

# Arabian Business

## أريبيان بزنس

Media Pack 2026

Informed. Insightful.  
Independent.

WE MEAN BUSINESS.

# PRINT

THE REGION'S MOST PRESTIGIOUS  
BUSINESS PUBLICATION WITH  
PREMIUM DISTRIBUTION ACROSS  
THE REGION.

# DIGITAL

UNPARALLELED ENGAGEMENT,  
AND BESPOKE TARGETING  
CAPABILITIES ACROSS THE  
CHANNELS THAT MATTER.

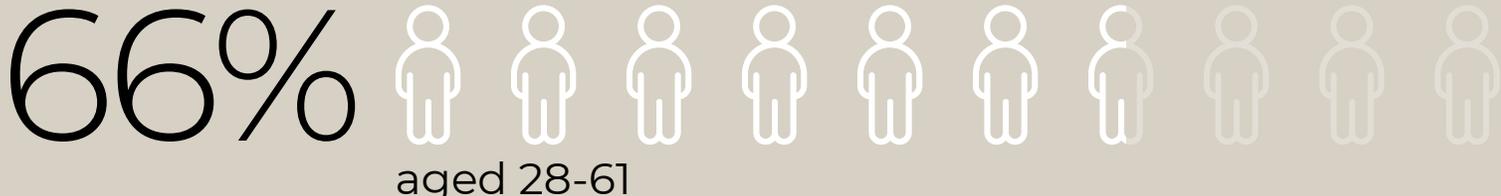
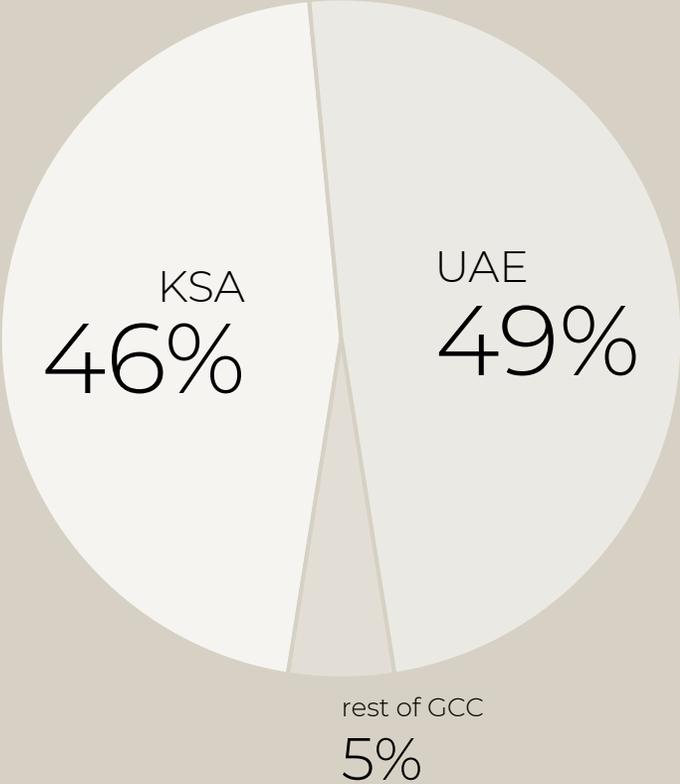
# EVENTS

FLAGSHIP EVENTS THAT BRING  
TOGETHER THE GCC'S MOST  
INFLUENTIAL LEADERS.



# Resonate with the Region.

4+ Million Total Reach per Month



+33% growth in loyal, engaged subscribers YoY.

Leaders, HNWI's and  
Business Influencers

# Print Distribution



ENGLISH

70,000 distributed globally,

Emirates flights and lounges, DIFC, Al Fursan Lounges, Etihad Lounges, Preimo Limosine, Virgin, Kinokuniya, Union Co-op, Spinneys, Virgin Stores, WH Smith and more.



ARABIC

55,000 distributed globally,

Emirates Lounges, Riyadh Air, Tamimi, Lulu, Hyper Panda, Danub, Spinneys, Union Co-op, Kinokuniya, Carrefour, WH Smith, Virgin, Al Fursan Airport Lounges, Etihad Lounges, DIFC and more.

