

# Arab wheels

www.arabwheels.net



2020

**Digital  
Media Kit**

arabwheels.net



arabwheels



@arabwheels



@arabwheels



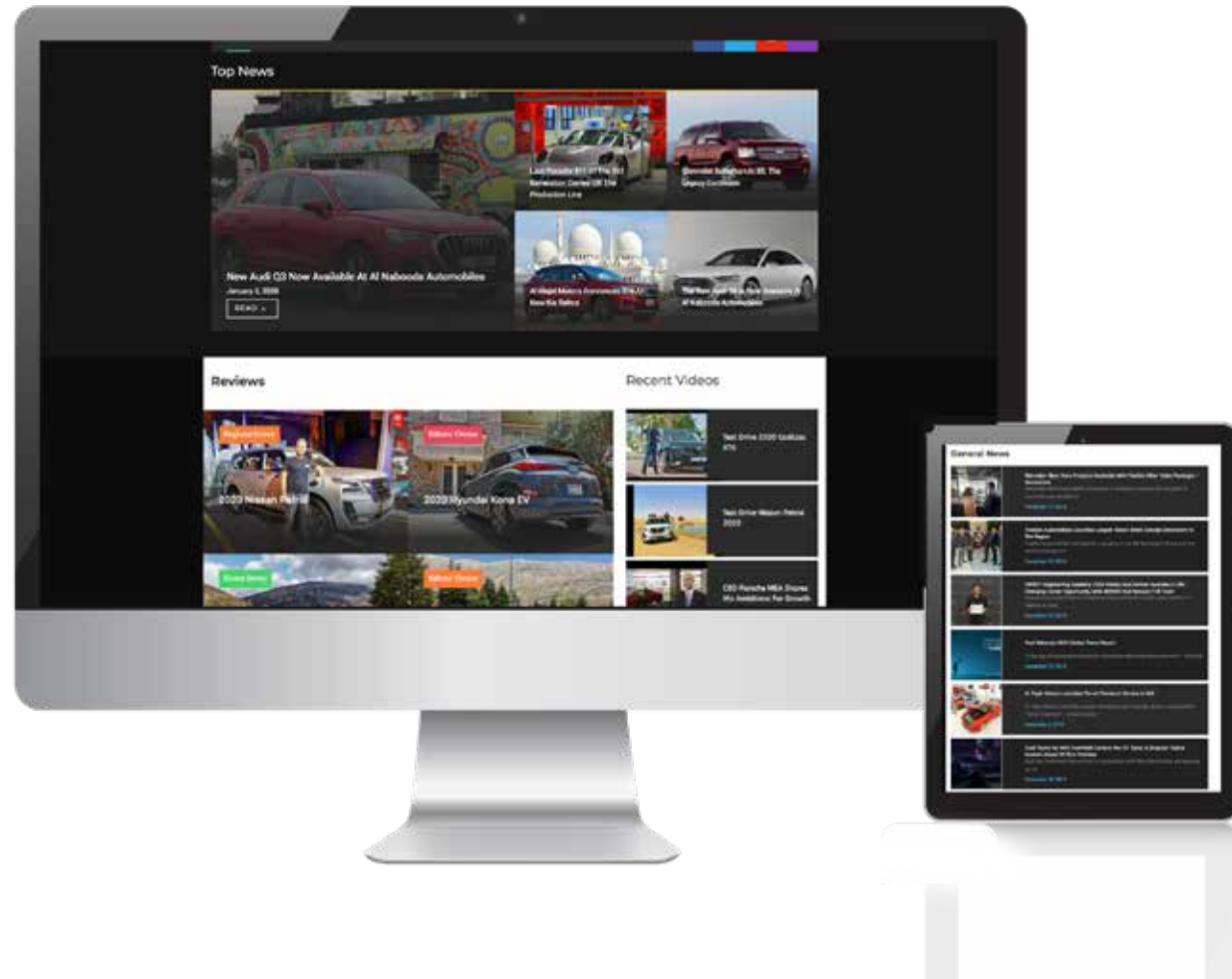
arabwheels

For more than 17 years, ArabWheels has been the primary source of automotive news for the auto industry's top executives such as car manufacturers, regional offices, franchised dealers and parts and other automotive-related firms. ArabWheels website, newsletter and social media platforms, have become vital assets for those with a need to stay up-to-date on auto industry happenings around the Arab world.

