

BUSINESS

LEADERS

Media Kit **2025**



■ Championing Leadership and Business Success In **Qatar**

Your Essential Magazine for Business Insights and Economic Trends

In the rapidly evolving economic landscape of Qatar, staying informed is paramount. Business Leaders is your go-to source for the latest developments in the business world, providing sharp insights and comprehensive coverage of local and international markets.

Each issue features in-depth analyses, interviews with industry leaders, and highlights of emerging sectors shaping Qatar's economy. From finance and technology to real estate and energy, we cover the key stories that matter to entrepreneurs, investors, and professionals alike.

Join us as we navigate the dynamic business environment of Qatar, spotlighting opportunities and challenges that drive innovation and growth. Stay ahead of the curve with Business Leaders—where business meets insight.

■ Our Platforms

PRINT MEDIA

- English Edition
- Special Doha Reports
- Special Industry Reports

DIGITAL

- English Website
- Digital Social Media
- Studio Production

EVENTS

- In-Person Conference
- Gala Dinners
- Business Events



Business Leaders, A Magazine

BUSINESS LEADERS is Qatar's premier publication, capturing the pulse of the nation with timely coverage of local events, trends, and culture. Our magazine reaches a wide audience of 15,000 readers per issue, including influencers, professionals, and decision-makers in the region. We deliver exclusive editorial content that resonates with Qatar's modern, diverse community, offering advertisers a valuable platform to connect with a highly engaged audience.

Why Advertise In Business Leaders?



High Visibility: With a monthly distribution of 15,000 copies, your brand will reach a wide and influential audience.



Integrated Editorial Content: Advertisements are paired with matching editorial features, enhancing the message's impact and delivering meaningful content for readers.



Premium Quality and Strategic Placement: BUSINESS LEADERS is meticulously designed and produced, ensuring your brand aligns with a professional, high-quality image.



Targeted Audience: Our readership consists of affluent, trendsetting individuals across Qatar, providing advertisers with direct access to potential customers who value luxury, innovation, and exclusivity.

■ Advertising Options & Rates

We offer various ad packages to suit different marketing goals and budgets. Each ad is accompanied by an editorial piece tailored to enhance the brand's message and engage readers



Print Advertising Rates

MEDIA RATE CARD	PRICE (QAR)
Front Cover	18,000
Inside Front Cover (IFC)	12,000
Outside Back Cover (OFC)	15,000
Inside Back Cover (IBC)	10,000
Double-Page Spread (DPS)	12,000
Full Page	8,000
1-Page Advertorial	5,500
2-Page Advertorial	9,000
Special Loose Insertion X 1	2,500

Circulation and Readership



Circulation

15,000 copies per issue, distributed across key locations in Qatar, including cafes, hotels, business centres, and cultural hotspots.



