TECH ARABIA

DRIVING TRANSFORMATION ACROSS THE REGION



Linked to Arabian Business Community

A component of TradeArabia BUSINESS NEWS INFORMATION

Regional Insight / Global Impact

A New Digital Standard
TECH. REIMAGINED

Tech Arabia continues Al Hilal's market leading digital multimedia publishing format providing the media's interested and targeted audience with the ability to read, watch, listen, follow and connect with articles and advertising in a totally reimagined way.

Each digital flip edition incorporates embedded multimedia facilities which allow for an immersive.enhanced and comprehensive experience, unmatched by any competitive magazine or journal.

Advertisers now have the opportunity to engage with their target markets with a combination of text, reels, multiple images, audio and video across a number of channels which combined provide not just a media vertical but a multimedia technology marketing ecosystem.

Together with Hilal's media mantra "Deeply Local Truly Global" Tech Arabia provides a combination of publishing style and readership reach unmatched throughout the GCC, MENA Regions and the World.



Read, Listen, Watch and Follow

Videos featuring the latest news and intriguing stories, all with fully customisable user controls



Adverts and Editorials are now more interactive than ever!. They seamlessly transition into videos, giving users full control over volume, playback (forward/backward), pause, and fullscreen options



Click for Social Media links

Multiple images from news articles are now showcased in a rotating carousel, complete with forward and backward controls for easy navigation



Click on a headline to view the story in a more reader-friendly format, complete with images



Click for Sample

When an article features an 'ear' icon, you can choose to have it read aloud to you

TECH ARABIA:
A Bold New Era Continues

Tech Arabia is the latest Digital Multimedia platform to be launched as an integrated part of Hilal Media's rapidly expanding and unmatched publishing ecosystem. For almost 50 years Hilal has been a pioneer in the B2B Trade Publishing sector and today the Group has once again raised the bar with the development and implementation of a unique cutting edge digital approach which combines multi-channel digital technology with decades of well acknowledged experience.

As with Hilal's other titles, Tech Arabia raises the bar with authoritative, in-depth and relevant content designed to inform, explain, educate and review.

Take a look at the latest issue

Scan or click on QR code to visit interactive pdf



Global Distribution & Reach

Tech Arabia reaches the individuals who influence, evaluate and make technology purchasing decisions. Distributed throughout the GCC, wider MENA region and selected international markets, the publication connects technology vendors and service providers with a powerful audience of C-Suite executives, business leaders and procurement professionals, supported by the technical teams responsible for researching, specifying and implementing the solutions that drive digital transformation across every major industry sector.



30,000 Email distribution

To the drivers and decision makers of Technology Transformation across all business sectors.



