

Education Middle East

EDUCATION MIDDLE EAST

provides a platform that empowers K12 and Higher
educators in the GCC

www.educationmiddleeast.com



About Education Middle East

A B2B publication empowering educators in K-12 and universities across the GCC

- Policymakers
- Senior Management
- Decision-makers
- Principals
- Vice Chancellors
- Department Heads
- Head Teachers
- ICT Heads
- Finance Managers
- Purchase Managers
- Learning Solution Providers

The only B2B education platform in the region covering latest industry trends, technology advancements, leadership changes, services and solutions, and expert insights:

Our Portfolio

- A vibrant digital platform with news, industry updates, special features, opinions, latest job openings, supplier spotlight and partnered content
- E-magazines and country specials with specialised and industry-specific content
- Videos, podcasts and roundtables to add value to sponsors, advertisers and institutions
- Customised events for the education sector



PAGE VIEWS

100,006



UNIQUE VIEWS

33,652

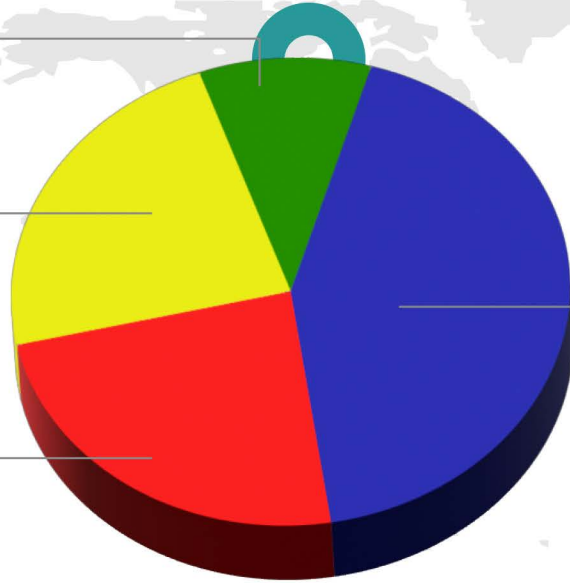


Audience Demographic

Procurement
10.0%

ICT Heads and
IT Dept.
23.0%

Teachers
& Professors
24.0%



Principal and
University head's
43.0%

Geographical Breakdown

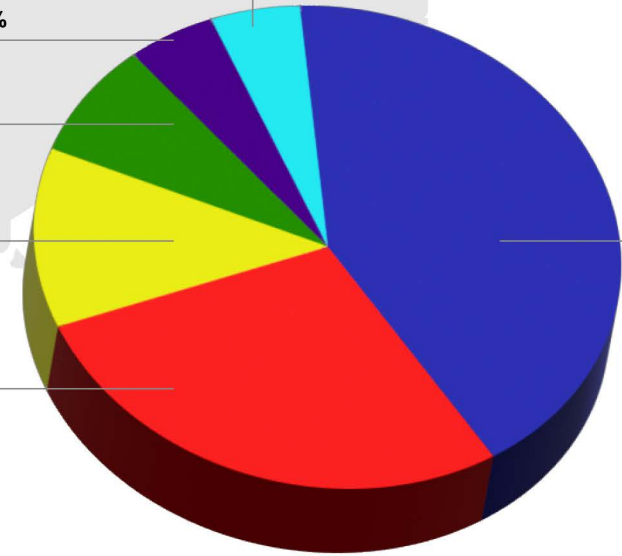
Oman: 5.0%

Bahrain: 5.0%

Kuwait: 8.0%

Qatar: 12.0%

KSA: 28.0%



UAE: 42.0%

Online Advertising Benefits

- Effective brand positioning
- Credible platform
- Targeted reach
- Greater engagement
- Value for your ad dollars
- Social media promotion
- Measurable impact



Advertising Options

Banner Advertising

We have a wide variety of spots or positions with varying sizes to suit your requirements and brand positioning.

Email marketing

Reach out to targeted audience with your own custom messaging, exclusive offers and services

Content marketing

Participate in special, exclusive interviews; showcase your brand through industry case studies, and express your views through thought leadership articles

Video Content marketing

Participate in various video interviews, webinars, audio podcasts and roundtables. Exclusive roundtables can be organised to provide you with opportunities to be a part of an elite panel.

E-news letter

Be a part of our bi-monthly newsletters distributed to our curated list of subscribers

Webinar

International clients can connect with middle east educators through Education Middle East webinars.

Roundtable with educators

Education Middle East organize roundtable with education leaders, tech heads or head of department in school and universities.

DESKTOP WEBSITE

MOBILE WEBSITE

Technical specifications for website advertisement			
WEB BANNERS	SPECIFICATIONS		
	Desktop <small>(min)</small>	Mobile Website <small>(min)</small>	
Leaderboard	728 x 90 px	728 x 90 px	MPU
MPU 1	370 x 308 px	370 x 308 px	rectangle
MPU 2	370 x 308 px	370 x 308 px	rectangle
Half page	370 x 616 px	370 x 616 px	MPU
Pop up	550 x 480 px	300 x 250 px	rectangle
Footer	728 x 90 px	300 x 250 px	MPU

E-MAILER (per full database send)	
F-blast (full database)	\$3,500
Banner in monthly newsletter (with link)	\$2,000
Button in monthly newsletter (with link)	\$1,500

WEB BANNERS	SPECIFICATIONS
MPU	370x308 px

WEBSITE (per calendar month)	
Leaderboard	\$6,000
Half page	\$5,000
MPU 1	\$3,000
MPU 2	\$3,000
Footer	\$2,600
Pop-up (once a day / page or visitor)	\$6,000

Education Middle East



CONTACT US

Call us on 0569885172/0543916932

For your views, feedback or enquiries email us at: info@educationmiddleeast.com.