English &  
Arabic

# Digital Reach

- **Website**  
English: 3 million/month  
Arabic: 1.8 million/month
- **Instagram**  
English: 170,800 Followers,  
1 million/month reach  
Arabic: 2,900 Followers,  
110,000/month reach
- **X (Twitter)**  
English: 82,000 Followers  
Arabic: 62,000 Followers
- **TikTok**  
161,000 Followers
- **LinkedIn**  
183,000 followers  
250,000/month
- **Facebook**  
English: 217,000 Followers,  
1 million/month reach  
Arabic: 103,000 Followers,  
800,000/month reach
- **Newsletters**  
English: 190,000 subscribers  
up to 30% open rate  
Arabic: 162,000 subscribers,  
up to 18% open rate
- **YouTube**  
52,000 subscribers  
40,000/month views
- **WhatsApp**  
English: 48,000 followers  
Arabic: 21,000 followers

# Market Movers. Big Spenders. Decision Makers.

Connect with the people who make things happen across the ITP luxury portfolio.



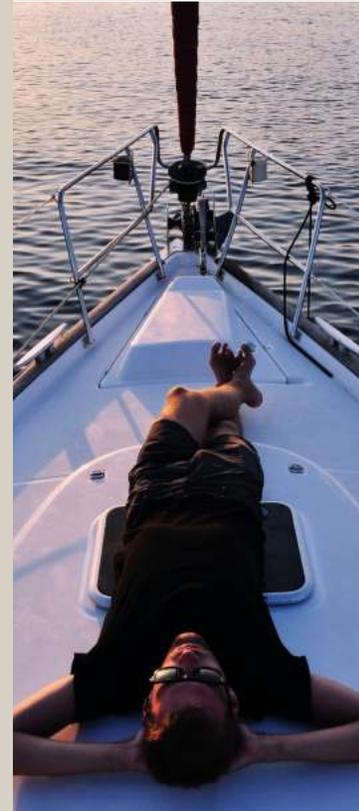
**2.9M** Luxury Goods Consumers



**2.8M** High Net Worth Individuals



**4.2M** Key Decision Makers



**3.2M** Luxury Travellers



**3.2M** Luxury Motor Enthusiasts



**4.5M** Tech Enthusiasts

\*Across the ITP Luxury network

## The cover

# Arabian Business Leaders

AB's premier supplement featuring the region's key people.

Features include a cover shoot and 2-4 page feature, bagged with Arabian Business and distributed to the full circulation.

In addition to the print feature, a digital article runs on AB.com and is promoted via LinkedIn, Facebook and X (Twitter) with a total reach of 400,000.

Available in English and Arabic





# AB Majlis Podcast

In-depth conversations with thought-leaders and decision-makers in a 10-15minute podcast, available on all major platforms, reaching +400,000 people.

Interview Deliverables: Guest slot on podcast, interview with AB Editorial team, Video shot at AB studio, podcast published on AB.com and all major streaming platforms, promotion across social channels, featured in AB Daily Newsletter

