



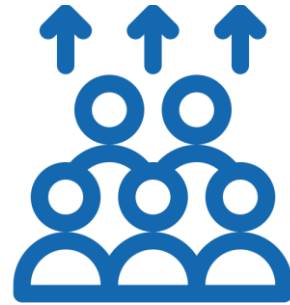
AL QABAS ELECTRONIC

MEDIA KIT
September
2020

CONTENT



HISTORY



TRAFFIC &
DEMOGRAPHICS



ADVERTISING
OPPORTUNITIES

History



History

With its first issue published on **February 22, 1972**, Dar Al-Qabas Press, Printing and Publishing is a Kuwaiti press organization supervised and managed by a distinguished board of directors consisting of five shareholders from the biggest and most renowned family names in Kuwait starting off with **Jassim Ahmed AlNusf** till 1983, then **Mohammed Jassem AlSager** till July 1999 and finally from July 5th 1999 and till present, **Waleed Abdul Lateef AlNusf**. Al Qabas newspaper was announced an independent Kuwaiti Newspaper on February 12th 1972 and from that date, it continues to serve as a trusted source of information and benefits its society as follows:



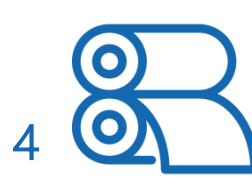
Publishing Daily print newspaper and other publications.



Publishing manuscripts / books whether old or newer ones.



Advertising and media campaigns.



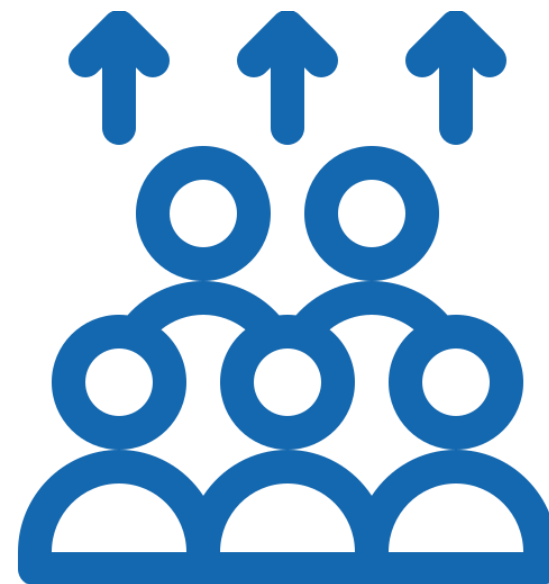
Importing and buying equipment printing equipment and material



