Media Pack 2020
About WEALTH Arabia

WEALTH Arabia is an investment and lifestyle platform for the GCC’s High Net Worth Individual (HNWI). WEALTH Arabia covers the totality of the HNWI experience, giving exclusive insight into how to invest, spend and prosper.

Our editorial content advises leaders in the Gulf on ways to preserve and grow their personal wealth, with actionable analysis from top industry experts, with insight into the latest trends in private banking, wealth management, real estate and more, helping both veteran and new investors become better informed and aiding the development of their portfolios.

In addition to financial guidance, WEALTH Arabia provides readers with showcases of the best ways to enjoy their money and explores the latest exclusive destinations, experiences, motoring, high-end products, and fine dining.

Uniquely covering both sides of the lifestyle, WEALTH Arabia is an essential read for the discerning elite of the GCC.

About CPI Financial

CPI Financial was established in Dubai in 1999 to meet the needs of an ever-expanding financial community, offering a comprehensive portfolio of market-leading products and services tailor-made for the banking and financial services sectors.

Through our current stable of publications and our new portal, we provide up-to-date coverage of news and events relevant to the banking and financial services communities across the MENA region, the African continent and for the Islamic finance community globally.

CPI Financial is committed to delivering the most relevant financial news, features and analyses to bankers and businesses throughout the Middle East, Africa, and beyond. We offer the latest information through a variety of platforms including magazines, e-newsletters, websites, events, and several digital offerings.

Our awards programmes and events are constantly evolving to recognise and celebrate the success stories from the banking and financial services sector.
Reach, readership and circulation

Readership by designation:
- Chief Executive: 19%
- Vice President: 34%
- Partner: 22%
- Managing Director: 22%
- Chairman: 3%

Country breakdown:
- Saudi Arabia: 3,357
- Oman: 191
- UAE: 561
- Iraq: 812
- Egypt: 2,168

TOTAL circulation: 7,089
The new cpifinancial.net portal is updated throughout the day to deliver news and relevant content covering the regional banking and finance industry, including Islamic finance, commercial, retail and investment banking and the wealth management sectors.

The portal provides engaging reading and analysis of all the regions economies and the subjects that matter within the region and across the globe, as well as looking at the people behind the news.

cpifinancial.net’s audiences are C-suite executives within leading banks, financial institutions as well as family officers and central bankers too. Our users also include business leaders and senior executives, CFO’s and treasurers in the regions’ leading corporations plus regulators, heads of industry bodies and entrepreneurs.

Not only do our users make a highly desirable and well targeted professional audience, many travel extensively throughout the region on business and leisure. They are among the wealthiest, most style conscious, cultured and high-spending individuals living in the Middle East and as such are top-end consumers.

cpifinancial.net combines digital package offers advertisers the opportunity to run monthly tenancy display campaigns utilising all four different creative options including Leader Board, Skyscraper, Custom Mid Unit as well as Medium Rectangle and Footer, ensuring a continuous presence.

Campaigns are displayed on rotation, ensuring excellent visibility of all the creative formats across all content pages.

Similarly, further opportunities for bespoke native content and video are available to support key communications and deepen engagement through editorialised content.

<table>
<thead>
<tr>
<th>File format</th>
<th>.jpg,.png,.gif</th>
</tr>
</thead>
<tbody>
<tr>
<td>File size</td>
<td>40kb</td>
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<tr>
<td>Submission</td>
<td>Min 2 business days before campaign start</td>
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Monthly Campaign $6,500
## Advert Size Specifications (Digital)