Available in English and Arabic

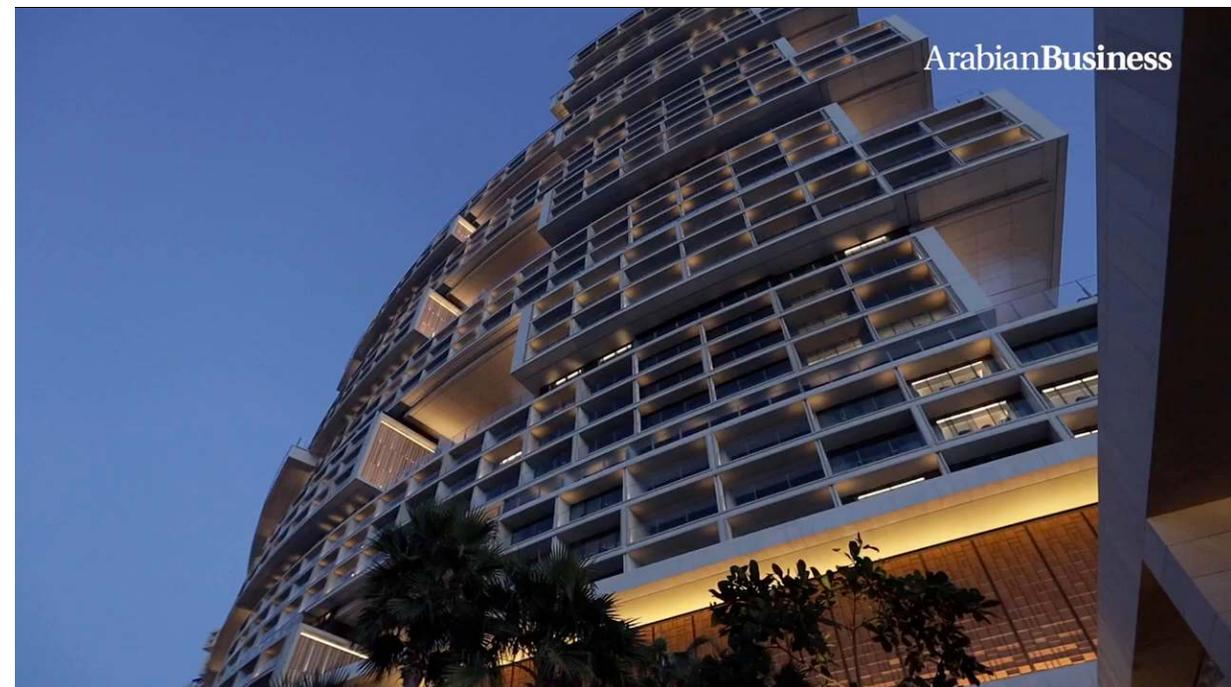
Sponsorship Deliverables: Mentions and attribution at start and end of episode, mentions and attribution on episode articles and social posts.



# Arabian Business Achievement Awards

Event Sponsorship

Celebrate the greatest achievers in business in the UAE. From an initial entry of over 2,000 applicants and a final short list of just 30 names in 10 categories, the winners of the region's only officially audited awards are revealed live on stage. Connect with leaders from the real estate, tech, healthcare, retail, start-up and ecomm worlds as they share in their journeys and we celebrate their success. Sponsors will have the option to customize the event.





# Arabian Business Leadership Summit

Event Sponsorship

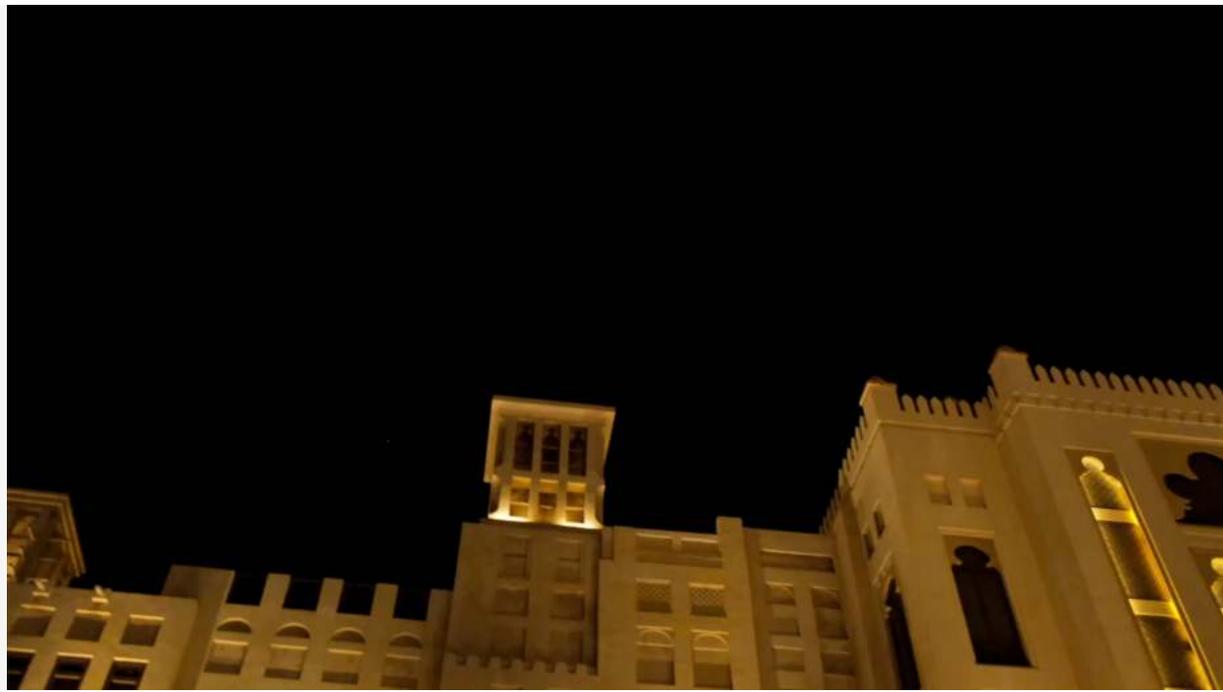
Empower, inspire and excel through engaging discussion. The Arabian Business Leadership Summit is a unique opportunity to hear from top experts who have successfully navigated the global business landscape.



