WIRED is the world's leading publishing authority on technology and innovation. Its launch in the Middle East signals an inflection point in the region's development as an epicenter of technological and financial innovation.

The region consists of a young, tech-savvy population, with 60% of people under the age of 30, presenting a unique opportunity to drive awareness and engagement across an influential, well-connected, and highly targeted audience.

WIRED Middle East is published quarterly in print in the Spring (April), Summer (June), Autumn (October), and Winter (December), with a corresponding presence across digital and social with daily reporting.

Key markets in the region include the United Arab Emirates, Saudi Arabia, Kuwait, Bahrain, Qatar, Egypt, Lebanon, Jordan, and Oman.
WIRED Middle East reaches a powerful, affluent, and influential community of business leaders, who are tech-savvy and at decision-making levels in their organizations.

**READERSHIP PROFILE**

- **310K** AUDIENCE
- **45%** 18-35 YEARS OLD
- **47%** TOP/C-LEVEL
- **38%** PROFESSIONAL/MANAGERIAL
- **75%** MEN
- **25%** WOMEN

**REGIONAL BREAKDOWN**

- **40%** UAE
- **38%** SAUDI ARABIA
- **10%** KUWAIT
- **12%** REST OF GCC
WIRED MIDDLE EAST HIGHLIGHTS

Launched in 2019, the inaugural print issue of the magazine had two covers, featuring the UAE’s Sarah Al-Amiri, the world’s youngest science minister, and Mohamed Alabbar, founder of Emaar and Noon.com, Amazon’s biggest rival in the region.

NADHMI AL-NASR, CEO OF NEOM, SAUDI ARABIA
spoke to WIRED for the Spring 2021 issue, in which he outlined plans for the $500 billion mega-development, a blueprint for cities in 2170 and beyond.

HUDA AL-HASHIMI, UAE DEPUTY MINISTER OF CABINET AFFAIRS
was featured in the Winter 2021 edition, speaking about the benefits of governments working hand-in-hand with technology.

KHALFAN BELHOUL, CEO OF THE DUBAI FUTURE FOUNDATION
discusses how tech is helping build the city of tomorrow—but why humans always come first.

YASIR AL-RUMAYYAN, HEAD OF SAUDI ARABIA’S PUBLIC INVESTMENT FUND
gave a rare interview for the Winter 2019 edition, in which he explained how he wants the “next big thing” in technology to be built in the kingdom.

UAE ARTIFICIAL INTELLIGENCE MINISTER OMAR AL-OLAMA
spoke to WIRED about preparing legislation to protect us from AI—the very technology his ministry is there to promote.

MICROSOFT CO-FOUNDER BILL GATES
appeared on the cover of the Summer 2020 issue, highlighting the billionaire’s epic battle against anti-vaccine campaigners.
SPRING 2022 - THE **SURVIVAL** ISSUE
From the resurrection of long-extinct animals, to humans achieving digital immortality and thriving on other planets, here’s the science behind our continued existence in 2100 and beyond.

SUMMER 2022 - THE **SOLVED** ISSUE
Water scarcity, social polarization, environmental catastrophe, and a health timebomb... the Middle East’s brightest minds are looking to solve all these problems and more. WIRED meets them.

AUTUMN 2022 - THE **MAX** ISSUE
What do players at the Qatar World Cup, F1 cars at the Saudi Grand Prix, and AI-powered basketball bots all have in common? They’ve all reached peak performance—and here’s how they got there.

WINTER 2022/2023 - THE **STARTUP** ISSUE
The top 25 Middle East startups: WIRED profiles the region’s best young tech businesses, and the brains behind them.

* WIRED Middle East’s Third Anniversary Edition

**KEY DATES**

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### AD SPECS (SINGLE PAGE)

- **TRIM:** 220mm WIDTH x 283mm HEIGHT
- **BLEED:** 230mm WIDTH x 293mm HEIGHT
- **TYPE AREA:** 10mm
- **COLOR:** CMYK
- **RESOLUTION:** 300dpi
- **FORMAT:** PDF

### AD SPECS (DOUBLE PAGE SPREAD)

- **TRIM:** 440mm WIDTH x 283mm HEIGHT
- **BLEED:** 450mm WIDTH x 293mm HEIGHT
- **TYPE AREA:** 10mm
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- **FORMAT:** PDF

### INSIDE REVERSE GATEFOLD SPECS

- **TRIM:** 426mm WIDTH x 283mm HEIGHT
- **BLEED:** 429mm WIDTH x 286mm HEIGHT
- **TYPE AREA:** 10mm
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- **RESOLUTION:** 300dpi
- **FORMAT:** PDF

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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.
### Digital Editions Rate Card

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**BRAND PARTNERSHIPS**

WIRED Middle East brand partnerships are bespoke photoshoots, videos, and/or events created in collaboration with our editorial team. These projects are paired with media campaigns to maximize exposure and engagement.

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.
PRINT

1. All booked positions are non-cancellable unless explicitly confirmed by Wired Middle East in writing.

2. Advertising discounts extended to any particular brand will be valid only for that specific brand and no other within the same company/agency. Any discounts offered are based on a requisite number of bookings per year and only applicable to larger booking volumes.

3. Ad creatives are to be submitted by the specified material deadline to ensure the qualitative printing of campaigns. Wired Middle East reserves all rights to reject advertising creative or copy in its sole discretion.

4. Clients are liable to ensure the completion of their contract within any specified contract period. Any pending insertions cannot be carried over beyond the contract period.

5. The payment is due upon publication of the respective placement.

DIGITAL

1. Minimum spend applies.

2. Campaigns once confirmed with a signed booking order are non-transferable and non-refundable.

3. Payments are due 30 days from the day of invoicing. Invoices are sent when a campaign completes its flight dates and impression delivery.

4. Booking order and ad campaigns need to be submitted a minimum of 3 days before flight date in order to check that ad creatives are suitable for the Wired Middle East environment and that tags are correctly implemented.

5. Digital media campaigns are sold as synchronized roadblocks only, with impressions from any roadblock format counting toward the impression target.

6. All campaigns are served GCC-wide and across both desktop and mobile. Any country-specific geo-targeting incurs a minimum additional fee of 10%.

7. Wired Middle East takeovers are served globally and impressions cannot be geo-targeted. These are sold on a daily sponsorship model with an estimated number of impressions per day.

8. Campaigns will be invoiced based on impressions delivered and no reductions can be made based on other metrics. An industry-standard discrepancy of 10% will be applied in cases of reporting differences.

9. All campaign assets must meet our ad specifications, including but not limited to formats required and file weight. Campaigns that do not meet these requirements will be flagged prior to any launch of the campaign and campaign performance, including but not limited to viewability, cannot be guaranteed.

10. Wired Middle East is unable to offer guarantees on CTR and SOV.
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