The distinctive combination of editorial information that ArabWheels offers to its readers is pretty bold. It makes ArabWheels the most-wanted title for your thirst for everything that has wheels. ArabWheels brings you appealing motoring information and is jam-packed with reviews of what's new in the auto industry from Global Drives, Regional Drives, Editors' Choice, Motorbikes, and many more events from all around the planet.

ArabWheels' online audience echoes the full spectrum of convergent interests in the automotive industry. Executives at car manufacturers and suppliers, car dealers and their employees, major official dealers, enthusiasts and car fanatics all find respected news and insights that they can't find anywhere else.

As with the print publication (which is audited by OJD), the website is audited by Google Analytics which is the world's leading independent stats of websites and digital platforms thus you can be confident that your advertising reaches the qualified audience that you require.



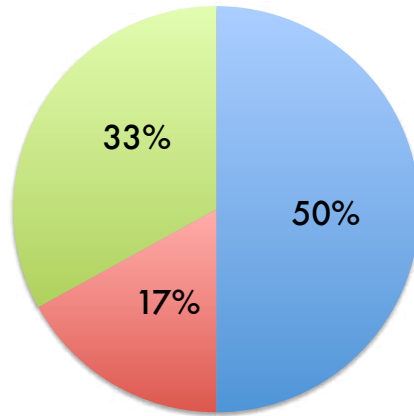
# Our Audience

## • Experience

**Pro:** Earns a significant percentage of income from the automotive industry (17%)

**Skilled Fan:** Not a professional, but has a greater level of skill and knowledge than most, and is frequently called upon to mentor others regarding technique, tips and auto accessories (50%)

**Passionate Fan:** Is passionate about cars, and devotes considerable time and expense on his car (33%)



**Facebook 72,000+ Fans**



**Twitter 1600+ followers**



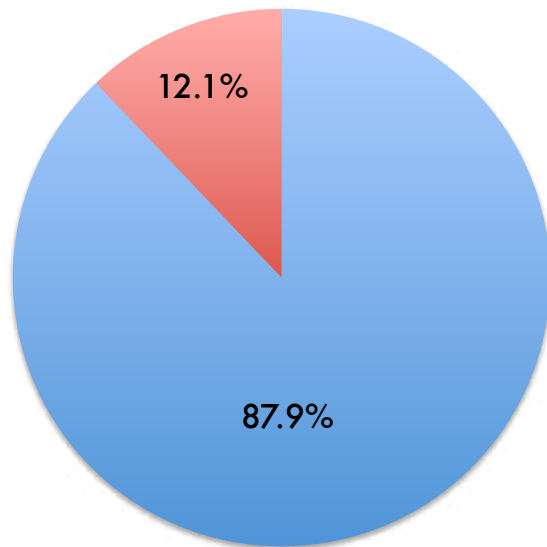
**Instagram 7,500+ followers**



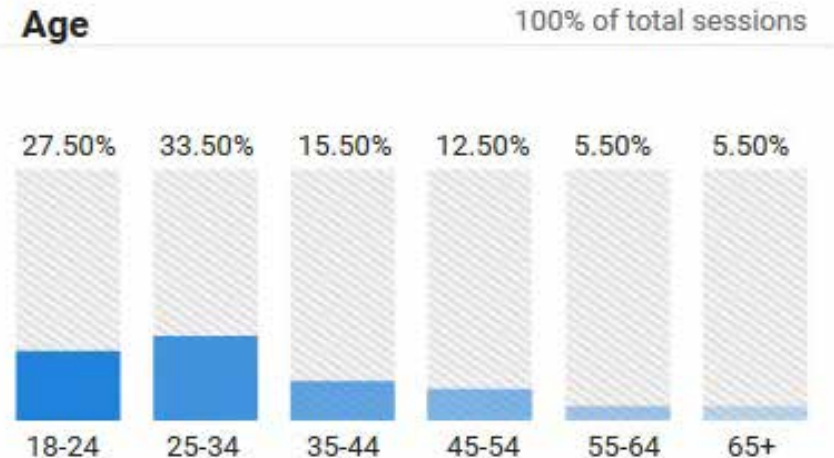
**YouTube 10,000+ subscribers  
and 2.3 million views**