<table>
<thead>
<tr>
<th></th>
<th>Billboard</th>
<th>Leaderboard Banner</th>
<th>Custom Mid Unit</th>
<th>Right Column MPU</th>
<th>Right Column Half Page</th>
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</thead>
<tbody>
<tr>
<td>Desktop Screen (&gt;1200px)</td>
<td>970x250px</td>
<td>970x90px</td>
<td>835x150px</td>
<td>300x250px</td>
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<tr>
<td>Desktop Screen (990px-1200px)</td>
<td>690x100px</td>
<td>728x90px</td>
<td>530x150px</td>
<td>300x250px</td>
<td>300x600px</td>
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<tr>
<td>Tablet - Landscape (770px-990px)</td>
<td>835x150px</td>
<td>690x100px</td>
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<td>300x600px</td>
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<tr>
<td>Tablet - Portrait (575px - 770px)</td>
<td>690x100px</td>
<td>468x60px</td>
<td>468x60px</td>
<td>300x250px</td>
<td>160x600px</td>
</tr>
<tr>
<td>Mobile (&lt;575px)</td>
<td>320x50px</td>
<td>300x100px</td>
<td>300x100px</td>
<td>300x100px</td>
<td>300x250px</td>
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</tbody>
</table>
Daily Newsletter

Our morning email newsletter delivers essential daily news directly to senior executives and thought leaders within the banking and financial sector.

Newsletter sponsorship places your brand at the forefront of the conversation and top of mind for key decision makers.

**DAILY DIGEST** (SUNDAY-THURSDAY)
The most important news, latest reports and analysis of the day.

- **Placements:**
  - Leaderboard (728x90px)
  - Vertical Rectangle (300x400px)
  - Footer (728x90px)

- Weekly send: 35,000 Subscribers

- Weekly sponsorship: $4,500
Our EDM marketing enables campaigns to be delivered directly to 42,000 registered subscribers with total precision and flexibility.

Our audience of C-suite level executives, influencers and thought leaders within the industry are among the wealthiest professionals in the GCC region. This makes our services the perfect platform for advertisers to issue a call to action to our audience.

**EMAIL SPECIFICATION**

**WIDTH:** 620px (standard size)

**REQUIRED DETAILS:**
- Friendly name, it will show as sender name
- Email address will be email@cpifinancial-partners.net
- Subject line for the email
- Date of email blast
- Plain text version of email

**FILE FORMAT:**
.html/.htm package with images

**TOTAL IMAGE & HTML SIZE LIMIT:**
100kb

**SUBMISSION LEAD-TIME:**
Minimum 3 business days before campaign start

- Cost: $5,000 per send
CEO Leadership Series

The CEO Leadership Series was created to generate exciting and original content and position all participating CEO’s as thought leaders of the banking and finance industry. This is an excellent platform to improve stakeholder engagement and for conveying participants’ vision of the challenges and opportunities that lie ahead.

All video content is published on http://www.cpifinancial.net and is also available to be hosted on client websites as is deemed appropriate.

The full interview will be transcribed and published in the CEO Leadership Series.

Cost: $6,000 per video interview
ABOUT

The WEALTH Arabia Summit is the only platform in the region to cater specifically to high-net-worth individuals (HNWIs) and their most trusted representatives responsible for selecting investment funds, strategies and managing investment portfolios.

Now, in its 5th year, the Summit has established itself as the premium forum bringing together the region’s top earners, their representatives and solution providers.

This is an invitation-only event offering an intimate environment for focused discussion on key drivers shaping the future of investment. With a wealth of knowledge shared from the world’s most influential speakers, the conference provides HNWIs and their most trusted representatives with key industry information and actionable investment advice.

EVENT IN NUMBERS

- 200+ decision makers
- 25+ leading industry speakers
- 7 keynote presentations
- 8 hours of knowledge sharing
- 3 streams of investment content

PAST SPONSORS INCLUDE:

- Audi
- Porsche
- Sobha Realty
- CS Global Partners
- IG
- RAK Bank
- Mashreq Bank
- American Express
- Knight Frank
- Invest Cyprus

- Pafilia
- Al Nabooda Automobiles
- Lombard Odier
- ADS Investment Solutions
- ADIB
- Century Financial
- Dubai Economy
- Investera
- UBS
WEALTH Arabia manages an array of events on behalf of our clients providing them with access to the most important decision makers in the region. These include roundtables and seminars:

**Roundtables**
Provide a forum for open interaction, idea sharing and experience exchanges amongst like-minded individuals. They promote practical education and encourage collaboration, knowledge sharing and transparency. Roundtables give professionals the opportunity to discuss topics amongst peers in an effort to share best practice and align strategic vision.