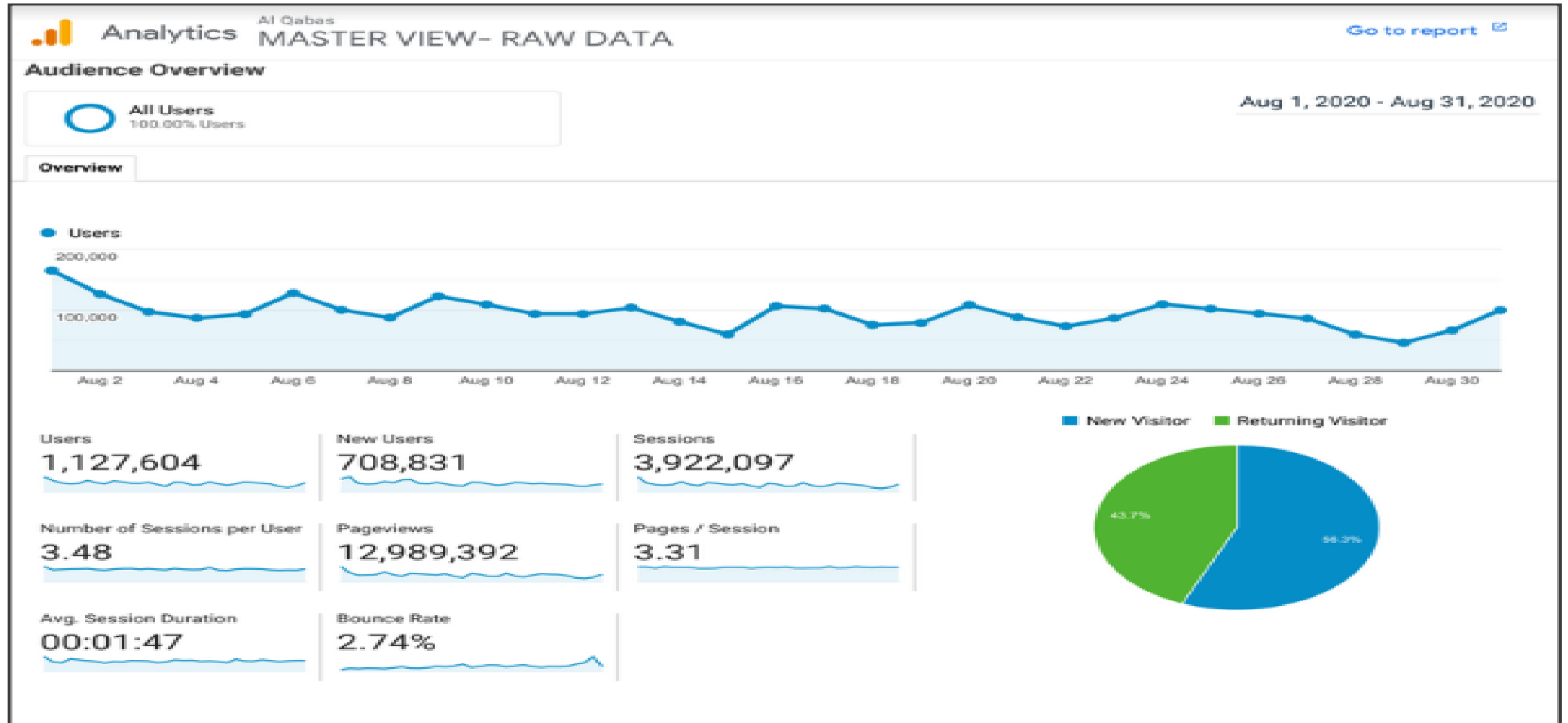
Latest and proud addition of Al-Qabas Electronic services consisting of video reports, website zones, Social Media and WhatsApp advertising.

Al-Qabas is well known for its credibility and its subjective views in its editorial content is considered the leader in publishing international news in the perspective that serves both interests of Kuwait and the international society.

