



ORBIS TERRA  
MEDIA



## Media Kit 2018 - UAE

 tharawat magazine

for family businesses and entrepreneurs

An Orbis Terra Media Product



# about

Success doesn't happen  
over night.

Tharawat Magazine celebrates  
those who have endured, have  
built legacies, and that strive for a  
sustainable future.



## [tharawat magazine - for business owners](#)

The print publication, Tharawat Magazine, has been dedicated to the family business and entrepreneurship field for the past 8 years. It has achieved global recognition as one of the foremost resources for business owners and their families. With one of the largest collections of family business content in the world and a global network of business owners and partners, Tharawat Magazine has become an important resource and media platform.

The [Tharawat Magazine](#) Website was launched in June 2015. Aside from holding a large library of family business profiles, the Tharawat Magazine website is dedicated to providing content that will inspire business owners who want to innovate and grow their businesses. The publication has become a true source of international business practices and brings forth ideas that advance entrepreneurs and decision-makers.



# audience

“Niche” does not mean small. It means highly relevant. With almost 80% of the world’s businesses owned by families or entrepreneurs, our content has a passionate and engaged audience.

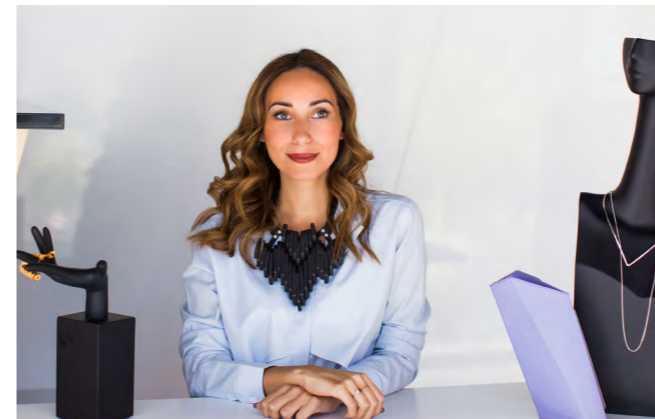
## our readers



**Business owners**



**Family business members**



**Entrepreneurs**



**Innovators**

## audience in numbers

Readers: 2.3 Million p.a.\*

Print Readers: 140'000\*\*

Median Age: 39

Median HHI: \$200'000-300'000\*\*

Male/Female: 60/40

Social Media (inc. Facebook and Twitter):  
170'000 followers

Page Views: 2.1 Million p.a.

\*Combined numbers for print and online audience

Unique Visitors: 1.2 Million p.a.

\*\*Print readers 3.5 per copy



# print magazine

Print is not dead.

It has just been upgraded to a luxury product. Relevance of print readers has never been higher and Tharawat Magazine has become a premium collectible item.

## the publication for family businesses

TATA Walmart  
Lego Audi Roche  
Zara Toyota Lamborghini IKEA  
Rothschild Samsung Missoni BMW  
Gucci Cargill Koch Fiat

...are all family businesses!

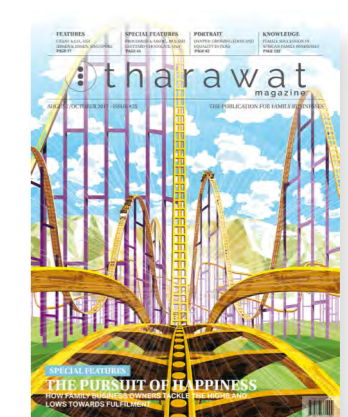
### Why family businesses matter

Family businesses make up the majority of the private sectors of all economies.

Family businesses are the most important job creators in the private sector.

Family businesses are the drivers of innovation and growth due to their long-term strategic thinking.

Tharawat Magazine has been tackling this important topic for the past 8 years. Producing hundreds of articles on family business and entrepreneurship, our publication has become a trusted source for business owners and their families as well as experts and academics.