**Seminars**
A gathering of people for the purpose of discussing a stated topic. Such gatherings are usually interactive sessions where the participants engage in discussion about the defined topic. The sessions are usually headed or led by one or two presenters who serve to steer the discussion along the desired path. Seminars are held to impart some skills or knowledge to the participants.

To deliver an evening conference with four hours of content on cryptocurrencies for IG to present upon their products and services to individual investors.

To deliver an evening networking event discussing the differences and similarities between the British curriculum and IB to an audience of parents working in Dubai International Financial Centre (DIFC) with children aged between 7-16.
# Editorial Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>INVESTMENT</th>
<th>PRIVATE BANKING</th>
<th>MOTORING</th>
<th>LIFESTYLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Diversifying your Portfolio</td>
<td>Succession Planning</td>
<td>Supercar</td>
<td>Watch</td>
</tr>
<tr>
<td>April</td>
<td>Emerging Markets</td>
<td>New Technologies</td>
<td>Sports Car</td>
<td>Luxury Destination</td>
</tr>
<tr>
<td>June</td>
<td>GCC Markets Focus</td>
<td>Active vs. Passive</td>
<td>SUV</td>
<td>Summer and Travel Spots</td>
</tr>
<tr>
<td>August</td>
<td>Bonds and Fixed Income</td>
<td>Product and Service Innovation</td>
<td>Classic Car</td>
<td>Must Have Items</td>
</tr>
<tr>
<td>October</td>
<td>Alternative Investments</td>
<td>The GCC HNWI</td>
<td>Sedan</td>
<td>Men’s Fashion</td>
</tr>
<tr>
<td>December</td>
<td>The World in 2021</td>
<td>Local vs. International</td>
<td>Cars of the Future</td>
<td>Winter Travel Spots</td>
</tr>
</tbody>
</table>
Specifications

**TECHNICAL SPECIFICATIONS**
- **FULL PAGE**
  - Full page type area - 18 cm x 23 cm
  - Full page trim size - 21 cm x 28 cm
  - Full page bleed size- 22 cm x 29 cm
- **DPS**
  - DPS type area - 39 cm x 24.5 cm
  - DPS trim size - 42 cm x 28 cm
  - DPS bleed size- 43 cm x 29 cm

**FORMAT FOR SENDING FILES**
- **PDF**
  - Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
- **EPS**
  - Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
- **JPEG**
  - Must be in high resolution (300 dpi) and in CMYK (not RGB). Crop marks should be positioned outside the printed area.
- **AI (Native Adobe Illustrator File)**
  - Artworks must be packaged with fonts and images/links, images/links must be in CMYK not RGB.

**Note:** If advert is too large to be sent as email, please send it thru “wetransfer”.

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**Advertising Rates**

<table>
<thead>
<tr>
<th>Size - Position</th>
<th>Print</th>
<th>Digital</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,250</td>
<td>$4,125</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$14,850</td>
<td>$7,425</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$16,500</td>
<td>$8,250</td>
</tr>
<tr>
<td>Inside Front Cover - DPS</td>
<td>$22,500</td>
<td>$11,250</td>
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<tr>
<td>Inside Back Cover</td>
<td>$14,850</td>
<td>$7,425</td>
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<tr>
<td>Outside Back Cover</td>
<td>$16,500</td>
<td>$8,250</td>
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<tr>
<td>Advertorial - Full Page</td>
<td>$8,250</td>
<td>$4,125</td>
</tr>
<tr>
<td>Advertorial - DPS</td>
<td>$16,500</td>
<td>$8,250</td>
</tr>
</tbody>
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**Contacts**

**Advertising**
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