# Arab Woman Awards

Event Sponsorship

A remarkable celebration of the incredible women leaders shaping the Middle East's business landscape. Gathering an initial entry of 300 applicants, the awards acknowledge women driving growth and positive change across various sectors such as business, education, energy, entrepreneurship and many more. This event promises to be the highlight event for the leading ladies of the Arab World, with star-studded names from the business world coming together at our annual black tie gala dinner.



# Editorial Calendar 2026, English

MONTH	THEMES
January	Strategic planning, annual forecasts and economic outlooks, Abu Dhabi Sustainability Week
February	Financial performance, investment trends and market analysis, AB Achievement Awards 2026, World Health Expo, SITE Global Conference
March	Technology launches and transport innovation, Eid Al-Fitr, Dubai Flying Taxis debut
April	Supply chain resilience and infrastructure development, Dubai International Boat Show
May	Travel, construction and energy, Dubai Travel Market, Eid Al-Adha
June	Corporate wellness and lifestyle business
July	Mid-year business assessments and evergreen features
August	Summer business dynamics and evergreen content
September	INDEX Saudi Arabia and Saudi Industrial Expo
October	Technology and travel flagship events, GITEX Global, RISE 2026
November	Construction and real estate focus, Dubai Airshow
December	Sustainability and trade initiatives, UN Water Conference, 2026 round-up

# Editorial Calendar 2026, Arabic

MONTH	THEMES
January	2025 in Review & 2026 Outlook, Achievements of 2025, Economic forecasts for 2026
February	Kick-starting 2026, Financial performance, investment trends and market analysis
March	Technology launches and transport innovation, Dubai Flying Taxis
April	Supply chain resilience and infrastructure development, Dubai International Boat Show
May	Sustainability and the green economy, Renewable energy initiatives, ESG and green investment
June	Corporate wellness, health trends, workplace culture and consumer markets
July	Mid-year business assessments and evergreen features, seasonal business patterns and strategic analysis, Islamic New Year
August	Summer business dynamics and evergreen content, investigative features, Saudi and UAE economic developments
September	INDEX Saudi Arabia and Saudi Industrial Expo in Riyadh, Saudi Founding Day, Vision 2030 economic milestones
October	GITEX Global in Dubai and Luxury Travel Marketplace, RISE 2026, digital transformation and HNWI trends.
November	Construction and real estate focus, Property market analysis and infrastructure investment
December	Sustainability and trade initiatives: UN Water Conference, Environmental business, tourism facilitation and economic integration.

Let's make something  
worth talking about.

[ABSales@itp.com](mailto:ABSales@itp.com)