Readership Reach

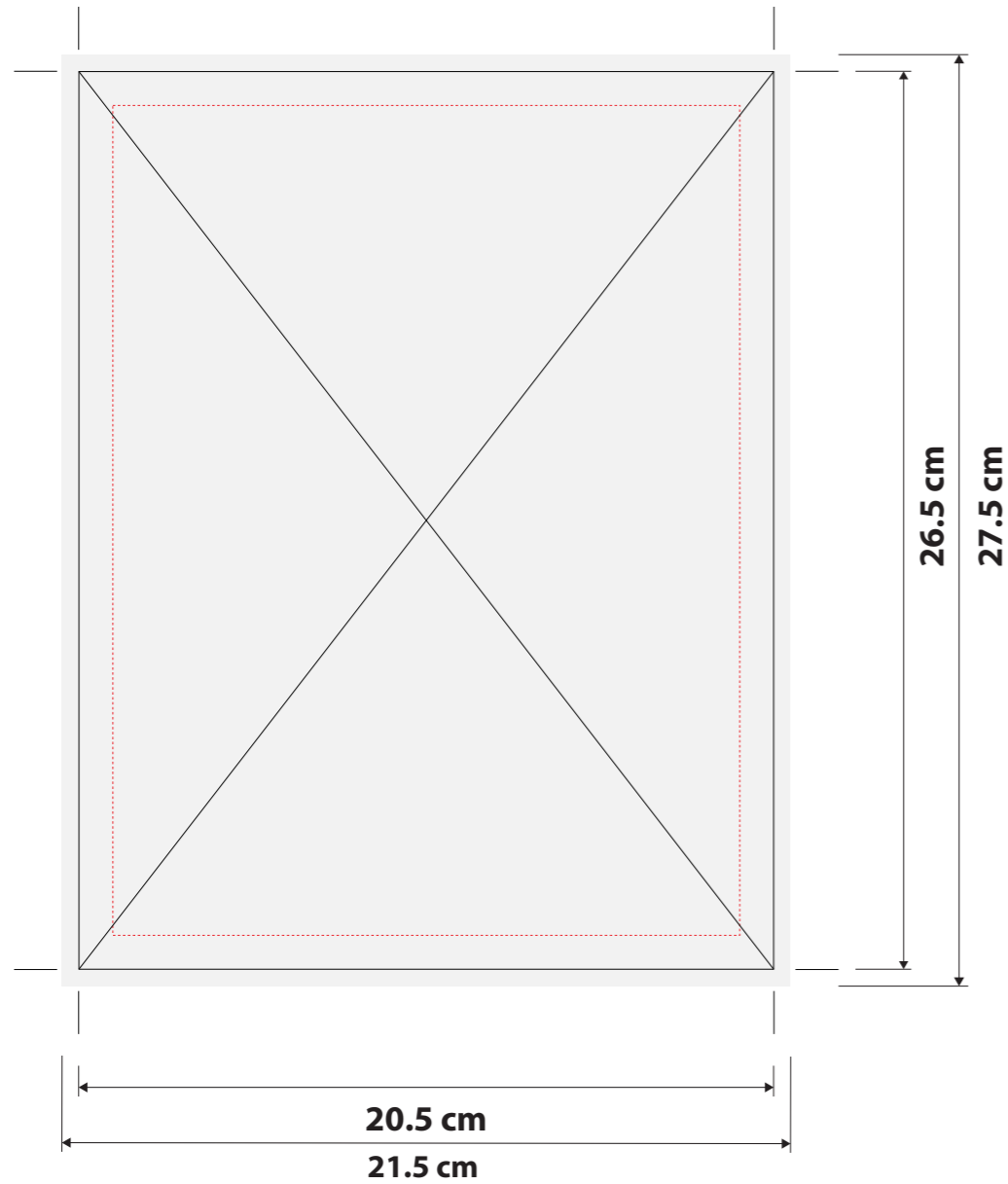
Estimated 45,000 readers per issue, extending beyond immediate readers through shared copies.