## • Gender

Female

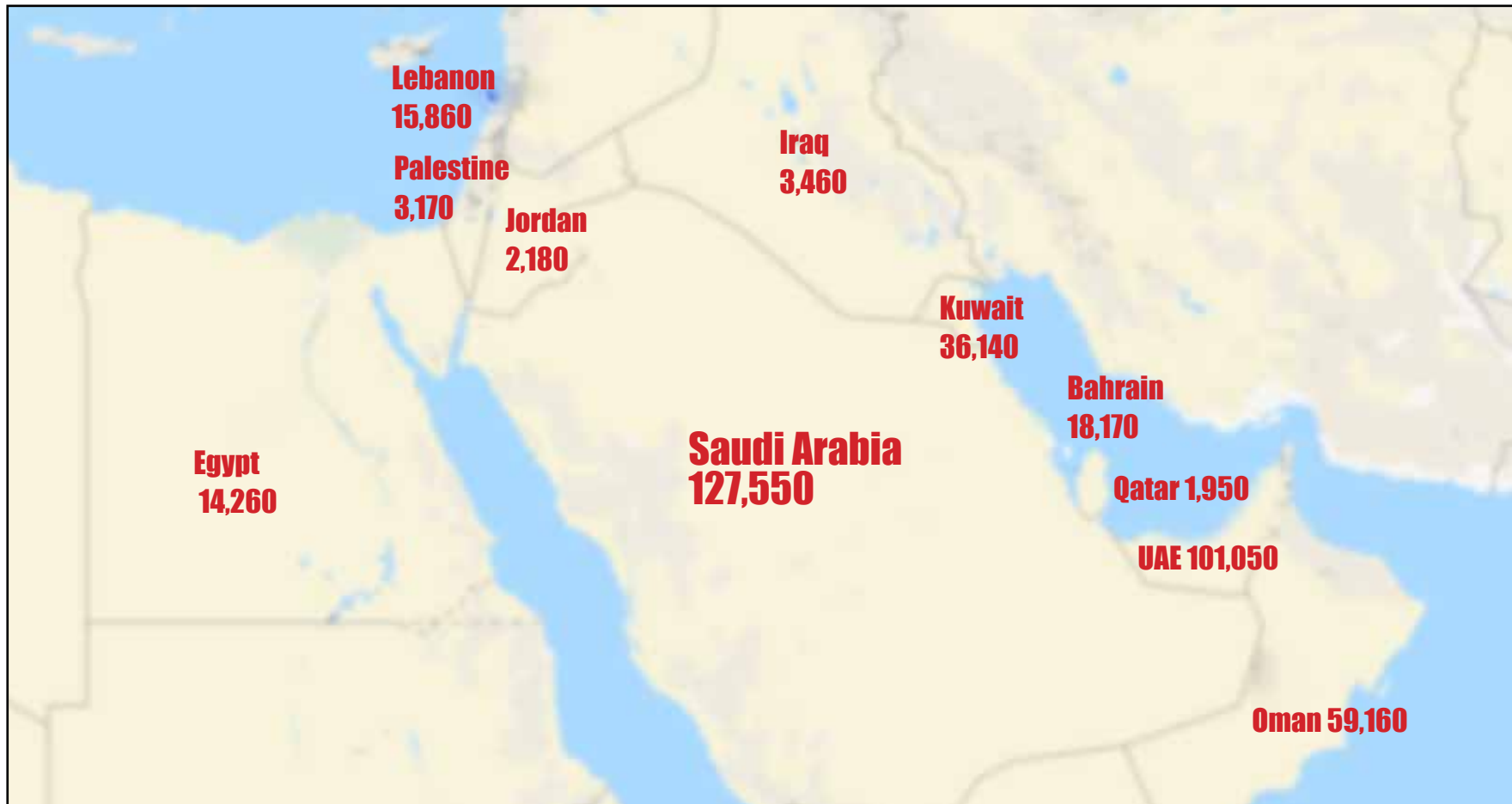


Male





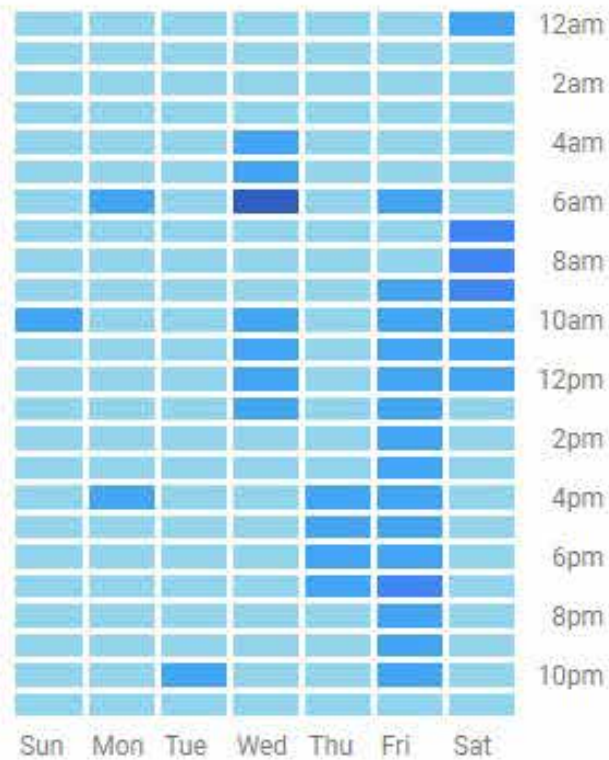
# Demographics



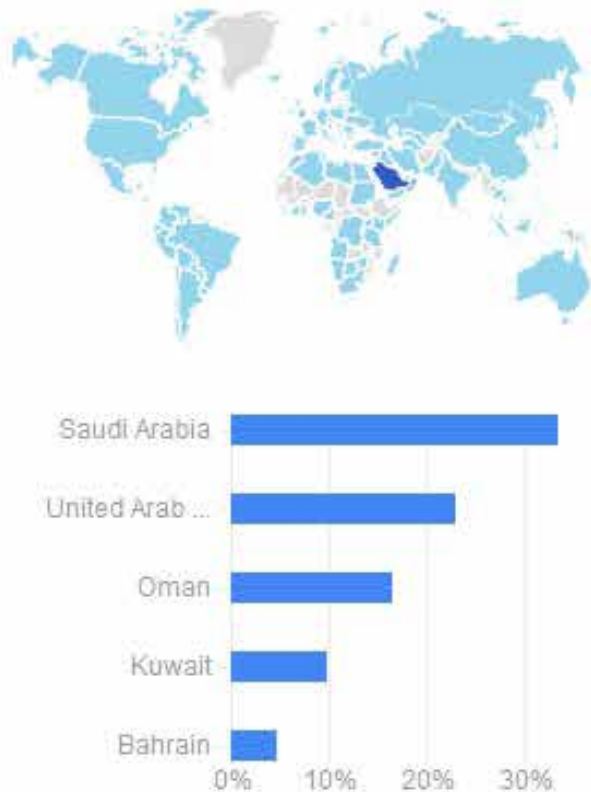
**New Visitors 66.8%**  
**Returning Visitors 33.2%**  
**Average Session Duration 1:15**

**Sessions per month: 338,050**  
**Users per month: 230,960**  
**Page Views per month: 469,130**

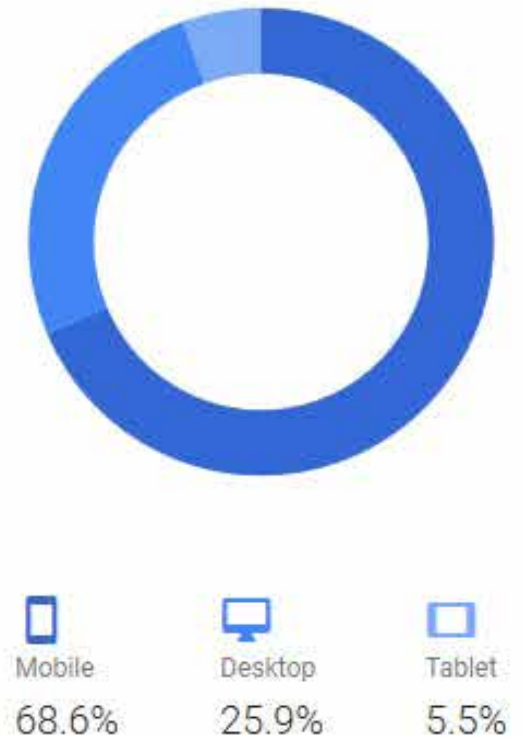
Users by time of day



Sessions by country



Sessions by device



**HOME PAGE (sold on CPM basis)**

ArabWheels' Home page is the gateway to most visitors. Website includes flash news, top news, reviews, videos and much more. This location offers a tremendous branding opportunity and exposure to a wide automotive-related audience.

