

A G B I

ARABIAN GULF BUSINESS INSIGHT



Media Pack 2024

❖ Welcome to AGBI



We are a full-spectrum business news platform for the MENA region and beyond, serving an influential audience of market-makers and decision takers. We break important stories, provide authoritative opinion and analysis, and facilitate commercial collaboration.

The AGBI team brings a wealth of experience, comprised of former senior executives from international titles including The Times, The Telegraph, the Financial Times and The Wall Street Journal as well as local publishers such as Arabian Business and The National.

Our mission is to become an essential tool for ambitious business people and established leaders alike, helping them identify the region's key commercial opportunities and challenges.

In technology-accelerated markets where content is created in an instant, we stand apart to deliver insight rather than simply present information, to facilitate understanding rather than contribute to the noise, and to provide the focus that informs good business decisions.

Headquartered in London and with a newsroom in Dubai, we are a team of dedicated journalists providing up-to-the-minute business news and insightful analysis at the intersection of regional economies and global markets.

Welcome to AGBI.

James Drummond
Editor-in-Chief

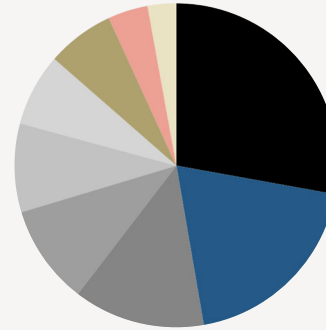
Top 10 Countries



	United Arab Emirates	23%
	Saudi Arabia	23%
	Türkiye	16%
	Egypt	13%
	United Kingdom	7%
	Oman	4%
	United States	4%
	Qatar	4%
	Kuwait	3%
	India	3%

Data range: 1/4/24 - 1/5/24
Data source: Google Analytics

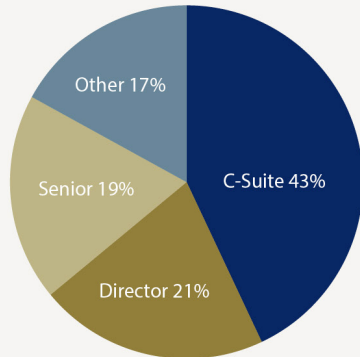
Sectors



	Economy	28%		Tech	7.2%
	Construction	19.4%		Food drink	6.7%
	Banking Finance	13.2%		Environment	4%
	Business of Sport	9.9%		Employment	2.9%
	Energy	8.8%			

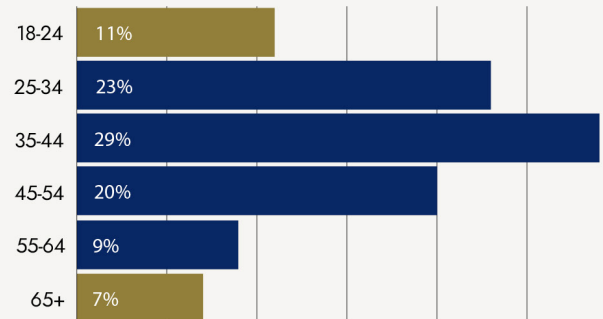
Data range: 1/4/24 - 1/5/24
Data source: Google Analytics

Job Seniority



Data range: 1/10/23 - 30/11/23
Data source: LinkedIn Ads Manager

Age splits



Data range: 1/10/23 - 30/11/23
Data source: Google Analytics

Reach

420,000
Monthly Unique Users

815,000
Monthly Page Views

3m 34s
Average Session Duration

Data range: 01/10/2024 - 31/10/2024
Source: Google Analytics

We focus on all the sectors that matter, from emerging tech and evolving trade relations to banking, stock markets, construction, plus oil and gas, airlines and tourism, macroeconomics and energy transformation. We interview the regional heavyweights who move markets and decide policies.

June 7, 2024
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ANALYSIS AVIATION

Qatar dazzles as Middle East aviation picks up pace

By Andy Sambidge | May 8, 2024

A family boards an aeroplane. There are 213 airlines operating in the Middle East, says the OAG report.