80,000+ users

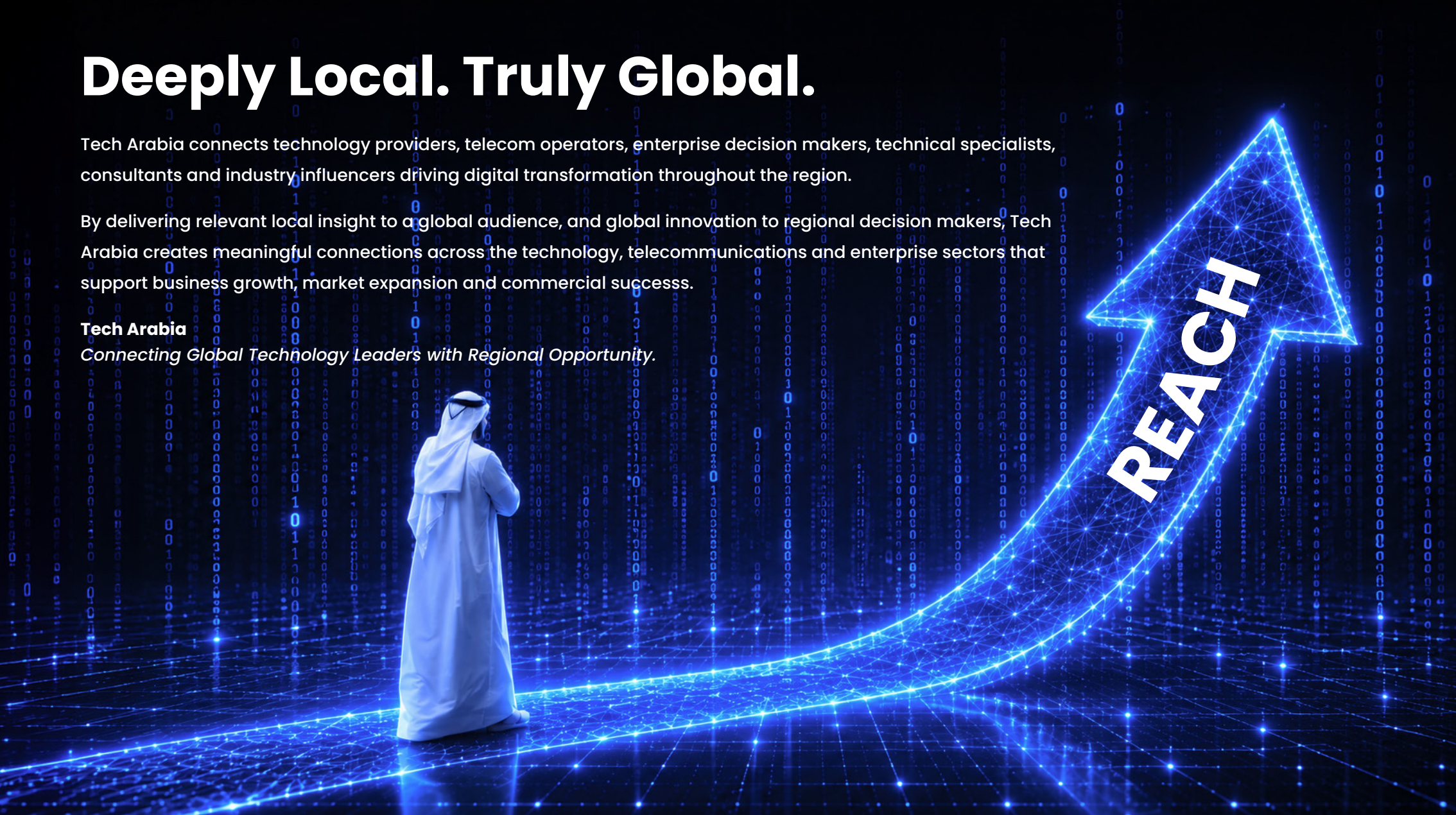
On the Tech Arabia and Trade Arabia website and portal each month.

Deeply Local. Truly Global.

Tech Arabia connects technology providers, telecom operators, enterprise decision makers, technical specialists, consultants and industry influencers driving digital transformation throughout the region.

By delivering relevant local insight to a global audience, and global innovation to regional decision makers, Tech Arabia creates meaningful connections across the technology, telecommunications and enterprise sectors that support business growth, market expansion and commercial successs.

Tech Arabia
Connecting Global Technology Leaders with Regional Opportunity.



Circulation and Readership

TECH ARABIA
DRIVING TRANSFORMATION ACROSS THE REGION

tech-arabia.net

TradeArabia
BUSINESS NEWS INFORMATION

Tradearabia.com

1 M+
Users

Audience Profile

C-Suite & Technology Leaders

- CEOs, CIOs, CTOs, CISOs & CDOs
- IT & ICT Directors
- Digital Transformation Leaders

Business Decision-Makers

- Procurement & Operations Directors
- Project & Business Unit Leaders

Government & Public Sector

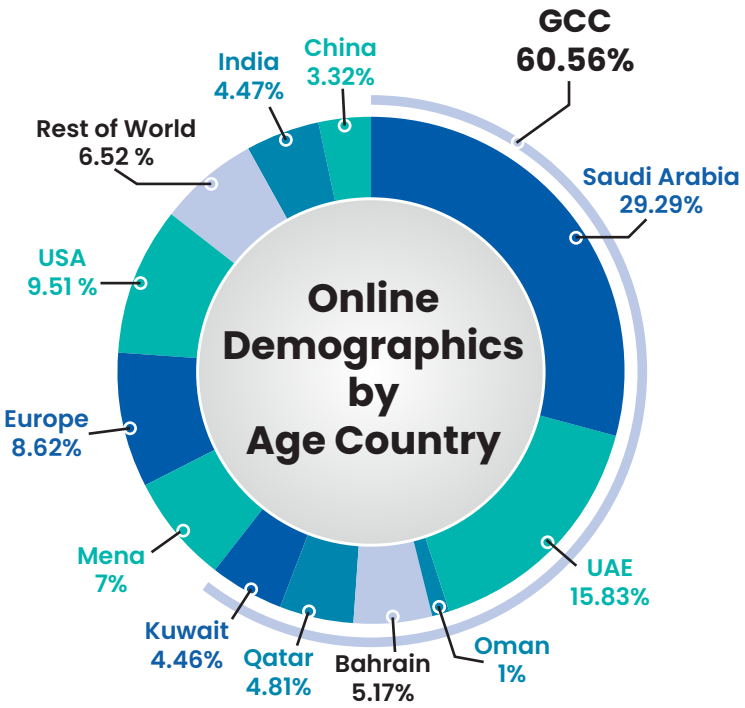
- Government Technology Leaders
- Smart City & Digital Transformation Authorities