**Stats**

- **30%** of all visits to [arabwheels.net](http://arabwheels.net) start on the home page
- **20%** of all home page views are from readers who visit [arabwheels.net](http://arabwheels.net) at least every other day
- **60%** of home page visitors spend more than 10 seconds on the page
- **30%** spend more than 1 minute on the page

**AD Positions**

**CPM Rate**

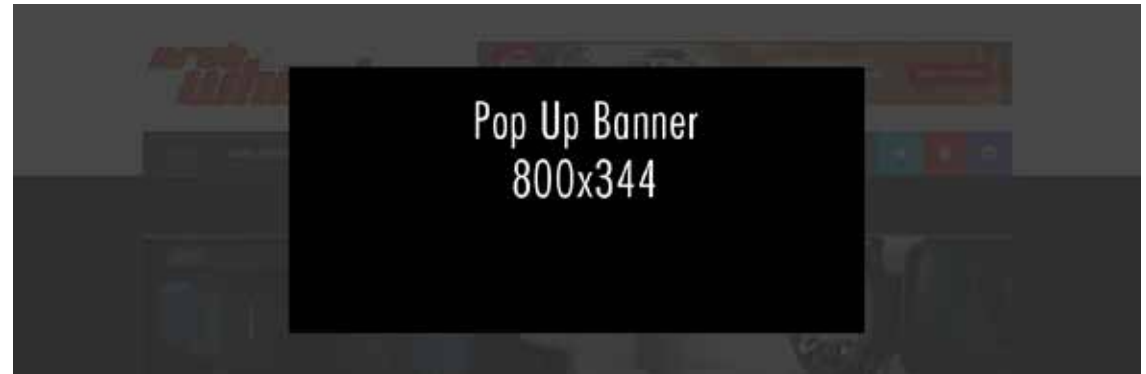
Pop Up Banner 800x344	\$50
Top Leaderboard 728x90	\$30
Top Side Banner 300x250	\$25
Side Half Page Banner 300x600	\$20
Middle Half Page Banner 760x120	\$15
Video Pop Up (maximum 10 secs)	\$60
Top Side Video (10, 15, 30, 45 secs)	\$40



## WEBSITE CONTENT INTEGRATION

Tell your brand's story with an integrated "sponsored or featured content" banner that appear on certain articles pages.