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- 1
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June 7, 2024
- 2
Qatar's rising population increases demand for schools
June 6, 2024
- 3
Mubadala-backed Zamp buys Starbucks brand in Brazil
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The report by aviation consultancy OAG says the UAE and Saudi Arabia are the region's biggest markets, accounting for 61 percent of total airline capacity, while Qatar is the fastest grower.

Since 2000 Qatar's aviation sector has expanded by 12.5 percent annually. It has grown from just over 3 million seats to more than 32 million seats expected this year.

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VIDEO GIGA-PROJECTS

Saudi mega-project designs to merge tradition and futurism

By Andrew Hammond | March 27, 2024

Andrew Hammond talks about Saudi Arabia

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"There are sometimes instances where there is reverence for the vernacular and everything new and modern is shunned but that is not the case in Saudi Arabia at all," she said. "We embrace the new and innovative without losing who we are."

The commission – one of 11 overseen by the ministry of culture – has a remit to advise and guide the multitude of projects, which led one real estate consultancy to dub Saudi Arabia the biggest construction site in the world.

June 7, 2024
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ANALYSIS OIL & GAS

Oil keeps Russia and China close, but analysts warn it won't last

By Eva Levesque | May 21, 2024

The presidents of China and Russia, Xi Jinping and Vladimir Putin, hold talks in Beijing last week.

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NEWSLETTER

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Russia was China's biggest oil supplier once again in April, according to official figures, staying ahead of Saudi Arabia thanks to its cheaper crude.

However, crude flows from Riyadh to Beijing are expected to increase as the kingdom strengthens its presence in the Chinese energy sector, analysts have told AGBI.

Russia's crude oil exports to China were up 30 percent year on year in April, according to data from Beijing's General Administration of Customs. Supplies from Saudi Arabia were down 25 percent over the same period.

China's oil imports

Imports in 1,000 barrels per day

Source: Rystad Energy - Created with Datawrapper

Since launch, AGBI has attracted high-calibre contributors such as **CNN's Eleni Giokos**, **PIF Head of Energy Mohammed Alalalaih**, **Emirates Airline President Sir Tim Clark** and former **UK Trade Commissioner to the Middle East Simon Penney**, alongside star columnists **Robin Mills** and **Frank Kane**.

OPINION • ENERGY

There's no quick fix on energy. At PIF, we're just getting on with it

The Saudi sovereign wealth fund's head of energy and utilities explains why the transition to renewables is coming, but can't happen overnight – and why electric cars are older than you think



By Mohammed Alalalaih | January 9, 2023

OPINION • BIDEN MIDDLE EAST

It's the bankers who most want Biden and MbS to make nice

Saudi Arabia want better relations with the US, Biden wants cheaper oil - but Wall Street can smell the money



By Anthony Scaramucci | July 8, 2022

OPINION • ECONOMY

Unravelling the Gulf's energy conundrum

The region gained wealth and political clout last year. Now, as the UAE prepares to host Cop28, it will be expected to find – and fund – climate solutions



By Eleni Giokos | January 16, 2023

OPINION • AVIATION

Gulf aviation will continue to grow despite global challenges

Emirates and Gulf aviation in general can expect a year of growth as Qatar builds on the World Cup and Saudi Arabia drives its tourism



By Sir Tim Clark | December 28, 2022

OPINION • OIL & GAS

Opec+ – if it ain't broke, don't fix it

The rejigged meeting is likely to maintain the status quo in global crude markets



