

# GULF NEWS

Reaching nearly every segment of the UAE, we have around 5 million unique behavioral profiles that are refreshed every month.

## CORE VERTICALS

Behavioral and Campaign data

## SOURCE OF DATA

[gulfnews.com](http://gulfnews.com) | [getthat.com](http://getthat.com)

[fridaymagazine.ae](http://fridaymagazine.ae) | [wheels.ae](http://wheels.ae)

[babyandchild.ae](http://babyandchild.ae) | [insideoutmagazine.ae](http://insideoutmagazine.ae)

## DEVICE COVERAGE

Web and Mobile

## REGION AVAILABILITY

UAE and parts of GCC (Saudi, Oman, Kuwait, Bahrain, Qatar)

## KEY HIGHLIGHTS

As the UAE's No.1 newspaper of record, online and in print, we are a trusted source of information for our readers and a brand-safe environment for advertisers. We have approximately 5 million unique behavioural profiles every month.

## MODELED DATA

No

## CONTACT

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## TOP SEGMENTS



**AUTO ENTHUSIASTS**  
\$2 CPM

One of our most engaged audiences. Petrol heads and car buyers seeking pre-owned and new car sales alongside a need for speed with our latest car news and reviews from our expert motoring journalists.



**FASHIONISTAS**  
\$2 CPM

With exclusive celebrity interviews, red carpet coverage and local coverage of the latest designers, local talent and beauty advice, we attract a highly engaged audience who want to look great and take pride in their look.



**SPORTS FANS**  
\$2 CPM

Our audience loves sport. Cricket and football coverage delivered by our highly respected sports commentators keeps our audience coming back for fan-tainment and no holds barred opinion.



**EXPECTANT/ NEW MUMS**  
\$2 CPM

With a wealth of practical information, health tips, well-being and educational expertise, we deliver content for the whole experience of being a new mum, from pregnancy, infant development and tips for preschool children.



**TRAVEL INTENDERS**  
\$2 CPM

As a hub for international travel, with plenty of long weekends for getting a well-deserved break home or away, there's no wonder our online readers are avid searchers of deals and inspiration for travel or activity ideas from our Guides and Going Out team.



**HIGH NET WORTH INDIVIDUALS**  
\$2 CPM

With the latest business news and insight on a macro and local economic viewpoint, we consistently reach an affluent C-level audience interested in a broad range of topics from golf to markets, buying property and luxury brands (especially performance and sports cars).



**REAL ESTATE FOLLOWERS**  
\$2 CPM

Moving in and moving out of this region is not only a high rental market but serious investors for new and existing developments. Our content experts in property reach every sector from mortgages to rentals, housing trends and availability, new developments and investment advice.



**TECH & GADGET ENTHUSIASTS**  
\$2 CPM

With our reporters often on the ground at major unveiling events like WWDC and CES, it's no wonder we reach a huge tech-savvy audience eager to see the latest gadgets, gaming and software.



**FOOD AND DINING LOVERS**  
\$2 CPM

From foodies to people looking for the best restaurant experiences, our journalists review and deliver content every week on the best recipes, gourmet dining and cooking experiences with master chefs in the region.



**BUSINESS PROFESSIONALS**  
\$2 CPM

One of our most popular areas of content, our journalists are well-renowned for covering the hot topics for local and world economics. Whether live coverage from major events or deep analysis, they regularly attract a large, active audience, diving into the defining issues across business management, banking, construction, aviation, oil and gas, technology and much more.