for reach and impact.



## ORIGINAL SHOWS

A full slate of IP that regionalises global hits, while originating new formats exclusive to MENA.



## COMMUNITY DRIVEN

Events, collaborations, merchandise, talent and influencer partnerships, and live experiences that make culture pop.

# IN A REGION READY FOR THE GLOBAL SPOTLIGHT, WE MAKE CULTURE POP

MENA youth and the brands and creators they love are hyperconnected, multi-hyphenate, bilingual, and globally fluent. They don't need someone to explain who they are, just space and style to express it. Complex MENA provides that and amplifies it to the world. We build through stories, experiences, capsule collections, and collaborations across music, style, sport, food, and pop culture. We operate natively inside culture, meeting people where they already live, create, and express.



We publish from inside MENA culture with a native social voice that leads the agenda and taps into the most viral conversations at scale. Our proven global formula keeps us top of feed and top of mind for consumers of contemporary culture.

# SOCIAL FIRST

PREMIUM & SOCIAL VIDEO



# GOAT *Talk*™



TIME  
MACHINE

TRUE  
STORY

TURNING  
POINT

# VIDEO LED

Creating in Arabic and English, with regional editions of hit global franchises and local originals alike. We use celebrity talent and online influence to drive video content that outperforms the competition on all platforms and resonates with cultural consumers at scale.



Our best-in-region digital platform offers immersive content in a premium environment, with local features and top performing global content alongside premium video and social integration. Rich media advertising options and native branded content allows us to integrate partners with leading impact and viewability.

# DIGITALLY NATIVE

PRINTED MAGAZINE

Born in print 20 years ago, Complex has reinvented the format to align with contemporary fan culture, creating limited drops of collectible print issues in collaboration with the biggest artists in the world. Our MENA edition is creating a new standard for the region, tied to major cultural tentpoles.

Issue 01: Q2 2026

# COLLECTIBLE PRINT

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PROPRIETARY INFORMATION



[click for video highlights](#)

We treat merchandise with the same editorial love as content, creating limited edition collections in collaboration with the world's hottest stars and brands, making waves in culture and driving hype and purchases. We sell online, at live events, at pop-up shops, and in our own bricks and mortar shops.

# EXCLUSIVE MERCH & SHOPS

We bring fandom and cultural obsession to life IRL with highly anticipated global events series blending music, culture, shopping, food, entertainment, and brand experience. Complex's global events are major media moments with huge retail footprints, driving up to \$50m in transactions per event.

# LIVE EXPERIENCES

# COMPLEXCON

The world's leading festival of culture and commerce.  
A two-day feast of music, shopping, celebrities, brands, art,  
influence, and food with global media footprint.  
MENA edition launching Q4 2026.

[click for video highlights](#)

# FAMILY STYLE

Our game-changing food festival fusing viral eats with exclusive merchandise and musical performances.

[click for video highlights](#)