Position	Monthly Rate
Sponsored/Featured Story Banner	\$5,000

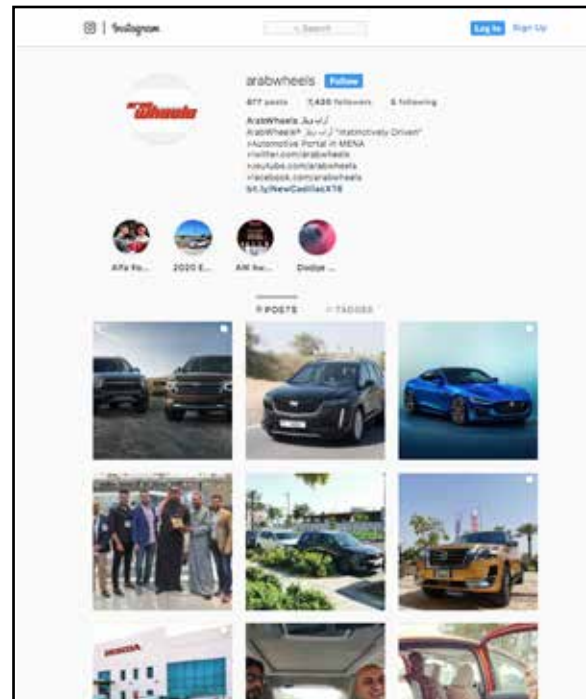


## SOCIAL MEDIA CONTENT INTEGRATION

Paid Content/Advertorial

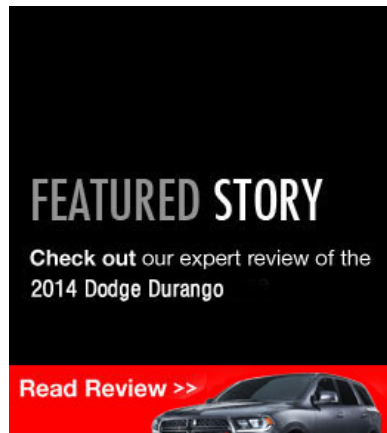
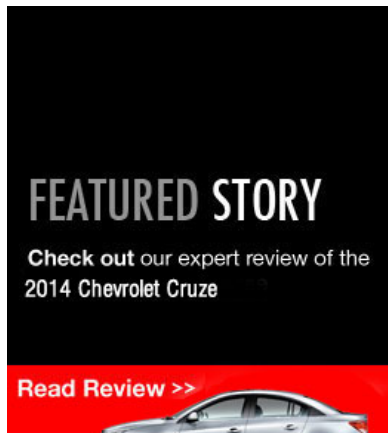
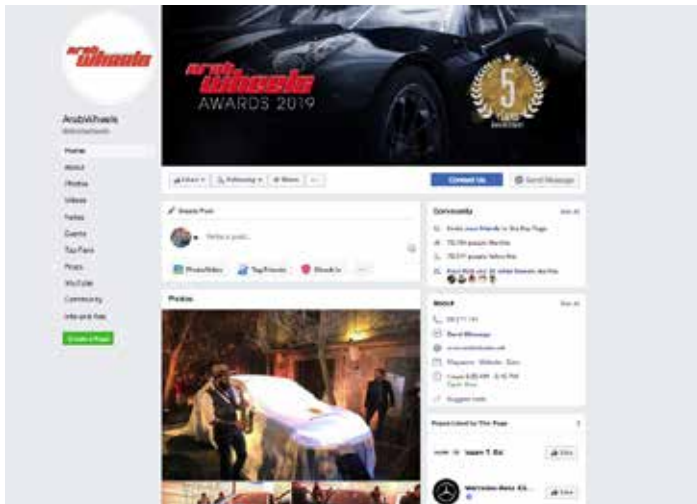
- 10-15 minutes video review of any brand
- Video placement in the website [www.arabwheels.net](http://www.arabwheels.net), ArabWheels' Youtube Channel, Trailer on Social Media platforms (Facebook, Instagram, Twitter)
- Photo series to be uploaded in ArabWheels' Facebook page (separate album)
- Video listing in ArabWheels' E-Newsletter
- Video link banner to be up in the website home page

**\*\*\*Package rate on demand**





# SOCIAL MEDIA CONTENT INTEGRATION





## Email Advertising

### E-Newsletter

Arabwheels E-Newsletter is blasted twice a month to a huge database of over 45,000 executives from the automotive industry, OEM suppliers, official dealers and other automotive-related enterprises.

Further more, Arabwheels E-newsletter releases flash news and test drive reviews of what's new in the automotive industry. Our readers never miss our stories!

### Position

Top Leaderboard  
Side Medium Banner  
Middle Banner  
Lower Leaderboard

### Frequency

Bi-Monthly or Monthly  
Bi-Monthly or Monthly  
Bi-Monthly or Monthly  
Bi-Monthly or Monthly

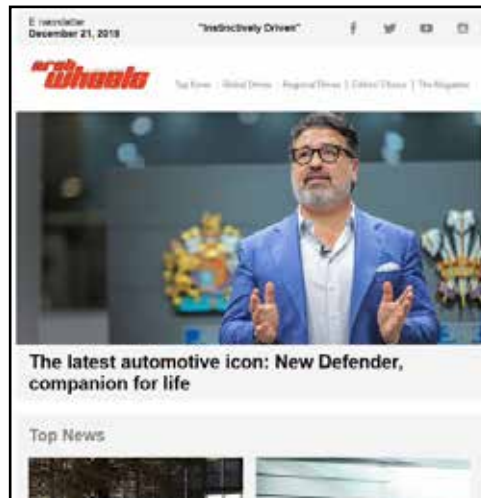
### Rate

\$3,000  
\$2,500  
\$2,000  
\$1,500

### E-mail blast

We provide e-mail blasts to our database of over 45,000

1 Shot: \$2000  
2 Shots: \$2500  
3 Shots: \$3000  
Format: HTML file



### Sizes

300x100px(top banner)  
667x94px(inner banners)

#### Top News



The next chapter for Chevrolet's iconic people and cargo haulers begins

[Read more](#)



35-Series entry-level models to the world of Mercedes-AMG is now complete

[Read more](#)

#### Recent Drives



Review: 2020 Nissan Patrol, Earned reputation undergoes

[Read more](#)