# editorial schedule 2018



**Issue 37: February 2018**  
**FAMILY BUSINESS CULTURE**

Booking deadline 20th January  
 Artwork deadline 25th January

**Issue 38: May 2018**  
**THE IMPORTANCE OF BIG DATA**

Booking deadline 20th April  
 Artwork deadline 25th April



**Issue 39: August 2018**  
**IDENTITY AND ROLES IN BUSINESS**

Booking deadline 20th July  
 Artwork deadline 25th July

**Issue 40: November 2018**  
**AI IN BUSINESS**

Booking deadline 20th October  
 Artwork deadline 25th October

## print distribution

**Print run:**  
 10'000 copies

**Geographies:**  
 % per country:  
 80% UAE  
 10% MENA  
 10% RoW

**Channels:**  
 Direct Mailing  
 Airport Lounges  
 Private Jet Lounges  
 5-star Hotels  
 Events and Fairs

**Distribution Partner UAE:**  
 GLS Media Distribution



# special operations print



We have seen great results with special operations in Tharawat Magazine. Past campaigns have included:

- BOOKMARKS
- PAPER BAND
- JACKET COVER
- GATEFOLD INSERTS

## rate card

POSITIONS	SIZE	RATES PER ISSUE
OUTSIDE BACK COVER	SP	\$10,000
INSIDE FRONT COVER	DPS	\$12,500
	SP	\$9,500
OTHER	DPS	\$7,800
	SP	\$5,500

**Special operations:** Rates and production specifications available upon request.  
**Frequency discounts:** Check with your account manager.



# digital

Everything online and mobile.  
This has always been our motto  
with Tharawat Magazine content.  
From upgrading our websites and  
newsletters to launching Facebook  
Instant articles, we are making  
sure that we evolve with reader  
preferences.



A strong website with daily new content supported by weekly newsletters and social media channels is what [Tharawat Magazine](#) offers. With a growing audience, we are providing an exciting platform for brands to engage with readers.

## website metrics

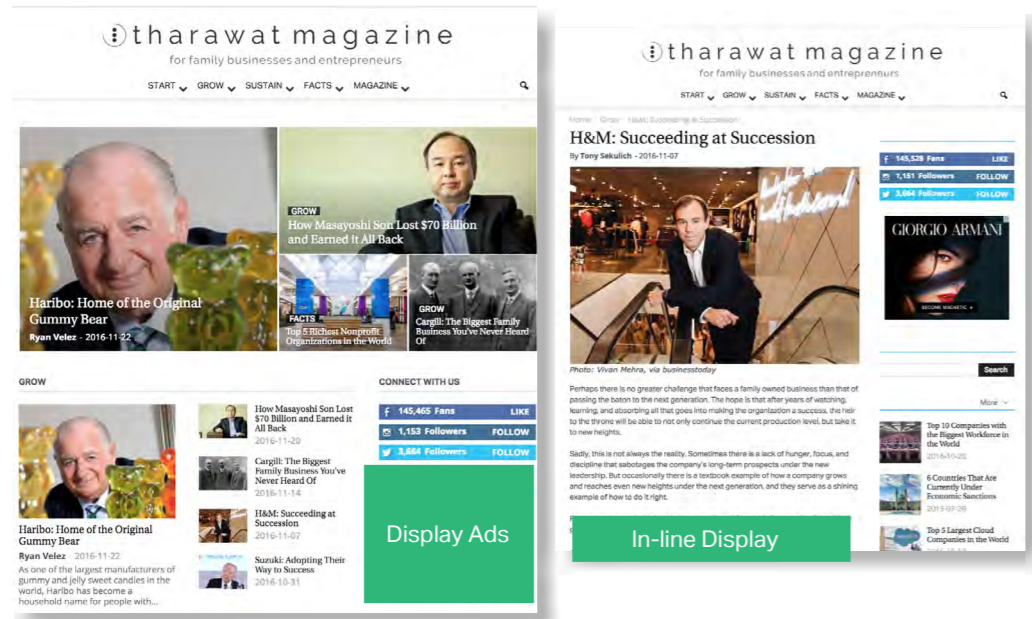
Median Age: 33  
Male/Female: 70/30  
Page Views: 2.0 Million p.a. (2016/17)  
Unique Visitors: 1.2 Million p.a.  
Regions: US, Europe, Asia, Middle East  
Time per Session on FP: 3:25  
Facebook: 162'000  
Twitter: 3'900  
Average Shares from page:  
20'000 shares/week (Getsocial)