Traffic & Demographics



Traffic & Demographics



Traffic & Demographics



Unique Users

708,831/month



354K
Followers



518K
Followers



185.5 K
Followers

Traffic & Demographics



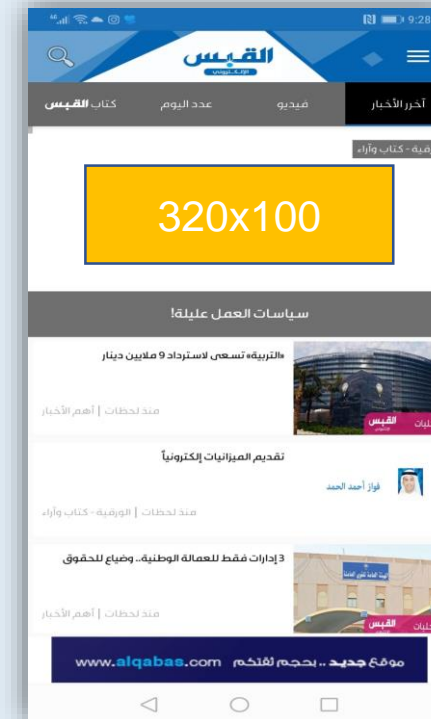
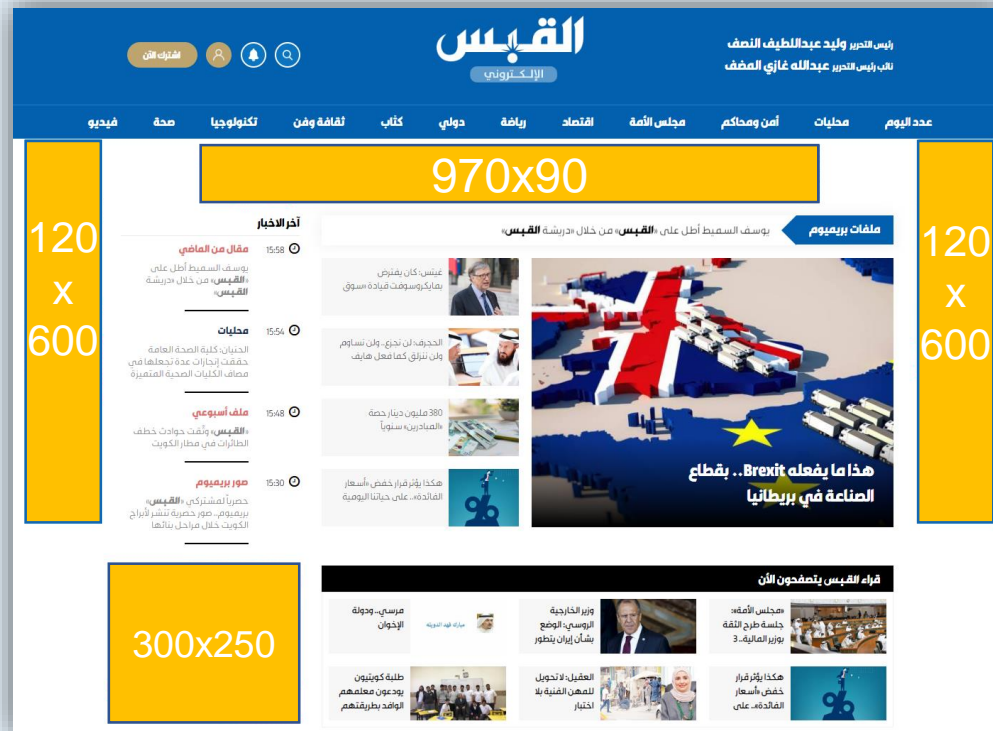
Type of Advertising:

- Take Over
- Display Banners
- Out-Stream & In-Stream video ads
- Native Ads
- Special Executions

