Khaleej Journal

MEDIA KIT 2026

# Reach the Gulf's everyday audience.

News, events, food and practical guides for people living in the UAE and the GCC, on our website and five social platforms.

**220K+**
followers on 5 platforms

**7.4M**
impressions & views in 30 days

**11K+**
posts and videos published



Khaleej Journal

ABOUT US

# The Gulf, explained for the people who live here.

Khaleej Journal is a UAE-based digital news brand. We cover what residents actually search for and share: public holidays, visas and fines, new roads and metro lines, gold rates, school admissions, concerts, restaurants and weekend plans.

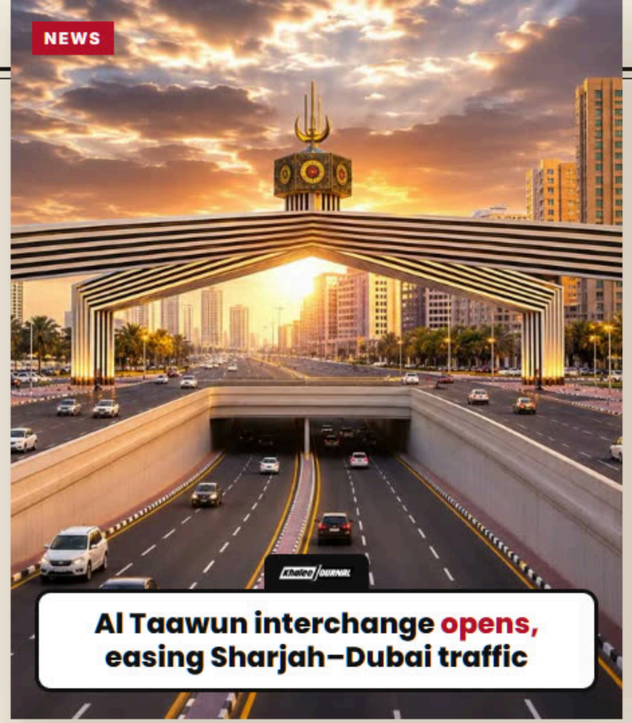
Every story goes on khaleejjournal.com and is turned into reels, carousels and stories for Instagram, Facebook, TikTok, YouTube and LinkedIn.

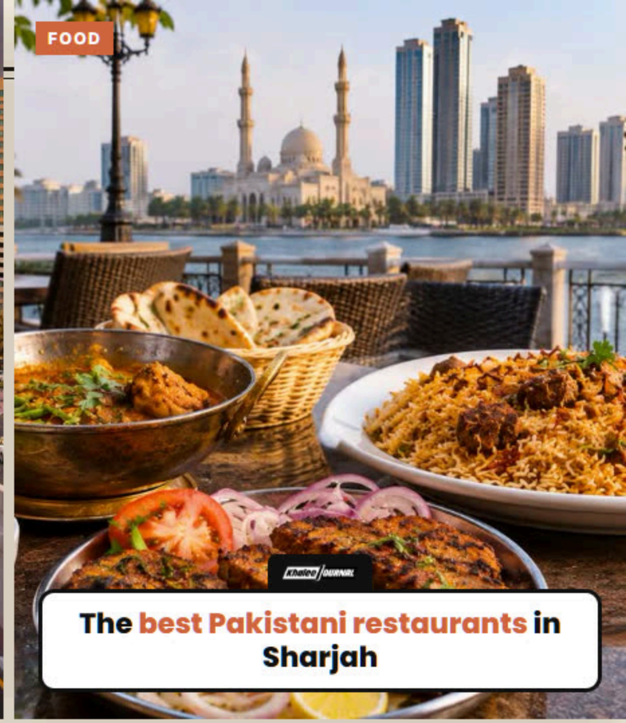
**220K+**
followers across 5 platforms

**7.4M**
impressions and views in the last 30 days

**11K+**
posts and videos published

**6**
GCC countries covered daily









OUR REACH

# Seven million impressions a month, across five platforms.

From our own account insights: social platforms last 28 days to 11 Nov 2026, LinkedIn 9 Oct – 7 Nov 2026.
Screenshots available on request.

