

# Education Middle East

Provides a platform that empowers K12 and Higher Educators in the GCC

[www.educationmiddleeast.com](http://www.educationmiddleeast.com)



## Target Audience

- 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 heads  
43.0%



# Geographical Breakdown

Oman: 5.0%

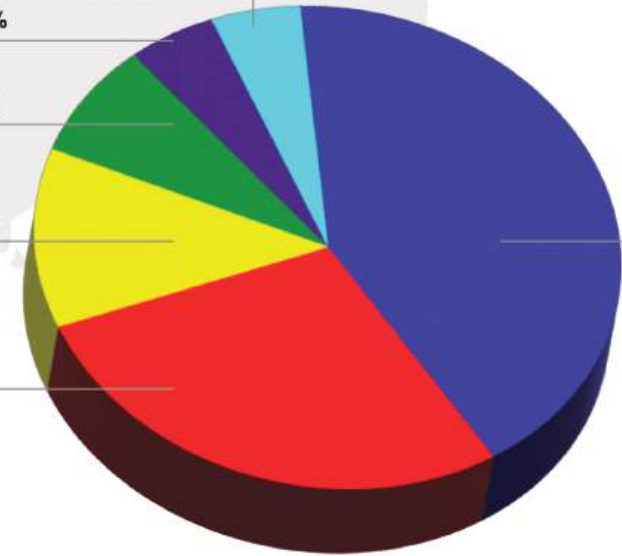
Bahrain: 5.0%

Kuwait: 8.0%

Qatar: 12.0%

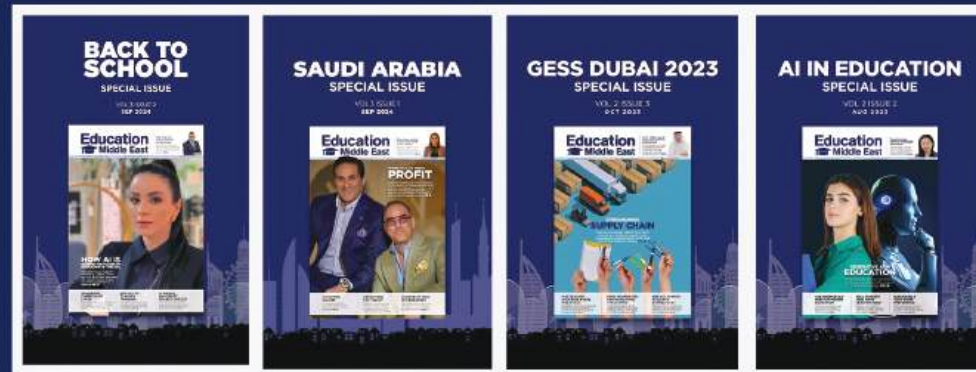
KSA: 28.0%

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



## EDITORIAL CALENDAR

Edition	Content Focus
Mar-Apr 2025	<b>E-magazine - Supplier Special</b> Supplier Listing   Supplier Segment Insights   Supply Chain Opportunities & Challenges
Apr-May 2025	<b>E-magazine - Qatar Special</b> K-12 Overview   National Vision & Policies   Investment   Trends   Higher Education Outlook
Jul-Aug 2025	<b>E-magazine - Back To School</b> Market Overview   Recruitment Trends   Curriculum   Upgrades   Teacher Training
Sept-Oct 2025	<b>Special Webpage (GESS)</b> Innovations   Trend Reports   Announcements   Product Launches
Nov-Dec 2025	<b>Higher Education Special</b> Higher Education Outlook   Tech Trends   Curriculum   Updates   Top 20 Leaders in Higher Education in GCC
Jan-Feb 2026	<b>Education in the GCC</b> Country Reports   Market Insights   Top 20 School Leaders in GCC

# 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-newsletter

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 webinar.

## Roundtable with educators

Education Middle East organizes roundtable with education leaders, tech heads and heads of department at schools and universities.

### DESKTOP WEBSITE

### MOBILE WEBSITE

Technical specifications for website advertisement			
WEB BANNERS	SPECIFICATIONS		
	Desktop (min)	Mobile Website (min)	
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**

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For your views, feedback or enquiries email us at: [info@educationmiddleeast.com](mailto:info@educationmiddleeast.com).