By Frank Kane | May 27, 2024

OPINION • TRADE

The next UK government must prioritise a GCC trade deal

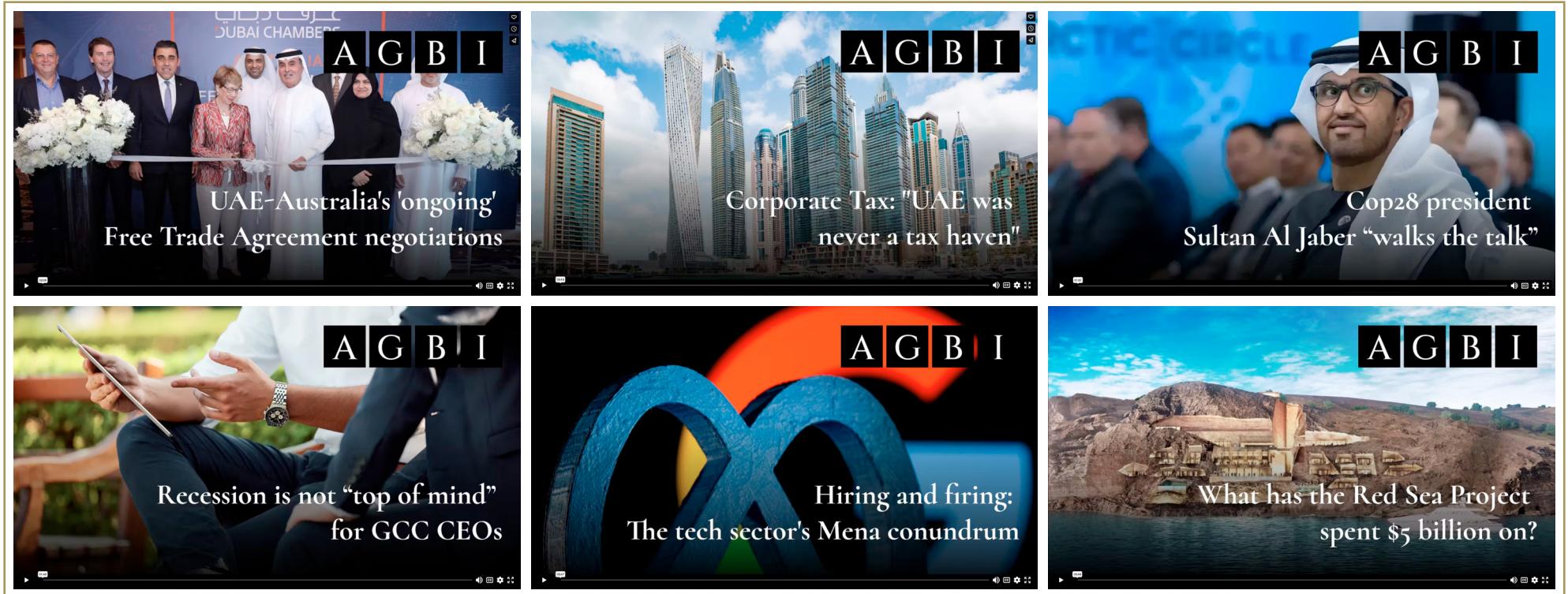
With an impending election, government-to-government relations are critical