OUR AUDIENCE



**18-40**

CORE AUDIENCE

**60 / 40**

MALE / FEMALE

**20K+**

INCOME AED

Arabic & English language segmentation available

Unique Circulation: 50,000 per issue

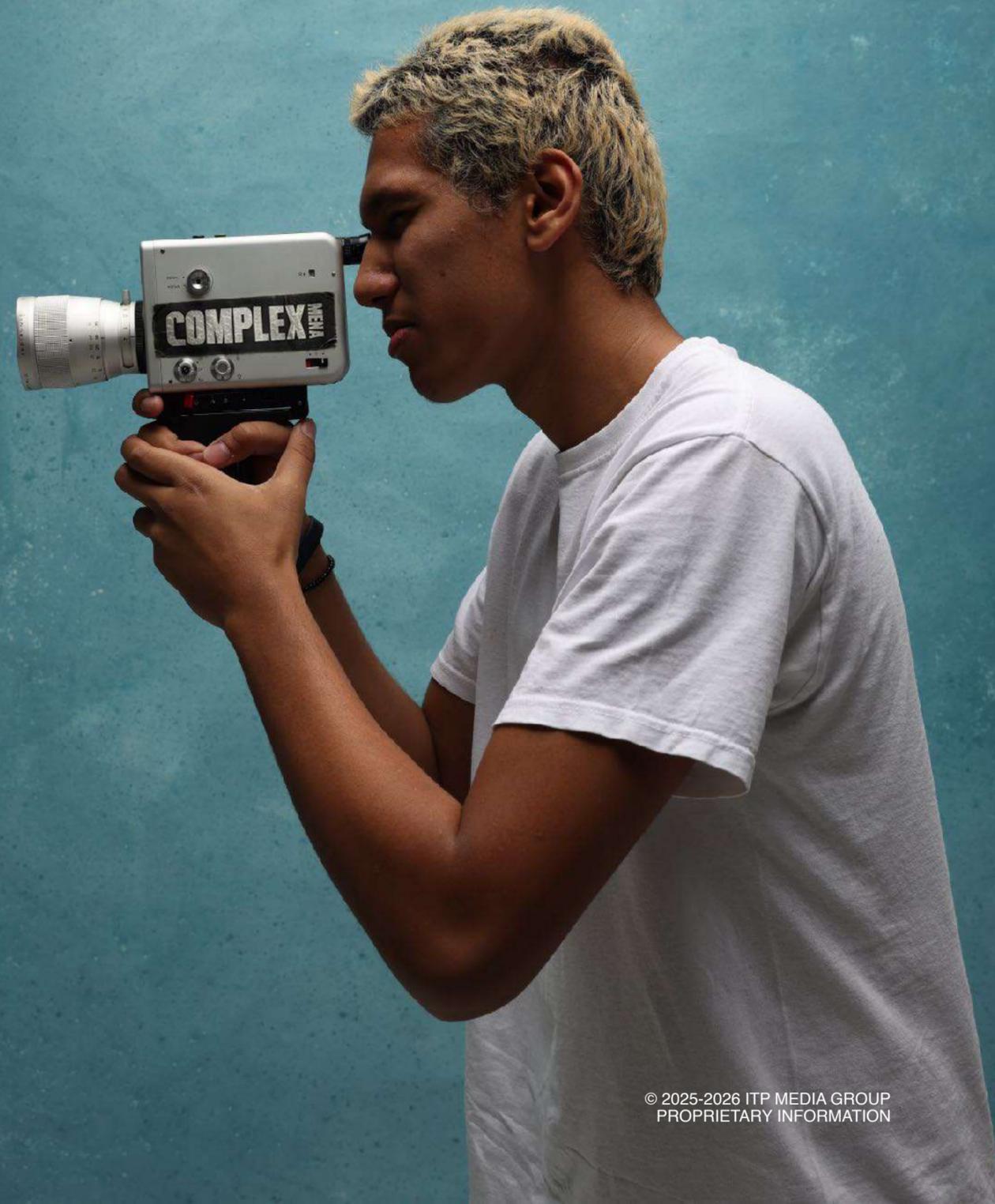
Digital Reach: 500,000\* per month

Social Reach: 10,000,000 per month

Print Issues: 2 per year

Top Countries: UAE, Saudi Arabia,  
Egypt, Morocco, Lebanon, and Turkey

# OUR AUDIENCE



OUR AUDIENCE

# MUSIC TRENDSETTER

From Arab trap to global pop, music shapes their identity and their day to day.

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# THE SNEAKERHEAD

Every drop, every pair. Sneakers are their status symbol and cultural artefacts.

# SPORTS CULTURE VULTURE

More focused on personalities and plot lines than on-field results. Heavy football focus, with interest in NBA and F1.

# FOODIE CITY EXPLORER

Food is their social language, and each new viral dish must be sought out.

# FORMAT SPONSORSHIP

Presented by partnership  
Product placement  
Talent and ambassador integrations

# COLLECTIBLE PRINT

Advertising and editorial integrations  
Inserts, posters, collectibles  
Custom issues for single brand or event

# MERCH & DROPS

Brand collab limited editions  
Talent and content integrations

# SOCIAL VIRALITY

Brand posts and stories  
Social channel takeovers  
Video and editorial product features

# CUSTOM VIDEO

Bespoke branded content creation  
Original series co-development  
Product promotions and reviews

# LIVE EVENTS

Sponsorship and partner events

WHY WORK WITH COMPLEX?



# CULTURE CREDIBILITY

20 years of global brand equity, celebrity co-signs, and unrivalled authenticity on social channels.

# PROVEN FORMATS

We're breaking new ground in MENA with a global formula that guarantees results across the platforms that matter.

# CREATIVE EXCELLENCE

The premium craft & production of ITP Media merged with Complex's global network of cultural creatives.

# ENGAGED COMMUNITY

We're deeply invested in our audience. We speak to them everyday with a tone they trust and content they share. Online and offline, community is at the heart of our offering.

January  
SOCIAL LAUNCH

January  
WEB LAUNCH

February  
VALENTINE'S DAY GOAT  
TALK SPECIAL

February 18 – March 18  
RAMADAN CONTENT  
PACKAGE

April  
EXPERIENTIAL EVENT

January  
GOAT TALK  
VIDEO PREMIER

March  
LIMITED EDITION  
MERCH GIVEAWAY

May  
COLLECTIBLE PRINT  
LAUNCH

# WHAT'S COMING UP



# WORKWITHUS

SOCIAL	RATE (USD)
Instagram Reel	25,000
Instagram Carousel	15,000
Instagram Post	15,000
Instagram Story	6,000
Instagram Dark Post	8,000
TikTok Video	25,000
TikTok Post	15,000
TikTok Dark Post	8,000
Snapchat Video	25,000
Snapchat Story	6,000
Snapchat Dark Post	8,000

DIGITAL	RATE (USD)
Interstitial	300CPM
Billboard	2500CPM
MPU	150CPM
Half Page	200CPM
Leaderboard	200CPM
Mixed Banners	350CPM
Branded Landing Page	POA
Multimedia Campaign Hub	POA

VIDEO	RATE (USD)
Show Sponsorship	POA
Custom Video Content	POA
White Label Production	POA

PRINT	RATE (USD)
Inside Front Cover	30,000
Outside Back Cover	30,000
Inside Back Cover	15,000
DPS 1	25,000
DPS 2	24,000
DPS 3	23,000
DPS 4	22,000
DPS 5	21,000
DPS 6	20,000
Opposite Ed's Letter	18,000
Full Page ROP	18,000
DPS ROP	19,000

# LET'S TALK

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