



Insight
Middle East and Africa

2022

Insight Middle East and Africa FZCO

Floor 03, The Offices 3 - One Central
Dubai World Trade Centre, Sheikh Zayed Road
Dubai, United Arab Emirates



Media Kit.



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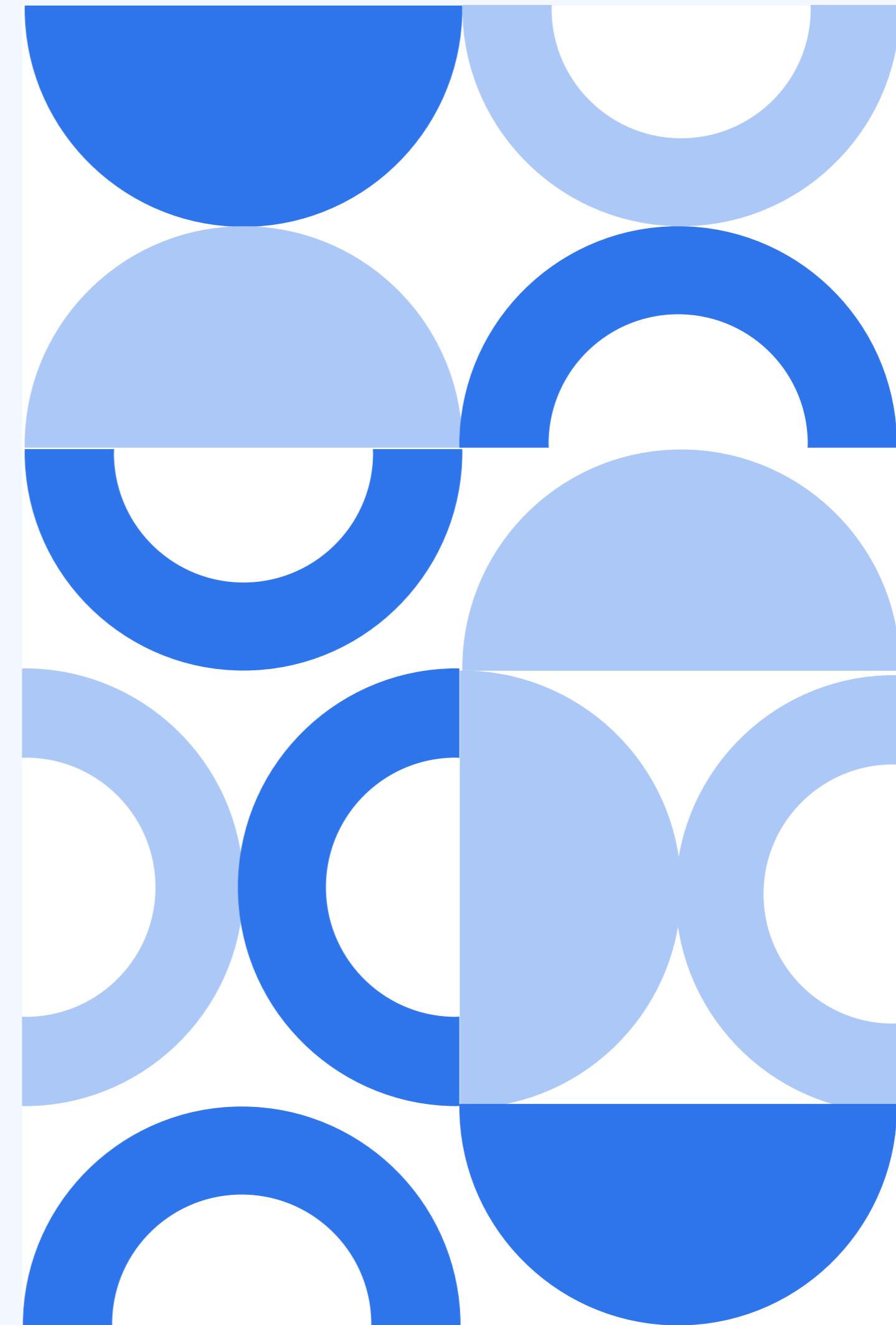
Insight Middle East and Africa

Regional Focus. Global Reach.