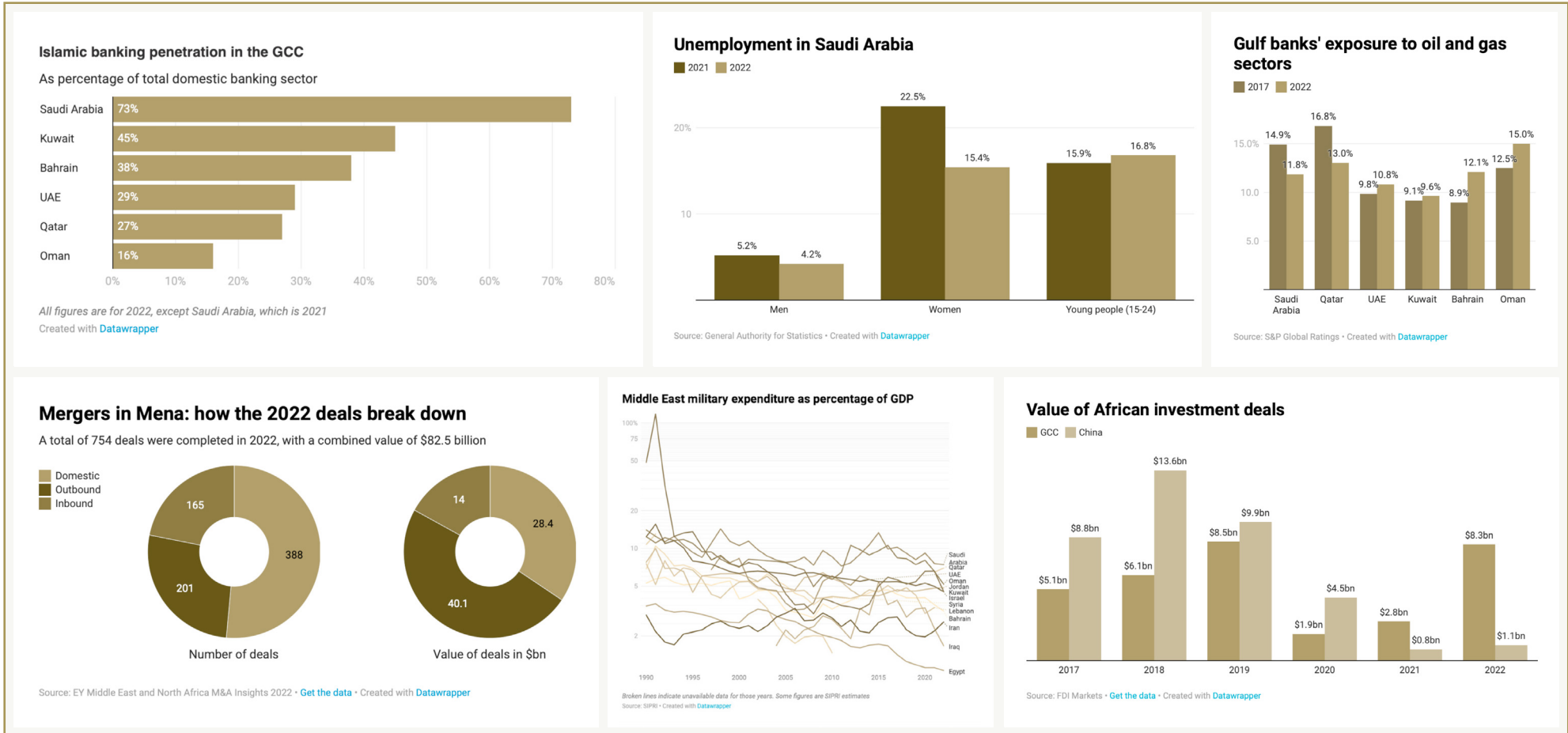
By Simon Penney | May 24, 2024

❖ Video

Broadcast quality audio-visual content is one of AGBI's hallmarks, with key players interviewed and current affairs unpacked to give viewers the answers they seek and the insights they value - it's "news you can use" in easily digestible form.



Accurate and compelling data is at the core of AGBI's proposition with infographics deployed across a range of subjects to illustrate key trends and illuminate complex subjects - the key points of the important stories at a glance, at readers' fingertips.





November 2023 saw AI experts flying in from the US, Europe and Asia to discuss the global learnings from AI implementation across industries. The panel of speakers and audience discussed a range of topics exploring the there “Does AI enable us do things better, or to do better things”?

The business leaders who came to the invitation-only event commented on the calibre of attendees, and expressed their appreciation to AGBI for bringing global AI experts to the UAE. We expect many to attend future events in 2024.

Contact the AGBI team at partnerships@agbi.com to enquire about upcoming events or to discuss your curated brand event.



“The AGBI team was deeply thoughtful about the event, content and experience - important when making sense of this complex technology. It’s no wonder the panels

invited spirited engagement and were widely celebrated by attendees.”

Jessica Groopman Panel Speaker



“We thoroughly enjoyed being part of this event – the audience was high-calibre, the evening well-organized. We were impressed with the coverage and interest

generated across media and social platforms, both leading up to and following the event.”

Mario Rizk Sponsor, **Oliver Wyman**



“A top quality experience from start to finish. The AGBI team’s consistent professionalism, support before, during and after our two AI strategy events were

beyond anything I’ve experienced in many years of international conference work.”

Michael Bayler Panel Moderator

❖ Leadership



Martin Newland
CEO

Former Editor of The Daily Telegraph (UK), Editor of The National (UAE), Publisher of Abu Dhabi Media's Arabic and English titles.