Video: 2020 Cadillac XT6

[Watch more](#)

#### Latest News



Mercedes-Benz Cars Middle East appoints new head of marketing and communications

[Read more](#)



Italian performance brand becomes official vehicle partner of Dubai Autodrome

[Read more](#)



Nissan GT-R50 by Italdesign deliveries to begin in late 2020

[Read more](#)



2020 Jeep Gladiator, Middle-East debuts at the legendary Liwa Festival

[Read more](#)



Saudi Desert ready to host Dakar Rally's first adventure in Asia

[Read more](#)



JLR acquires all-terrain performance specialist Bowler

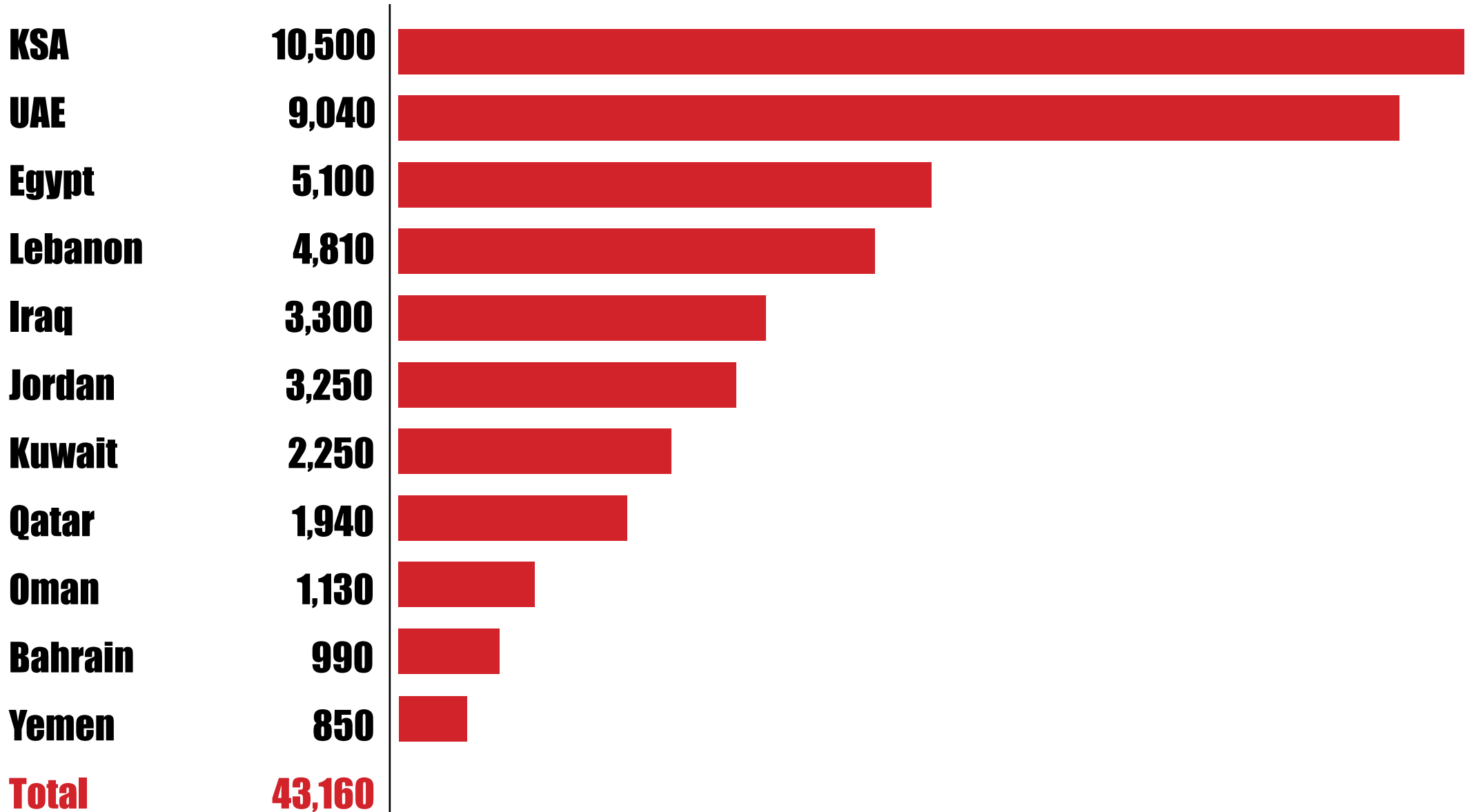
[Read more](#)



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## E-Newsletter Demographics



# Digital Flipping Magazine

**ArabWheels Awards 2018**  
Always first to recognize the successes of car manufacturers!



It's that time of the year when ArabWheels gears up for its annual awards ceremony, now entering its fourth year. Every year ArabWheels presents a more influential, further-reaching and more prestigious awards ceremony held at the Meydan Hotel—an impressive landmark of Dubai.