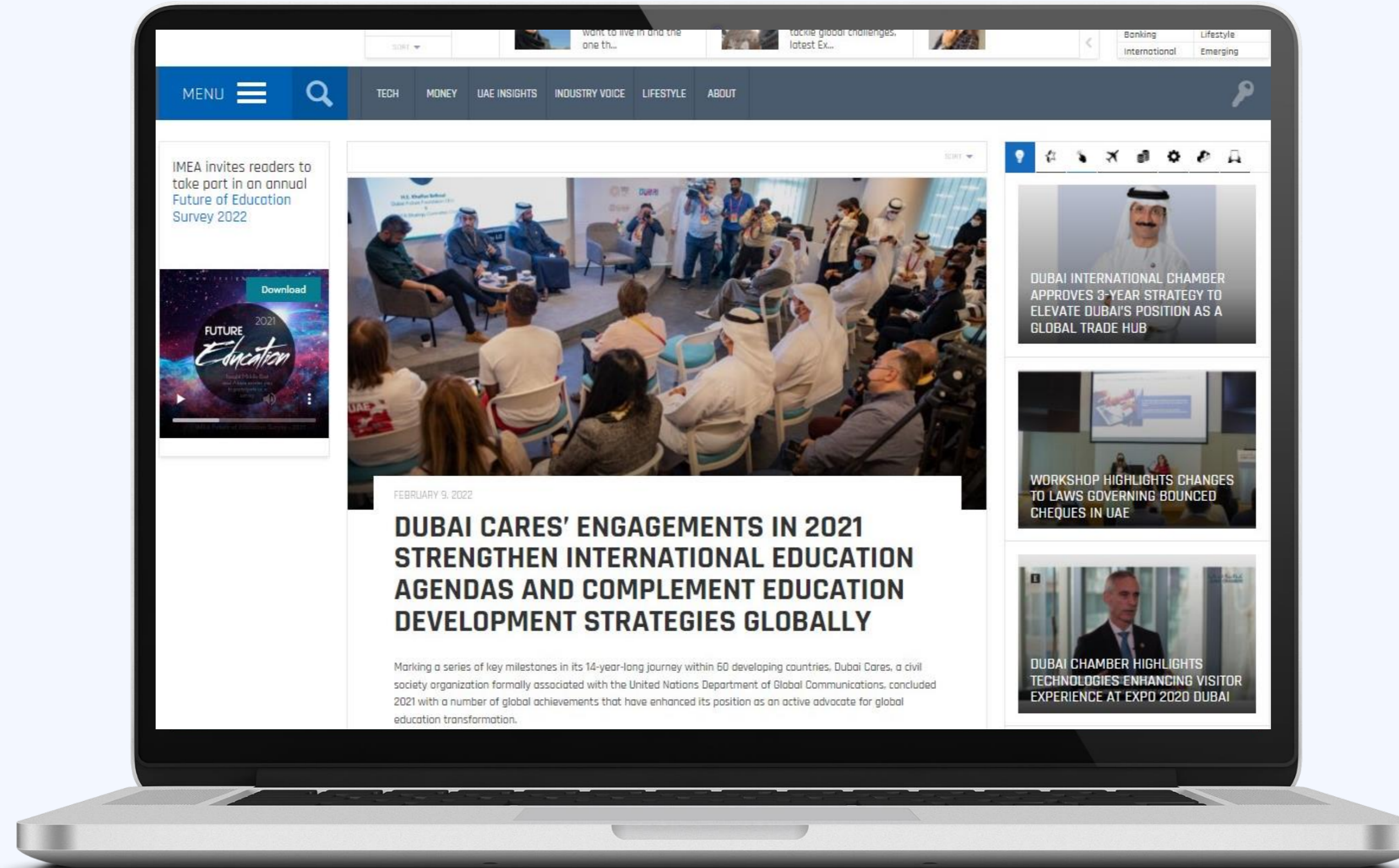
Connect your brand with the influential audience. Empower your marketing with real-time intelligence and insights.