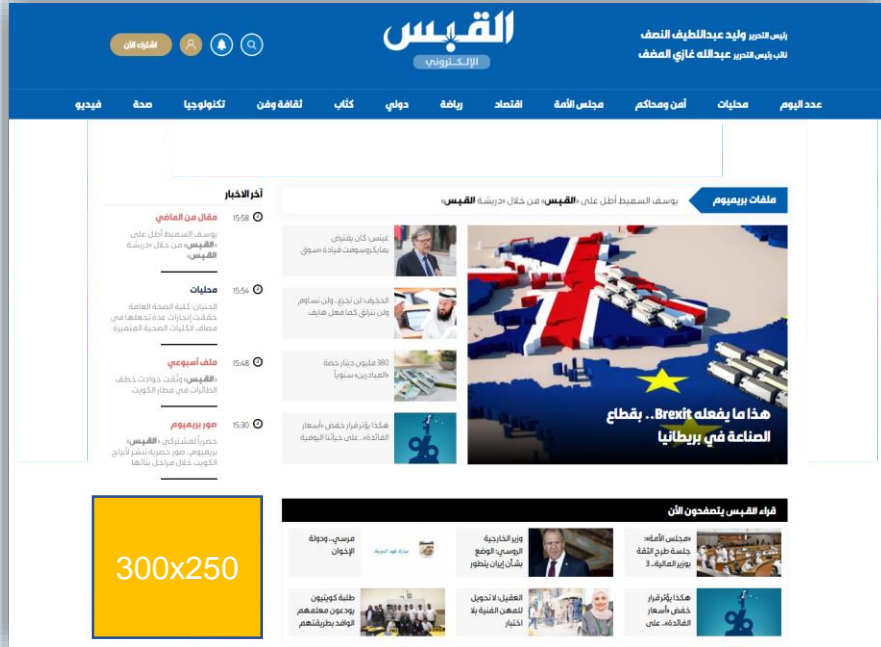
Advertising Opportunities



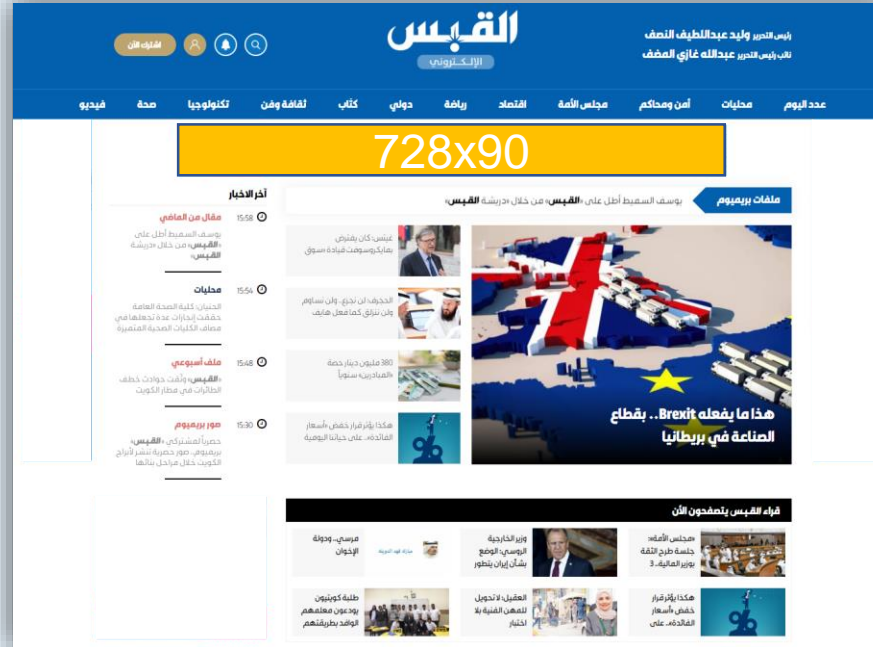
Home Page Take Over



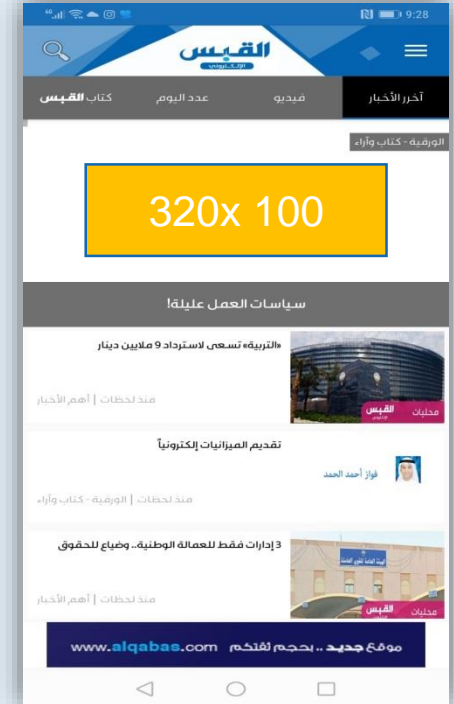
Standard Banners



Desktop – MPU 300x250

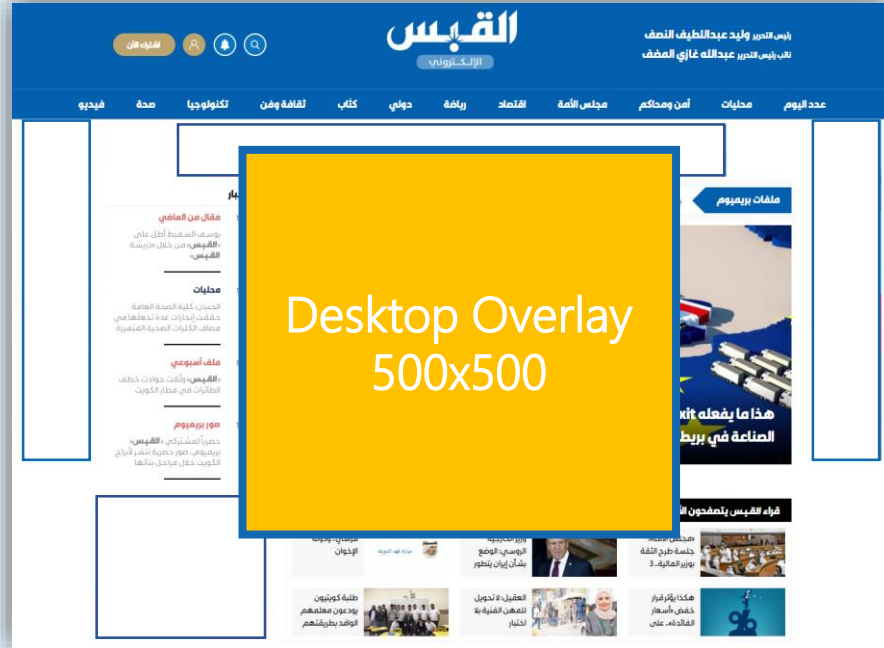


Desktop – Leaderboard 728x90

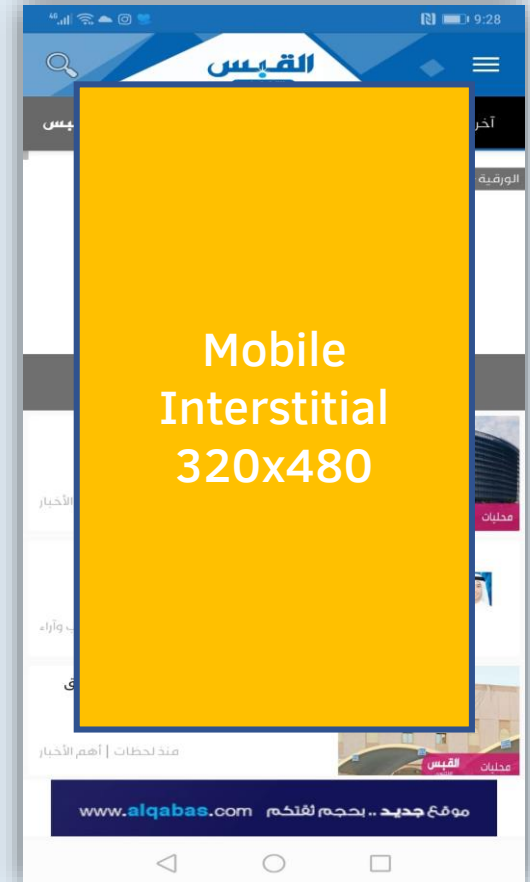


Mobile Leaderboard 320x100

Standard Banners

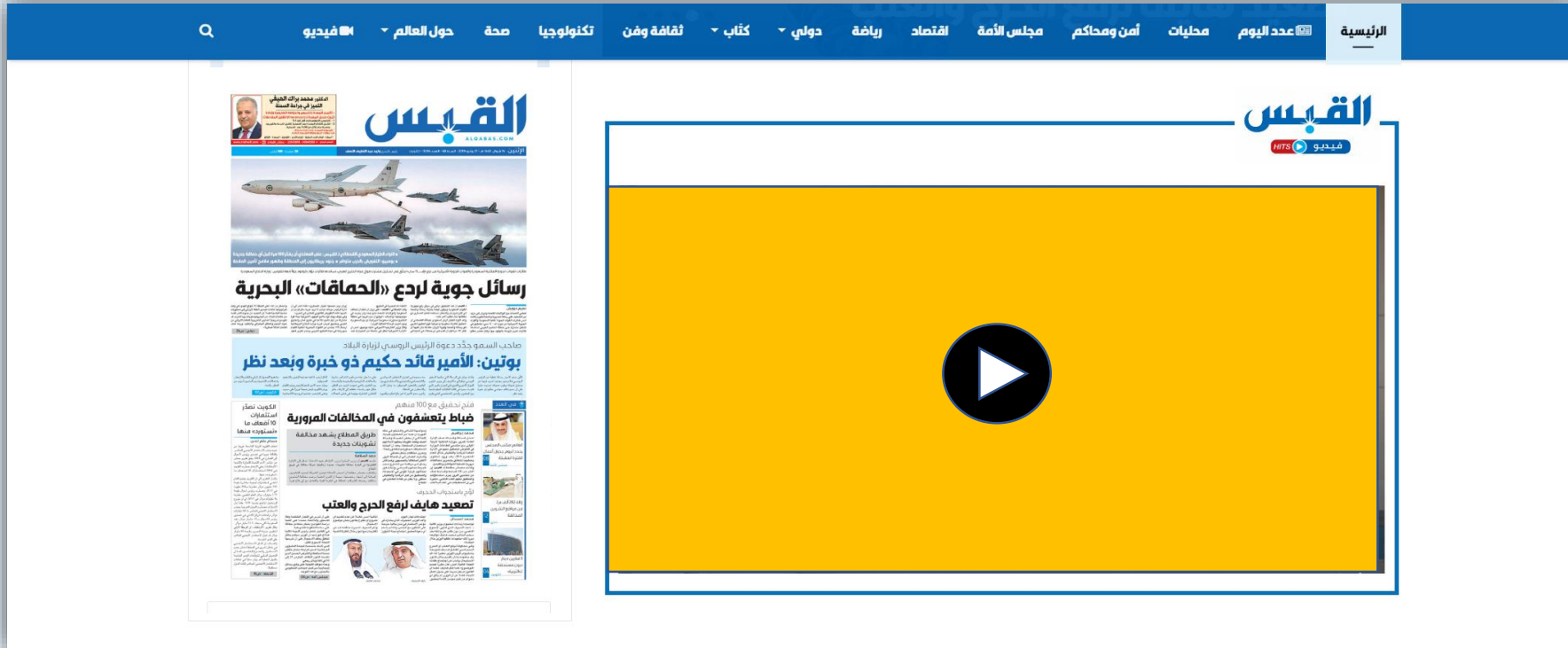


Desktop – Overlay 500x500



Mobile – Overlay 320x480

In-Stream Video Ads



In-stream Video Ad



TIMES
INTERNATIONAL



Native Ads



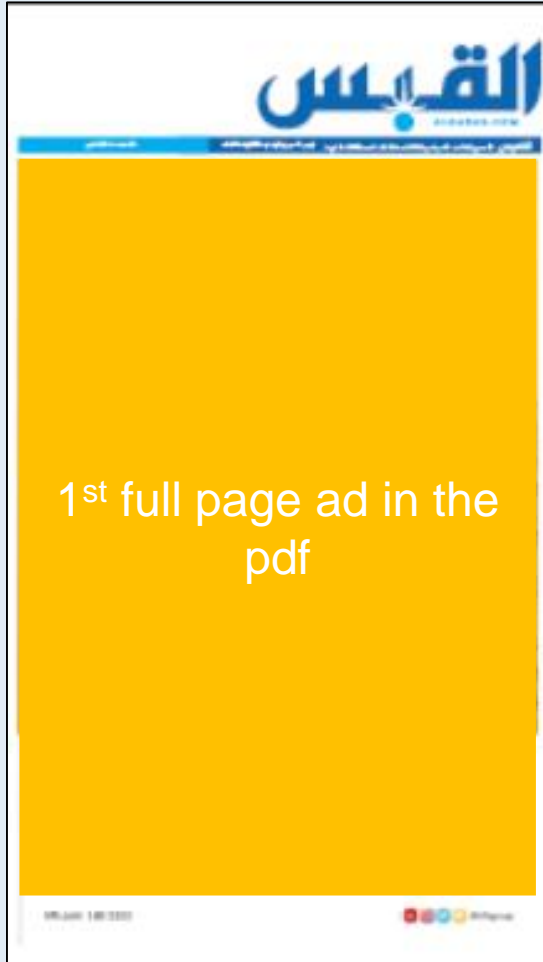
Desktop – Native Ad



Mobile – Native Ad