Cover Story

## 2019 Jeep Wrangler

Living up to its ancestors



"Most capable off-roader available in the market as value for money."

Global Drive

## 2019 Mercedes-AMG C43

6,500 reasons to energize you!

"It has what it takes to stay up in this segment!"

We lately took the "new" 2019 Mercedes-AMG C43 for a drive from Luxembourg City to the Moselle wine region of Germany and the way back. It was a jolly march, as we drove through the old town of Luxembourg, Moselle valley lined by the vineyards, some breathtaking views of the river and finally the urban Kirchberg.



Editor's Choice

## Ferrari SF10 Superfast



I still recall my first drive of the F12 Berlinetta back in Dubai a couple of years ago. Honestly I loved it! It has the glamorous and driver-focused look. But in execution that, the F12 delivered 200 horsepower. Believe it or not, it was a bit of lightning! The one problem was it scared the hell out of me! Yes, and I'm not kidding at all. Here I am driving the SF10 Superfast in Dubai...

Ferrari SF10 Superfast will remain a desirable benchmark by the brand for another seven decades!

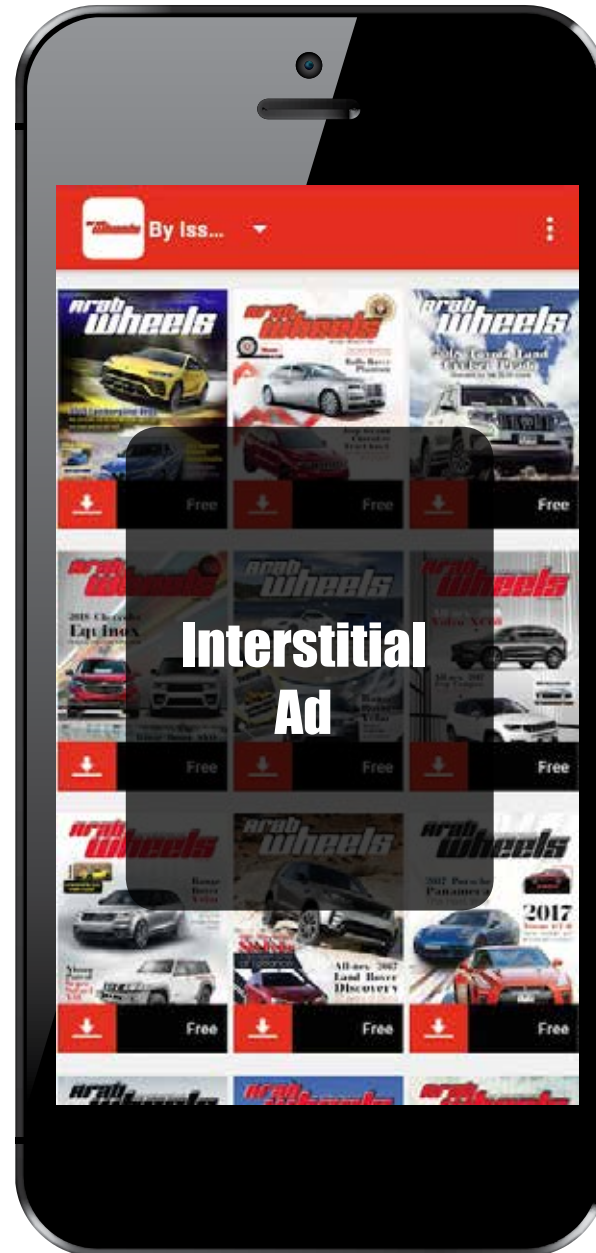
### Ferrari SF10 Superfast







## Mobile In-App



## Mobile App

Full screen mobile  
interstitial

**Price: \$ 1,500**

**Size: 480 X 320 pixels**

## Contact Us

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