**220K+**
followers across Instagram, Facebook, TikTok, YouTube and LinkedIn

**6.4M**
LinkedIn impressions in 30 days, up 124%

**1M+**
Instagram views in 28 days

**327K**
people reached on Instagram in 28 days

**27.5K**
LinkedIn reactions in 30 days

**39K**
Instagram interactions in 28 days

**1.79M**
TikTok likes, all time

**1.9M**
YouTube views, all time

@khaleejjournal on every platform

PLATFORMS

# Where your brand will be seen

## Facebook

**90.2K**

FOLLOWERS

| | |
|---|---|
| Post engagement · 28d | 19.0K |
| New follows · 28d | 595 |
| Page views · 28d | 5.7K |

## Instagram

**78.3K**

FOLLOWERS

| | |
|---|---|
| Views · 28d | 1.0M |
| Reached · 28d | 327K |
| Interactions · 28d | 39.0K |

## TikTok

**44.4K**

FOLLOWERS

| | |
|---|---|
| Total likes | 1.79M |
| Best recent video | 47.9K |
| Videos | 3,500+ |

## LinkedIn

**5.0K**

FOLLOWERS

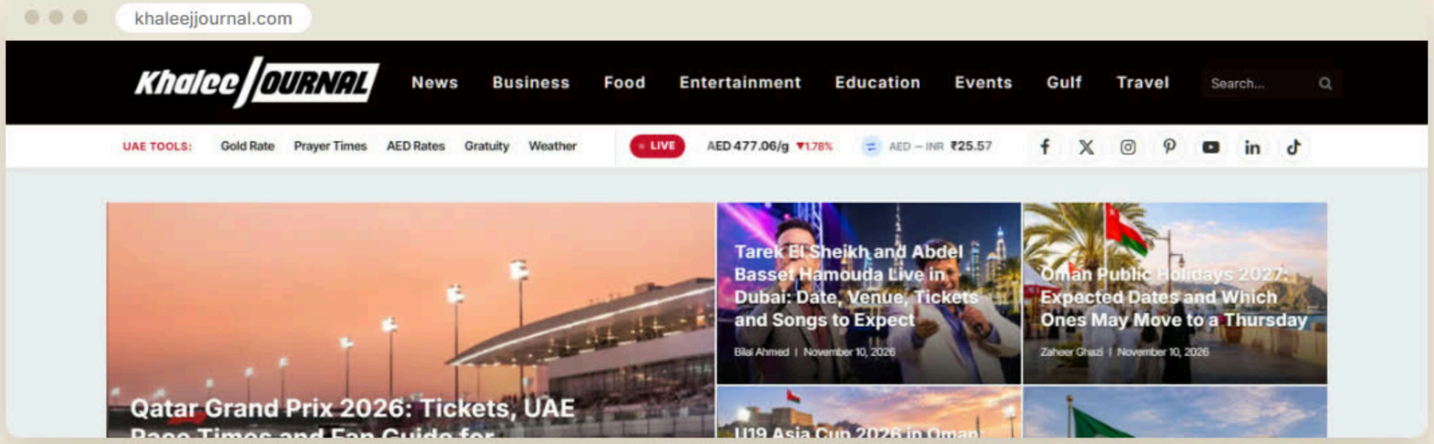
| | |
|---|---|
| Impressions · 30d | 6.38M |
| Reactions · 30d | 27.5K |
| Comments · 30d | 510 |

## YouTube

**2.2K**

FOLLOWERS

| | |
|---|---|
| Views · 28d | 62K |
| All-time views | 1.9M |
| Videos | 1,370+ |




Plus **khaleejjournal.com**: news, how-to guides, live gold and exchange rates, prayer times and gratuity calculators, with every article shared across all five platforms.

OUR AUDIENCE

# Working professionals living in the Gulf

Instagram and Facebook followers combined (168K), from Meta Business Suite, lifetime to 9 Nov 2026.

AGE

## 71%

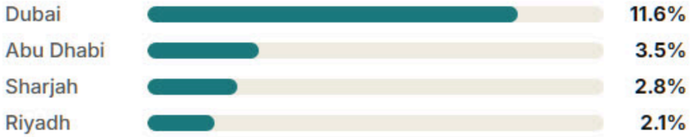
of our followers are aged 25–44, the age group that earns and spends most




TOP GCC CITIES

## Dubai #1

Our biggest city by far, followed by Abu Dhabi, Sharjah and Riyadh




GCC MARKETS

## 27%

of all followers are in the UAE and Saudi Arabia alone




GENDER




UAE · Saudi Arabia · Qatar · Kuwait · Bahrain · Oman

COVERED EVERY DAY

WHAT WE COVER

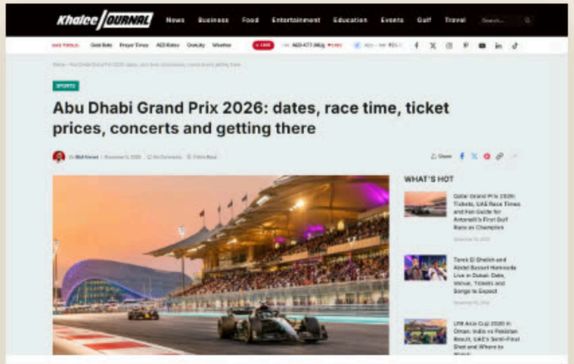
# Seven sections, each with its own colour