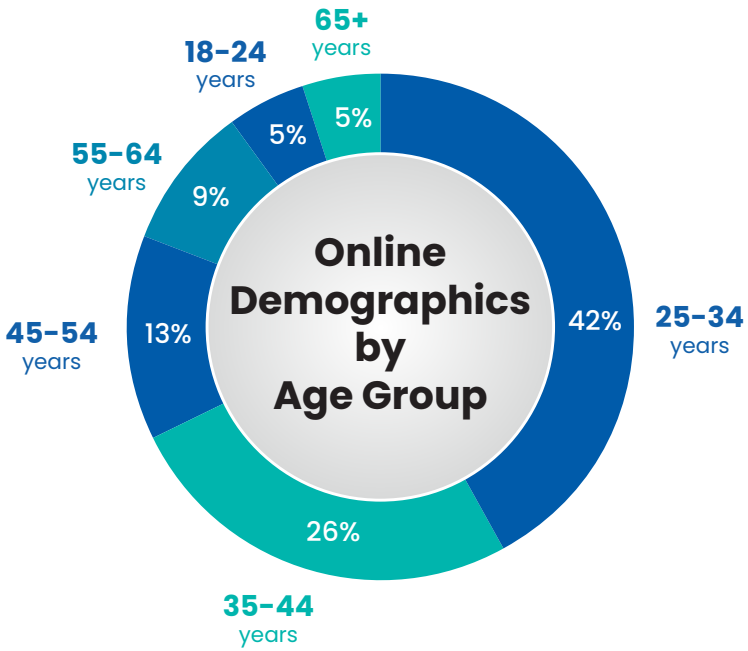
Telecommunications & Digital Infrastructure

- Telecom Operators
- Network Infrastructure & Technology Leaders

Continued **Circulation and Readership**

TECH ARABIA has an average online circulation of over 30,000 throughout the world.





Arabian Business Community

The inclusion of the Arabian Business Community (ABC), the region's fastest growing interactive business resource will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of business referrals - a total of over 15 million in a year.

Scan QR code or visit abc-gcc.net



TECH ARABIA Categories

Cloud Computing Artificial Intelligence **Cybersecurity** Data Analytics

Blockchain **Fintech & Digital Banking** IoT & Smart Devices **Digital Marketing**

Software Development 5G & Connectivity **DevOps & Automation** Drones

SaaS Enterprise Solutions **IT Infrastructure** Digital Transformation

Machine Learning Edge Computing **Quantum Computing** Mobile Technology

IT Management **Digital Workspace** Low-Code / No-Code **E-Commerce**

Robotics Productivity Tools **Semiconductors** Green Tech **AR / VR / XR**

Sustainable Technology **UX / UI Design** IT Services & Consulting **Open Source**

Industry 4.0 Digital Payments **Health Tech** Gaming Technology **EdTech**

Cyber Intelligence **Future of Work** Space Technology **Nanotechnology**



Hilal Media Programmes

	Sponsorship *Premium Brand Leadership*	Partnership *Integrated Brand Presence*	Associate *Essential Brand Visibility*
Masthead Logo	Website and Social Media + Newsletters	—	—
Promotional/Branded Content	5 Full Pages (per month)	3 Full Pages (per month)	2 Full Pages (per month)
Editorial Coverage	Across all of Hilal Media Platforms	Across all of Hilal Media Platforms	TECH ARABIA Media Platform
Social Media Post	1 Post/Day	3 Posts/Week	1 Post/Week
Dedicated Editorial Executive	✓	—	—
Videography/Photography	Bi-Monthly	Quarterly	2 per Annum
Email Campaigns	Weekly	Monthly	Quarterly
Creative Services (copy generation)	✓	✓	—
ABC Premium Listings	Unlimited Premium Listings	6 Premium Listings	3 Premium Listings
Annual Investment	**US$ 80,000**	**US$ 64,000**	**US$ 32,000**
Best For	Major Brands seeking year-roundmarket leadership	Established companies seeking consistent visibility	Companies seeking targeted brand exposure

