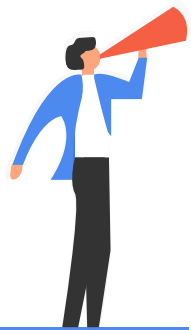


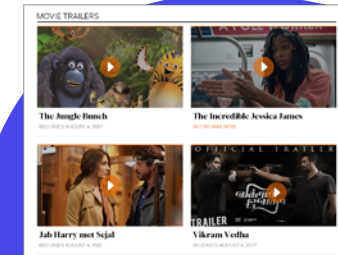
GULF NEWS 

# DATA SYNDICATION FROM GULF NEWS

For Agencies and Brands



- 5 million unique behavioural profiles. Deeply engaged audiences from business to parenting, autos, travel, fashion and more...
- First party data
- Breadth of topics from Breaking News to Lifestyle, Business Real Estate, Travel, Celebrity, Bollywood, Legal, Employment, Tech and Classifieds
- Niche audiences too – parenting with Baby & Child, Interiors, Autos (Wheels), Luxury Watches, Fashion (Citizen K)
- Creative, Rich media ad inventory, fast ad-load
- Brand-safe content



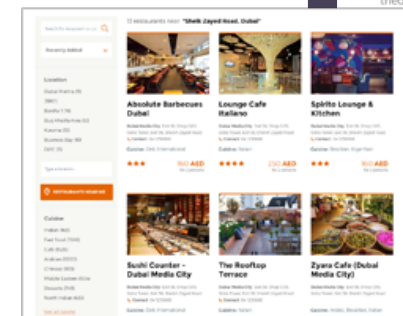
## LIFESTYLE

Health & Fitness Fashion Beauty Food Family Community Home & Interiors Luxury



### Your guide to 2018's top bridal beauty trends

We loved when Selena Gomez went sultry for the 2013 MTV VMAs. Her revealing Atelier Versace number was a total hit, so naturally we loved it when Celine Dion tried the same look.





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.

**\$ 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.

**\$ CPM**



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

**\$ 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.

**\$ 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.

**\$ 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).

**\$ CPM**



## REAL ESTATE FOLLOWERS

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.

**\$ CPM**



## FOOD AND DINING LOVERS

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.

**\$ CPM**



## TECH AND GADGET ENTHUSIASTS

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.

**\$ CPM**



## BUSINESS PROFESSIONALS

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.

**\$ CPM**



## NEED A CUSTOM SEGMENT?

Need a custom segment to boost your campaign? Are you looking for more information about our segments or want to book a meeting?

**CONTACT US** 

# Summary

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)

## 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.

## DEVICE COVERAGE

Web and Mobile



## Auto Enthusiasts speed up ad campaigns of several brands on Gulf News.

Yes! They are alive, alert and enthusiastic. Using the power of our Data Management Platform, we are able to profile our audiences based on their declared and exhibited behaviors as they visit our websites. While general site targeting results in average CTR, our audience data continues to improve our ad targeting performance metrics.

Our Auto Enthusiasts segment is one of the most engaged audiences proven to build brand awareness and loyalty for most of our advertisers aiming to target the right customers wherever they are on our network.

This capability has helped us increase our CTR by an average of 79% as compared to the general targeting done on most campaigns.

Advertiser	Targeting	
	General	Audience
Campaign 1	0.18%	0.32%
Campaign 2	0.16%	0.22%
Campaign 3	0.11%	0.33%
Campaign 4	0.19%	0.23%
Campaign 5	0.25%	0.63%

Sanjay Adnani

[sadnani@gulfnews.com](mailto:sadnani@gulfnews.com)

Alden Paje

[apaje@gulfnews.com](mailto:apaje@gulfnews.com)