James Drummond
Editor-in-Chief

Former Financial Times Gulf News Editor and Cairo/Baghdad Correspondent, Head of Geopolitical Risk at HSBC.



Hector Arthur
Chief Strategy Officer

Former Digital Development Director at The Times & The Sunday Times, CDO at Which?, CEO at JECT.AI.



Robert Cole
Commercial Director

Robert was Commercial manager at ITP Media Group (UAE) & Business Development Director at Daily Mail Group (UK).



Tomaso Capuano
Creative Director

Former Creative Director at WSJ and Dow Jones, Creative Director at The Financial Times, Art Director at The Times.



Alicia Buller
Opinion Editor

Former Launch Editor at AGBI, Launch Editor at Gulf Business, UK Editor at Arabian Business, Writer at Reuters, PwC and Wired.



Shane McGinley
News Editor

Former Editorial Director at Arabian Business, Head of Content at Reuters, Business Features Editor at Arab News.



Frank Kane
Editor-at-Large

Former columnist at Arab News, Senior Business Correspondent at The National, Business Editor at The Observer.



Frank Praverman
Head of Newsroom

Former Digital Newsroom Editor at The Times and Sunday Times, Transformation Lead at Times Online.

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MPU - in Article	\$100 CPM
Double MPU - in Article	\$120 CPM
Leaderboard - under Menu Bar	\$150 CPM
Mobile App - 350x50, 300x100	\$120 CPM
Newsletter Leaderboard - between content sections	\$4k

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The opportunity to be the exclusive branded sponsor to promote your brand/leader/thought-leadership content (4 x articles) on a tab we will create. The channel will host all AGBI content on the subject matter, alongside the sponsor content (4 x articles) and branding

\$POA - contact us for details

Contact our team to talk through partnership opportunities from content marketing to digital advertising and sponsorship – partnerships@agbi.com

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Building 02, Office No. 202,
Dubai, United Arab Emirates.

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Content Marketing

Video

Onsite at client office or at industry event - editor interview with client - filming and production, inclusive of client branding, to create an asset for the client and hosted on AGBI

Starting from \$10k

Audio Podcast

Moderate and produce a 10 min podcast to be edited and published on AGBI.com

Starting from \$10k

Commercial Content

Leadership profiling, Q&As and written content

Starting from \$10k

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Starting from \$15k

Events

Curated Client Events

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AGBI Event Sponsorship

Starting from \$12k

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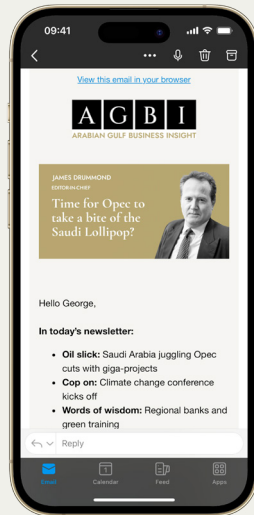
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Dubai Office

Dubai Media City,
Building 02, Office No. 202,
Dubai, United Arab Emirates.

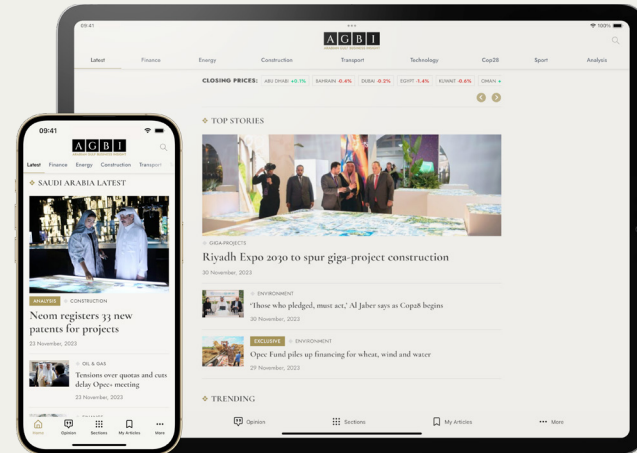
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