Multimedia Digital Rates & Specifications

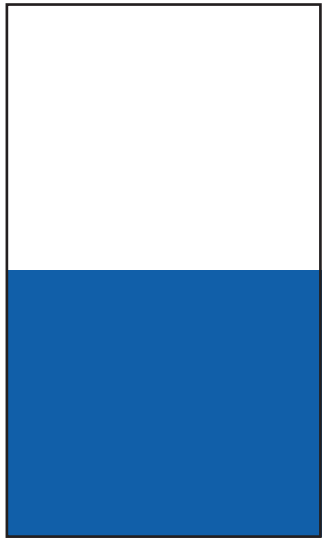


Full Page -Static
17.5cm x 29.7cm
Format: Adobe Acrobat PDF high resolution, with font converted

Full Page - Video
496 pixels x842 pixels
Format: MP4

US$* 6,500

Four page profile US$* 15,750



Half Page -Static (Horizontal)
17.5cm x 14.85cm
Format: Adobe Acrobat PDF high resolution, with font converte

Half Page - Video (Horizontal)
496 pixels x 421 pixels
Format: MP4

US$* 3,500

Premium Positions	
Outside Back Cover	US$ 9,000
Inside Front Cover	US$ 8,000
Inside Back Cover	US$ 8,000

Deadlines: Artwork / Editorial
30 days prior to publication;
Cancellation
30 days prior to publication

(Subject to VAT)

2027 Editorial Calendar

JANUARY

- Enterprise AI: Beyond the Pilot
- Managed Services: The Outsourced
- Networking: The Connected Business
- Energy Technology: Digitising the Power Sector
- Tourism Technology: The Digital Destination
- Software & SaaS: The Subscription Enterprise

FEBRUARY

- Fintech: The Gulf's Digital Finance Race
- Data Centres: Powering the Digital Economy
- Enterprise Mobility: The Workplace Without Borders
- Consulting: When Technology Becomes Strategy
- Retail Technology: The Intelligent Customer
- Data & Analytics

MARCH

- AI Infrastructure: The Machines Behind the Intelligence
- Telecoms & 5G: The Connected Enterprise
- Systems Integration: Making Technology Work Together
- Logistics Technology: The Intelligent Supply Chain
- Digital Workplace: The Office Reimagined

APRIL

- Industrial Technology: The Smart Factory
- Enterprise Software: Running the Modern Business
- AI at Work: The Intelligent Workforce
- Data Centres: The Infrastructure Race
- Automation: From Repetitive Tasks to Intelligent Operations
- Industrial Cybersecurity: Protecting OT Revolution

MAY

- Cloud Transformation: What's Next?
- Cybersecurity Services: Security as a Service
- Fintech: Beyond Payments
- Education Technology: The Digital Classroom
- Distribution: The New Technology Supply Chain
- Technology Investment: Following the Money

JUNE

- Enterprise Data: The New Corporate Asset
- Cloud Security: Protecting the Hybrid Enterprise
- AI Platforms: Building the Enterprise AI Stack
- Edge Computing: Processing Data Where It Matters
- IT Consulting & Transformation

JULY

- AI & the Future Workforce
- Training & Certification: Closing the Skills Gap
- HR Technology: The Intelligent Workplace
- Enterprise Connectivity: Work From Anywhere
- Women in Technology: Leading Digital Transformation

AUGUST

- LEAP: The Future of Technology
- AI: From Technology to Competitive Advantage
- Cybersecurity: Defending the Digital Economy
- Data Centres & Cloud: Building Saudi's Digital Infrastructure
- Startups: From Riyadh to the World
- Enterprise Technology: The Saudi Opportunity

SEPTEMBER

- Smart Cities: The Connected Gulf
- Mobility Technology: The Road Ahead
- Tourism Tech: The Digital Visitor
- HealthTech: The Digital Patient
- Retail Tech: Shopping Gets Intelligent
- PropTech: Buildings That Think

OCTOBER

- Gulf Startups: From Ideas to Businesses
- The Scale-up Challenge
- M&A: The Technology Consolidation
- Innovation: What's Coming Next?
- Enterprise Technology: The Next Investment Wave
- The Gulf Technology 100
- Event — Fintech Forward

NOVEMBER

- AI in the Enterprise
- Cloud: The New IT Foundation
- Enterprise IT: Building the Modern Technology Stack
- Industrial Technology: The Connected Factory
- Fintech: Reinventing Financial Services
- Cybersecurity: Securing the Digital Enterprise

DECEMBER

- GITEX GLOBAL: The Technology Year in Review
- AI & Cloud: The Infrastructure Behind the Boom
- Cybersecurity: The New Digital Battlefield
- Smart Cities: Technology Meets Urban Life
- Enterprise Software: The Intelligent Business

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www.tech-arabia.net

Get the latest news about developments in the TECH industry from around the GCC