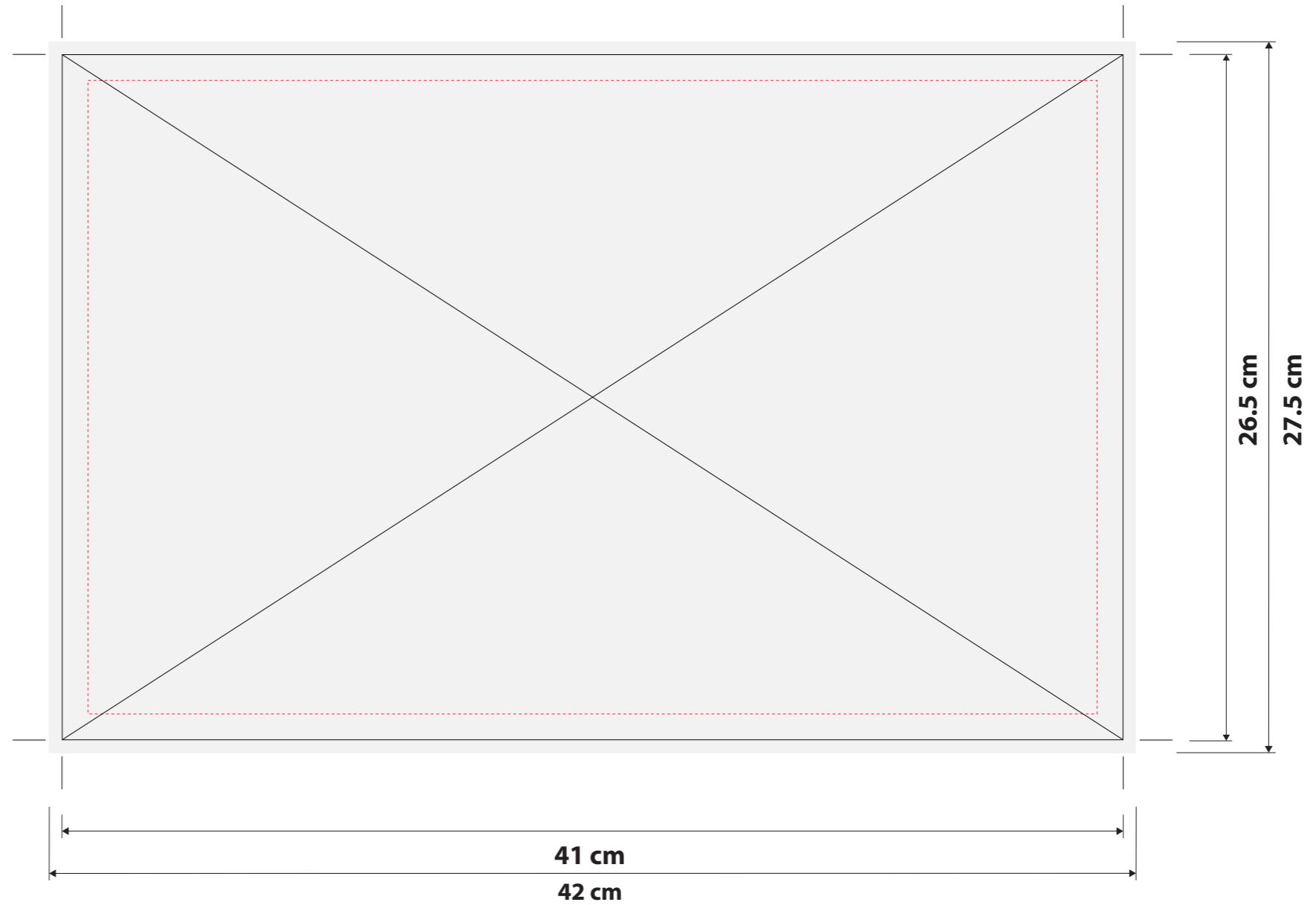
Frequency

Published Every month to ensure ongoing engagement with current events and emerging trends in Qatar.

Print Specifications



FULL PAGE
0.5 cm bleed on all sides



DOUBLE PAGE SPREAD
0.5 cm bleed on all sides

AD SIZE	Trim (W x H)	Bleed	Safe Area
Full Page	20.5 x 26.5 cm	21.5 x 27.5 cm	18.5 x 24.5 cm
Double Page Spread	41 x 26.5 cm	42 x 27.5 cm	39 x 24.5 cm
Special Operations	By request		

All artwork is to be sent in **high resolution PDF** or **Illustrator Ai format**, with a resolution of no less than **300 DPI**.

Colour: **CMYK**

Safe Area: leave a minimum of **1cm** on the sides inside

Digital Advertising Rates

Leaderboard AD	Two Weeks
Dimension	728x90 pixels
File Size	40KB
Run On Site (Per CPM)	QAR 3,000

Large Rectangle AD	Two Weeks
Dimension	336x280 pixels
File Size	60KB
Run On Site (Per CPM)	QAR 3,000

Medium Rectangle AD	Two Weeks
Dimension	300x250 pixels
File Size	40KB
Run On Site (Per CPM)	QAR 2,000

Billboard AD	Two Weeks
Dimension	970x250 pixels
File Size	40KB
Run On Site (Per CPM)	QAR 4,000

Half Page AD	Two Weeks
Dimension	300x600 pixels
File Size	40KB
Run On Site (Per CPM)	QAR 2,800



Digital Production Rates

Online Article (500 words limit)	
1 Article	QAR 600
4 Articles	QAR 1,000
8 Articles	QAR 1,600
12 Articles	QAR 2,400
Other Products	
Special Video Interview / Report	QAR 6,800
Exclusive On-Demand Webinar Sponsorship	QAR 10,000
Digital Production Series/Shows (Per two shows)	QAR 16,000
Individual Interview	QAR 3,500

Digital Specifications

EDM Specifications

Size in Pixels (Width x Height)	700 x 1000
Format	HTML
Maximum Size	250KB (Recommended)

