

# WIRED

## WIRED MIDDLE EAST 2020 Overview

# WIRED IS THE WORLD'S AUTHORITY ON INNOVATION AND TECHNOLOGY

For over 26 years, WIRED has reported on how emerging trends, ideas, and technologies will change our world. Since its launch in 1993, WIRED has become synonymous with informed and intelligent analysis of transforming industries and individuals, and a consistently reliable predictor of change.

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Global Editions

49M

Global Reach

78M

Page Views

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**WIRED**  
is required  
reading.

”

**STEVE JOBS**  
FOUNDER, APPLE

“

**WIRED**  
is the Vogue  
of technology.

”

**REED HASTINGS**  
CEO, NETFLIX



**WIRED's historic Middle East launch issue** explored, celebrated, and challenged the state of technology and innovation across the region – and their impact on culture.

Uniquely, the issue included two separate covers that featured industry icon Mohamed Alabbar and Sarah Al-Amiri, the UAE's minister for advanced sciences.

**WIRED in print is a very special collector's item:** artfully curated, imaginatively designed and illustrated, and, across the nearly 300-page issue, thoughtfully deep on the topics driving substantive change.

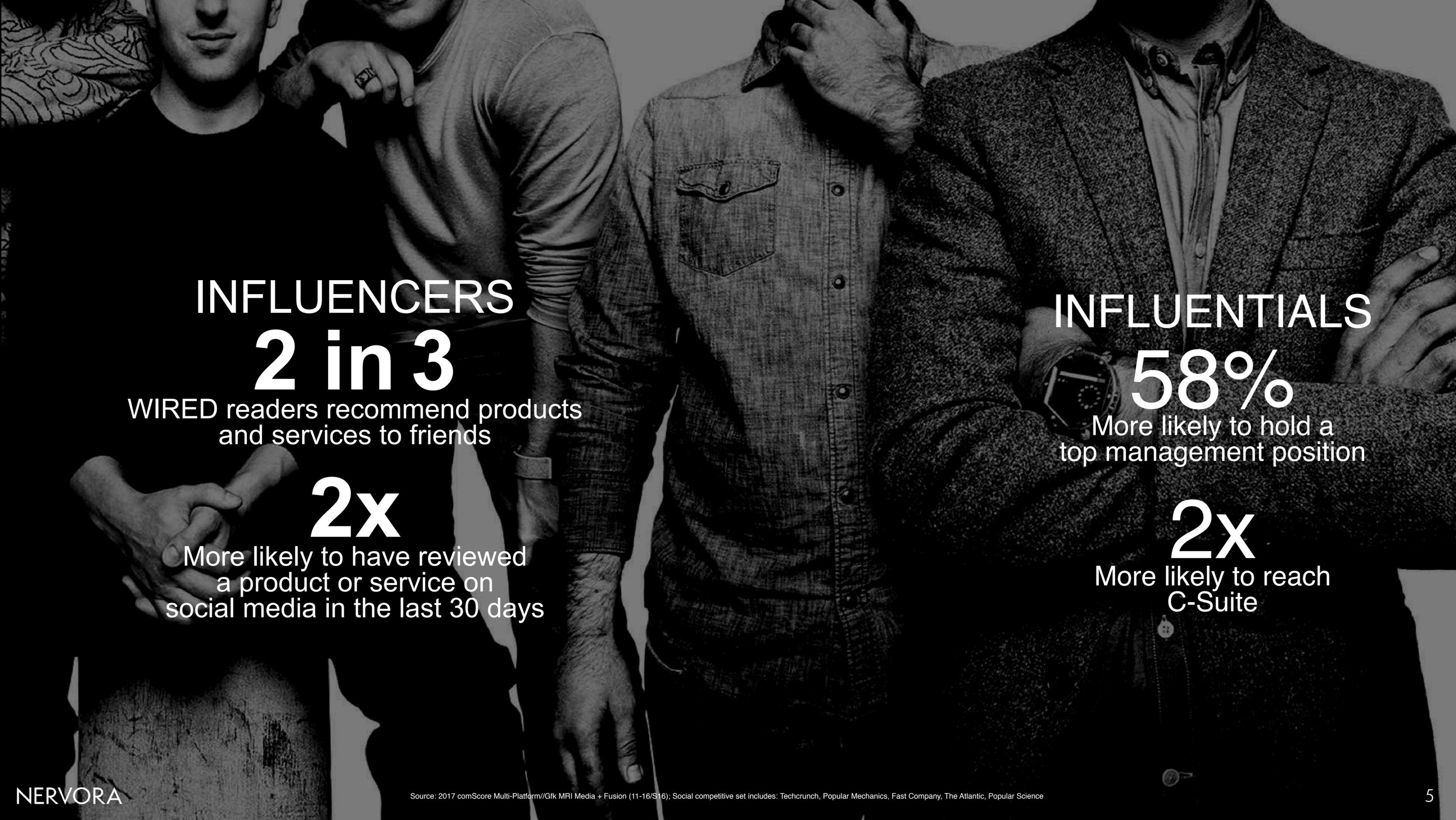


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**WIRED coming to the region is a testament that tech is happening in the region.** For WIRED to come here means there's interesting stuff happening in the Middle East that's worth writing about. It highlights the region and gets the region's stories to go global. **It's so welcome – and it's so important.** When I heard, I said 'Whoa, WIRED is paying attention.' And that's good.