WhatsApp pdf



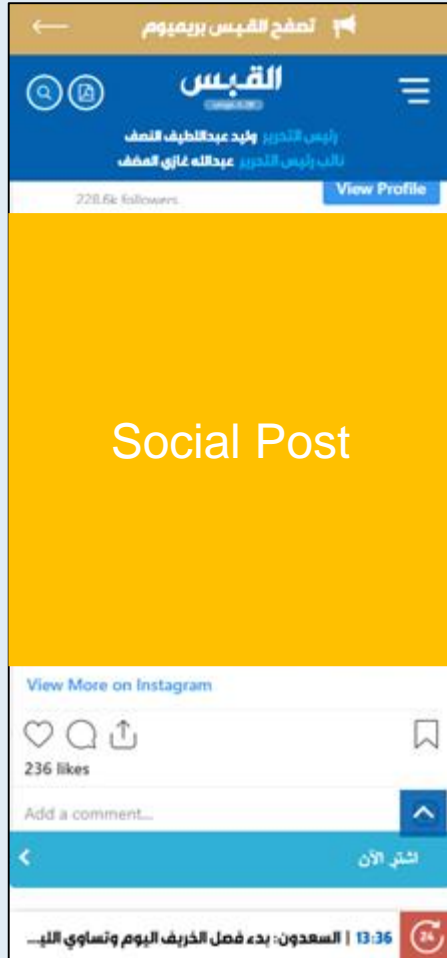
PDF

- WhatsApp PDF ad will be launched to all Al-Qabas Premium & WhatsApp subscribers exceeding 65K.
- WhatsApp PDF ad (Newspaper Edition of the paper's first page) will also be published on Twitter.

1 Client per day – KD 1,000

**** Special packages will have different pricing schemes i.e. multiple ads.***

Social Display Ads



- Expose your social post to Al-Qabas audience
- Expand your reach outside of social media
- IG, Tweet or FB organic posts can be used for social display (Without the caption)
- A call to action button can be added to the post

Rate card

Ad Positions	Gross CPM – US\$
MPU 300x250, Leaderboard 728x90, Mobile Leaderboard 320x100	10
Large Leaderboard 970x90, Billboard 970x250	15
Half Page 300x600	15
Native	20
Overlay	60
Rich Media / Expandable banners	20
In-Stream & Out-Stream Video Ad	0.1 (CPV)
Takeover	1,500 per day
Social Display (IG, Tweet, FB) Posts	15

Posts on Al Qabas Social Media Accounts



FB Post: **KD 1,250**



Tweet: **KD 1,000**



IG Post: **KD 1,000**

- *Prices above are for one time posts / single posts and packages less than KD 3,000.*
- *Special packages will have different pricing schemes i.e. multiple posts.*

Video Report

- Al Qabas will provide a videographer with all the video & audio equipment needed to shoot the report.
- A landscape video full HD will be delivered after editing.
- A reporter/host will be provided from Al-Qabas team with no additional cost.
- Influencer for the shooting project can be selected upon request – Cost to be determined depending on the Influencer.
- Drone can be used upon request – Cost to be determined once this service is selected.

Video Report: KD 3,750 _{net}

Instagram Live Coverage: KD 3,750 _{net}

- ***Special packages will have different pricing schemes i.e. multiple reports and coverages.***



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Thank You