## newsletter

Median Age: 40  
Male/Female: 60/40  
Recipients: 11'000  
Regions: Middle East, US, Europe  
Frequency: min. once per week  
**UAE Recipients: 2'000**

## DISPLAY ADVERTISEMENTS

The connected generation awaits. You are able to seamlessly display your ads on Tharawat Magazine's clearly designed and mobile-optimized homepage.



## BRANDED CONTENT SPONSORSHIP

The Tharawat Magazine team creates content to suit your needs. Our Branded Content is crafted to align your brand with relevant themes and to resonate strongly with your target audience. The best content campaigns are integrated and long-term — they feature multimedia, and community engagement elements. Branded Content Campaigns can include offline events to bring your brand a live audience. A Branded Content series includes a destination page, which houses all of your branded content in one convenient location, surrounded by your brand messaging and social widgets.

## BRAND-SPEAK

Brand-Speak provides a way for you to share your knowledge with our community. Brand-Speak is content that is created and bylined by your brand that lives on Tharawat Magazine and is amplified via our channels. Brand-Speak highlights your brand as a thought leader and tastemaker in a particular space, driving conversation among our audience and across the social web.

## BRAND-LIFT

Showcase your best social assets to the Tharawat Magazine audience whether it be from Instagram, Facebook, Twitter, YouTube or Vine accounts. Through Brand Lift, your brand's social assets will stay in an optimal position, ensuring your content gets in front of the Tharawat audience.

## rate card

PLACEMENT	UNIT TYPES	SIZES IN PIXELS	COST PER PLACEMENT*
REST OF SITE	LEADERBOARD	728x90	\$1,500
	RECTANGLE	300x250	\$1,000
	HALF PAGE	300x600	\$1,200
HOMEPAGE	LEADERBOARD	728x90	\$2,100
	RECTANGLE	300x250	\$1,600
	HALF PAGE	300x600	\$1,800
WELCOME ADVERT	SCREEN	600x600	\$2,900
NEWSLETTER BANNER	TOP BANNER	800x150	\$500

\*Cost per placement of website banners for a duration of 14 days.

\*Cost per placement in one newsletter.



# podcast

We can hear it in your voice!

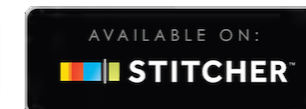
And so can thousands of listeners.

Podcasts are fast becoming an essential part of content distribution and this new channel is full of opportunities yet to be explored.



## the power of listening

In Q2 of 2017, Tharawat Magazine launched its very own podcast channel dedicated to giving family businesses and entrepreneurs an opportunity to make their voices heard. In a few months we have had thousands of listeners who have been able to enjoy the weekly episodes. The Family Business Podcast by Tharawat Magazine is available on all major platforms:



- SOUNDCLLOUD
- ITUNES
- STITCHER
- TUNEIN





# content studio

It is the age of content. But not just any content will do; we are faced with high demands for quality and relevance. Tailored content aimed at the right audience will do wonders for brands and their value propositions. Our readers will know the difference!



## we want to tell your story!

Major brands like the Marriott, Lego, Unilever, Times Inc. and more are setting up dedicated content studios to promote their value propositions. Relevant and high quality content presents a wonderful opportunity to connect with various stakeholders around each brand and reinforce their engagement.

Tharawat Magazine has been a part of [Orbis Terra Media \(OTM\)](#) since July 2016. OTM includes a dedicated content studio which allows us to offer our advertising clients additional services to create a perfect fit between their brand and our publication.