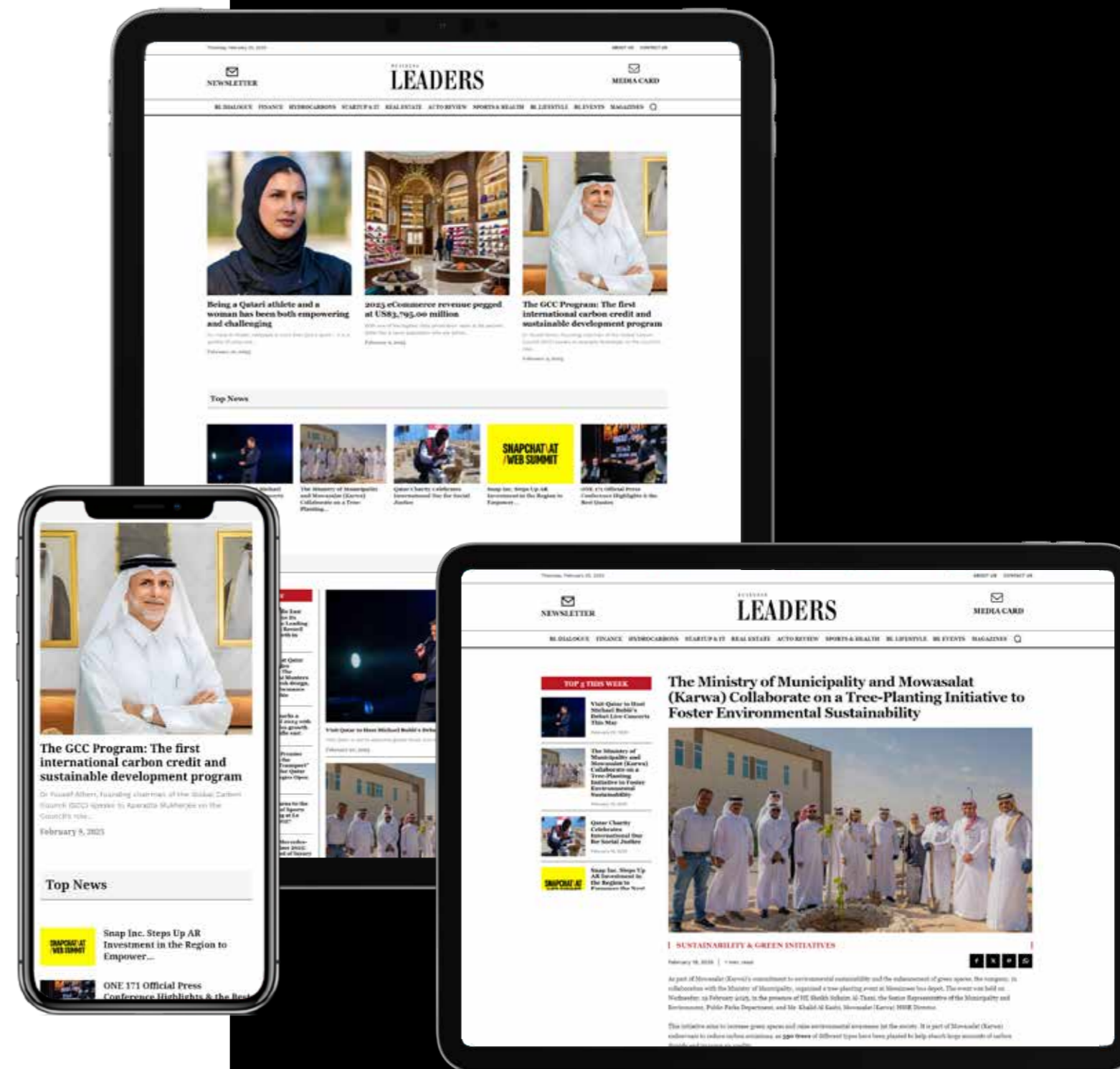
Video Ad Specifications

Resolution	300 x 250
Maximum Size	30MB
Duration	45 seconds max.
Supported Formats	MPEG4, MOV, AVI, WMV

Online Article

No. of Words	500-700
Photo	High resolution 300 dpi .jpeg (CMYK)
File Format	Word doc

Process: Received article will be forwarded to our editor. Edited version will be shared with the client for final approval before publishing



■ Next Steps

To discuss further or secure your spot in Business Leaders, please get in touch with our advertising team. We would be delighted to collaborate on crafting a campaign that meets your marketing objectives and positions your brand prominently within Qatar's vibrant community.

Contact:

For Sales Enquiries
Business Leaders

Chief Publishing Officer

Manu G Parmar
Phone : +974 3332 5038
Email : m.parmar@innov8.qa

Senior BD Manager

Rabab El Sayedd
Phone : +974 6676 3659
Email : rababqh@innov8.qa

Visit Us: businessleadersme.com