Insight Middle East and Africa

- ➔ **Digital Publications**
- ➔ **Newsletters**
- ➔ **Industry Directories**
- ➔ **Podcasts**
- ➔ **Virtual Events**
- ➔ **Roundtables**
- ➔ **Exclusive Reports**



Insight Middle East and Africa



InsightMEA.com provides a comprehensive coverage of regional business and market news, data, and analysis.



January 2022  Trends to watch 2022	February 2022  Women in Tech	March 2022  Ramadan 2022
April 2022  Future of eCommerce	May 2022  Fintech and Digital Banking	June 2022  Reimagining Travel
July 2022  Artificial Intelligence	August 2022  Cryptocurrencies, NFTs and Metaverse	September 2022  ESG (Environmental, Social, and Governance)
October 2022  Gen Z in Focus	November 2022  Research Excellence Awards	December 2022  What's next ? Predictions 2023

2022 Editorial Calendar

Lets begin





Middle East and Africa

Insight **Briefings**

Trends that define the future

Insight Briefing.

Where is the industry headed? What are the most important trends shaping the future?

Insight Middle East and Africa organizes **Insight Briefing** sessions to present proprietary whitepapers and engage over 50 senior attendees from the public and private sector for an in-depth discussion on key implications and the way forward.

This creates an exclusive platform to reach an audience of the senior decision makers across the Middle East and Africa region.

[Read more](#)


8:00 am – 9:00 am

 Registration & Networking

9:00 am – 9:30 am

 Opening & Welcome Address from the Chairperson

9:30 am – 10:00 am

 Keynote speech 1

10:00 am – 10:30 am

 Panel Discussion: 3 speakers and moderator

10:30 am – 10:45 am

 Q&A with the audience

10:45 am – 11:00 am

 Networking Break

11:00 am – 11:15 am

 Exclusive Insight Middle East and Africa Briefing: Trends shaping the future.

11:15 am – 11:45 am

 Keynote speech 2

11:45 am – 12:15 pm

 Panel Discussion: 3 speakers and moderator

12:15 pm – 12:30 pm

 Q&A with the audience

12:30 pm

 Sponsored Workshop / Closing Remarks



InsightMEA.com

OUR GLOBAL AUDIENCE KEEPS GROWING

Types of Content

News

Interviews

Opinion

Events

Directories

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Tech

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Insights

EXPO 2020

Lifestyle

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Editions

Global Edition

Middle East Edition

Africa Edition

Asia Edition

Europe Edition

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Website

100,000+

Unique visitors*
Per month

Community

31,000+

Subscribers

Social Media

LinkedIn 2.2K followers

Facebook 3.1K followers

Insight Middle East and Africa Centre for Fourth Industrial Revolution Councils

An invitation-only organization where top business executives, government officials, members of academia and entrepreneurs contribute to the industry dialogue and best practices sharing, expand network of connections and gain visibility on www.insightmea.com.

AI Council



Blockchain Council



SDGs Council



Youth Council




[Submit a request](#)


Digital Advertising Rates

DISPLAY ADVERTISING

Static banner / month **USD 1,500**

PARTNER CONTENT, SPONSORSHIPS, SURVEYS AND MICROSITES

Sponsored content	USD 4,500 per post
Microsite with guidelines	USD 9,500 per month
Brand (Logo) sponsorship	USD 5,500 per month
Channel sponsorship	USD 5,500 per month
Survey	USD 15,000 (two months)

ONLINE DIRECTORY

Premium annual listing **USD 2,000**

All rates in Net (currency USD).

All advertising will attract 5 % VAT on the net applicable rates.

Government approvals are required for:

Hospital / clinics and medical ads, entertainment ads, foreign university ads, investment financial ads, public notices ads, immigration ads, etc.

Deadlines:

Booking: 5 working days prior to the publication

Material: 3 working days prior to the publication

In the event of non availability of advertising space the advertisement will be rescheduled on the next available day

Confirmation: The order will only be processed on receipt of email confirmation and receipt of payment or authorized purchase order where agreed credit terms exist.

Cancellation:

Bookings cancelled within 24 hours of publishing date will be charged 100% of the ad cost.

Bookings cancelled between 24 To 48 hours prior to the publishing date will be charged 50% of the ad cost.