Amongst the content services are:

- DEVELOPMENT OF CONTENT STRATEGY FOR BRANDS
- ARTICLES AND OTHER WRITTEN FORMAT
- AUDIO CONTENT PRODUCTION
- GRAPHIC AND ILLUSTRATION CONTENT
- HIGH END VIDEO CONTENT





# events and partners

No brand is an island.  
We play well with others! Over many years we have maintained strong partnerships with relevant institutes, fairs, and events.

## selected partners

Tharawat Magazine collaborates with a myriad of partners in the form of media sponsorships and alliances allowing even better exposure for its content and advertisers. A selection of our partners:

### **THARAWAT FAMILY BUSINESS FORUM**

Tharawat Magazine is the exclusive media partner of the Tharawat Family Business Forum - a network of Arab family business owners. Tharawat Forum is a non-profit association that gathers UHNWIs for roundtables on family business and wealth management topics.



### **ART DUBAI**

Art Dubai is the leading international art fair in the Middle East, Africa and South Asia. Art Dubai is held under the Patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE, Ruler of Dubai.



### **BASELWORLD**

As the microcosm of the watch and jewellery industry, Baselworld is the focal point of the industry, where all players of the industry showcase their creations and innovations. The show attracts everyone from designers and purchasers, to the global press and consumers.



### **FAMILY FIRM INSTITUTE (FFI)**

Professionals, educators and researchers as well as family enterprise members from more than 88 countries across the globe belong to FFI. They create the oldest multidisciplinary professional association for family enterprise in the world.



### **BOAT SHOW DUBAI**

The Dubai International Boat Show is the undisputed event leader in the region's leisure and marine industry, uniting high-end buyers and world-class suppliers from the most lucrative regions in the world.





# cases and clients

We are only as good as our clients.

We work closely with brands to achieve the best possible engagement with our readers.

## selected advertising clients

We are proud of the collaborations with high-end products and services that put their trust in our publication. Here a selection of advertising clients:





# technical specifications

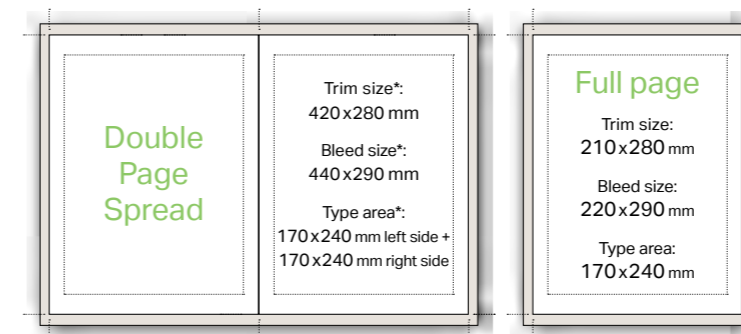
## Looks matter!

We work to keep our aesthetic standards high and to create a pleasing experience for our readers both in content and visually.

## technical data

Once you have booked with us the whole team is at your disposal for questions and discussions any time. Here below the main technical details for artwork submission to both print and digital.

### TECHNICAL SPECIFICATIONS PRINT



- File in PDF format and sent by e-mail.
- Correct overprint settings.
- Bleed area, trim marks, and typing area as indicated.
- Resolution of 300 dpi.
- All artwork must be in CMYK colours (in case of the use of special colours, Tharawat magazine has to be consulted for arrangements before the finalization of the booking order).

### TECHNICAL SPECIFICATIONS DIGITAL

- File formats in HTML, GIF or PNG
- Sizes available in rate card
- For newsletter banners offer 2-4 options for A/B testing

# tharawat magazine

for family businesses and entrepreneurs

[www.tharawat-magazine.com](http://www.tharawat-magazine.com)

For advertising:  
[advertising@tharawat-magazine.com](mailto:advertising@tharawat-magazine.com)

For other inquiry:  
[info@tharawat-magazine.com](mailto:info@tharawat-magazine.com)

[Facebook.com/tharawat.magazine](https://Facebook.com/tharawat.magazine)

[Twitter.com/tharawatmag](https://Twitter.com/tharawatmag)

[Instagram.com/tharawatmagazine](https://Instagram.com/tharawatmagazine)



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