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**FADI GHANDOUR**  
EXECUTIVE CHAIRMAN  
WAMDA GROUP



## INFLUENCERS

# 2 in 3

WIRED readers recommend products and services to friends

# 2x

More likely to have reviewed a product or service on social media in the last 30 days

## INFLUENTIALS

# 58%

More likely to hold a top management position

# 2x

More likely to reach C-Suite

# A POWERFUL READERSHIP

**WIRED Middle East reaches a powerful, affluent, and influential community of tech-savvy business leaders and decision making.**

## Regional Readership Profile

<b>Audience</b>	310,000
<b>Men</b>	75%
<b>Women</b>	25%
<b>Median Age</b>	39 years
<b>Millennials: Adults 18-35</b>	39%
<b>Adults 35-54</b>	36%
<b>Adults 55+</b>	25%
<b>Top / C-Level</b>	47%
<b>Professional / Managerial</b>	38%

## Regional Break-up

<b>United Arab Emirates</b>	40%
<b>Saudi Arabia</b>	38%
<b>Kuwait</b>	12%
<b>Rest of GCC</b>	10%

# 2020 EDITORIAL CALENDAR

## MARCH 2020

### THE SUSTAINABILITY ISSUE

*Sustainability is the word on everyone's lips. But what do we really know? And are we really exploring it holistically enough? What are the wider implications of the decisions being made today?*

WIRED dives deep – and, importantly, more holistically – into the world of sustainability across several key areas: the environment, health, cities, and more.

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#### Events:

WIRED Sustain  
(April 2020, Dubai)

## JUNE 2020

### THE MAKERS ISSUE

*Even in a world increasingly defined by technology and machines, design and craftsmanship still matters a great deal..*

WIRED covers the ideas, the builders, the shapers, and the makers crafting the most exciting, groundbreaking changes.

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#### Events:

WIRED Money  
(June 2020, Dubai)

## SEPTEMBER 2020

### THE TRANSFORMATION ISSUE

*How do you transform a society from within? How do you build a lasting foundation while simultaneously keeping up with the pace of change?*

WIRED examines the radical changes across the wider MENA region, including the giga projects in many countries, on the eve of the launch of Expo 2020 in Dubai.

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#### Events:

WIRED Transform  
(September 2020, Riyadh)

## DECEMBER 2020

### THE FUTURE ISSUE

*Special edition 1-year anniversary issue.*

*What will the world of tomorrow truly look like?*

WIRED explores the most important topics, issues, and innovations affecting the world in the year(s) ahead.

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#### Events:

WIRED Innovators  
(December 2020)

\*Note: editorial themes are subject to change

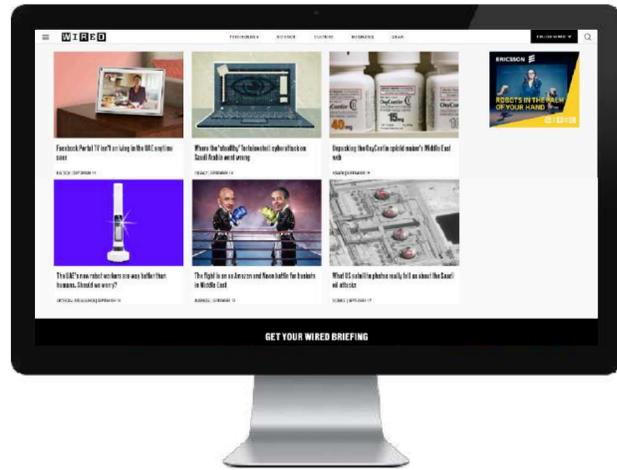
# PARTNERSHIP OVERVIEW

WIRED is the world's leading publishing authority on technology and innovation. The launch of WIRED Middle East has been long awaited and signals an inflection point in the Middle East's development as an epicenter of technological and financial innovation. And the launch presents an opportunity for partners to drive awareness and engagement across an influential and highly targeted audience of the region's – and the world's – power players, and make an important statement in the process.

# MULTI-PLATFORM PARTNERSHIPS

We produce bespoke, multi-platform campaigns in the distinctive WIRED style. All content produced includes a cohesive publishing and amplification strategy across our different channels.

## DIGITAL



- Articles on Wired.me site (English and Arabic)
- Display media on Wired.me
- Homepage promotion
- Newsletter inclusion

## PRINT



- Activations in the print magazine consisting of:
  - Prominently placed advertisements
  - Bespoke native content features

## SOCIAL



- Social media posts across Facebook, Twitter, and LinkedIn

## EXPERIENTIAL



- Partnership/sponsorship opportunity in WIRED's flagship event series

# ADVERTISING RATES

## Print (Periodicity: Seasonal)

Position	Rate (USD)
Gatefold (4 pages)	\$47,500
Gatefold (3 pages)	\$36,000
IFCS	\$25,000
OBC	\$22,000
DPS 1-3	\$19,500
DPS First Tunnel	\$18,500
DPS (Run of Book)	\$18,000
Prime Single Page	\$12,000
Single Page	\$11,000
Consecutive Pages, Specific Positions	15% loading
Special Operations	Price on request

## Digital

Format	Rate (USD)
Roadblock	\$75 CPM
Takeover	\$15,000 / day

*\*Special executions, advertorials, bespoke native content, and events: price on request*

All rates are gross and subject to change. Additional 5% VAT will be charged to the net rate.  
All bookings and transactions are subject to WIRED Middle East's Terms & Conditions.



**WIRED**