[Submit a request](#)


Sponsorship

Insight Briefings

Sponsorship Packages	Benefits	Rate (Net)
In partnership with	<ul style="list-style-type: none"> • Welcome Speech • Branding • Networking 	USD 20,000
Platinum Sponsor	<ul style="list-style-type: none"> • Keynote Speaker Slot • Branding • Networking 	USD 15,000
Gold Sponsor	<ul style="list-style-type: none"> • 1 Speaker Slot • Branding • Networking 	USD 10,000
Silver	<ul style="list-style-type: none"> • 1 Panel Member Slot • Branding • Networking 	USD 7,500
Insight Spotlight: Exclusive workshop after the briefing	<ul style="list-style-type: none"> • Workshop after the workshop • Branding • Networking 	USD 15,000

All rates in Net (currency USD).

All sponsorship packages will attract 5 % VAT on the net applicable rates.

Deadlines:

Booking: 15 working days prior to the briefing

Material: 10 working days prior to the briefing

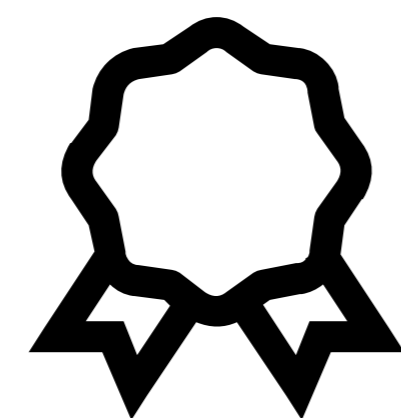
Content requirements:

Content requires prior approval

Confirmation: The order will only be processed on receipt of email confirmation and receipt of payment or authorized purchase order where agreed credit terms exist.

Cancellation:

Bookings cancelled within 10 days prior to the insight briefing will be charged 100% of the cost.



2022

Insight Middle East and Africa

Celebrating the Best of Insight across
the Middle East and Africa

Gala Ceremony

Insight Middle East and Africa Research Excellence Awards.



IMEA Innovative Research Project

A market research project that leveraged a highly innovative approach, demonstrated more than standard best practice and ensured the insights delivered had a positive long-term impact on the organization's objectives.



IMEA Global Marketing Research Project

A large-scale market research project conducted in multiple markets that has demonstrated more than standard best practice or use of an innovative approach.



IMEA Groundbreaking B2B Research Project

An effective, creative and innovative business-to-business market research project.

Learn more about [IMEA Research Excellence Awards](#)



Omnibus Surveys



Insight Middle East and Africa Omnibus Surveys

Insight Middle East and Africa Omnibus is a shared cost, multi-client digital insight solution that provides global clients quick, affordable, and actionable data in over 10 markets across the region. With the pricing per question starting from USD 750, our clients recognize the unparalleled ROI that Insight Middle East and Africa Omnibus Solutions deliver.

Our team of global experts provides guidance needed to design the right questions to address the research goals, to ensure that at any level of expertise and experience in market research, the clients gain access to the world-class insight services, designed to help them make effective decisions.

✓ Research frequency
Monthly / quarterly

✓ Number of questions
Up to 10 questions*

✓ Standard deliverables
Tables in Excel, SPSS

✓ Optional deliverables
Report, infographic, press release

All rates in Net (currency USD).

All omnibus services will attract 5 % VAT on the net applicable rates.

Approval: Questions and stimulus will be reviewed prior to being accepted for inclusion into the survey. Restrictions on the types of questions and stimulus apply in line with the legal requirements in each respective market.

Deadlines:

Booking: 10 working days prior to the fieldwork launch.

Question(s) / stimulus material (if applicable): 5 working days prior to the fieldwork launch.

Confirmation: The order will only be processed on receipt of email confirmation and receipt of payment or authorized purchase order where agreed credit terms exist.

Cancellation:

Bookings cancelled within 48 hours of the fieldwork launch date will be charged 100% of the cost.

*For more than 10 questions, please get in touch with the Omnibus Team at Insight Middle East and Africa.

[Read more](#)



 **Bringing real-time, engaging content to the global audience**



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