**News**




**Business & money**



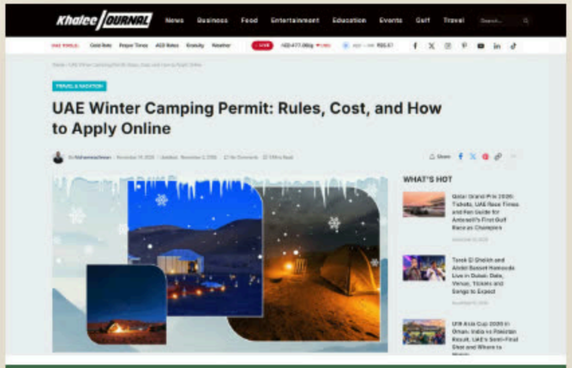

**Events**




**Guides**




**Food**




**Lifestyle & travel**




**Partner content** your brand here

EVERY DAY, ACROSS

- UAE
- Saudi Arabia
- Qatar
- Kuwait
- Bahrain
- Oman

CONTENT THAT TRAVELS

# Three things our audience comes back for



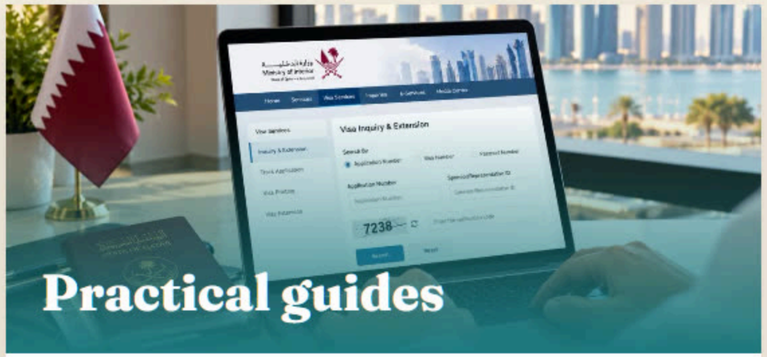

Roads, rules, holidays and announcements, posted within hours and shared across every platform.

**47.9K**
TikTok views on one Sharjah roads update




The clips residents send to friends: culture, crowds, celebrities and only-in-the-Gulf moments.

**6.38M**
LinkedIn impressions in 30 days




Visas, fines, gold rates, prayer times and calculators that people search for every month.

**40+**
guides, calculators and live-rate pages

**“Send it to Khaleej Journal”**
Readers send us tips, videos and stories every day by DM and WhatsApp. It keeps our feed local, real and fast.

@khaleejjournal

RECENT RESULTS

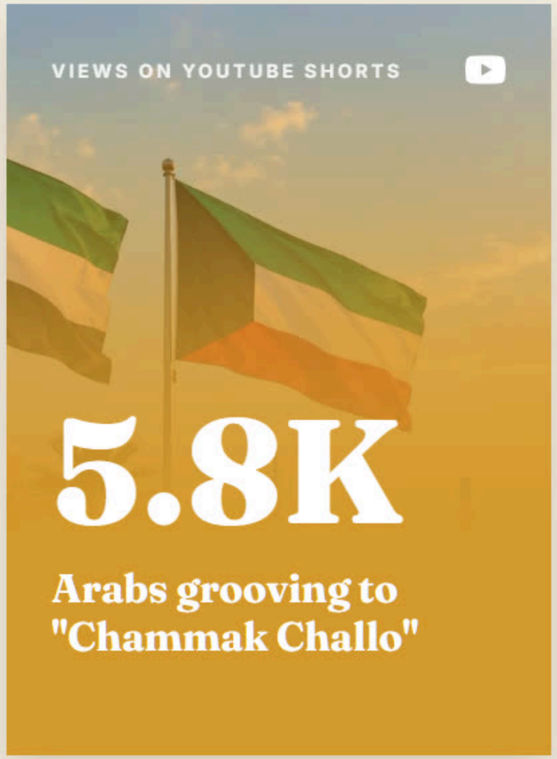
# Content people watch, save and share

Real numbers from our own posts.












PARTNERS

# Brands we've worked with

From property launches to restaurant openings: content made in our style and shared with our audience.



## BNW Developments

Real estate · Ras Al Khaimah

Launch coverage of the flagship sales gallery and experience centre: website article plus social posts.




## Rowley's

Restaurant · DIFC, Dubai

Visit-and-review collab reel with @rowleys.uae, pinned on our Instagram.



## il Pastaio

Italian restaurant · Dubai

Food reel on the fresh handmade pasta and service, pinned on our Instagram.




## Asia Kitchen

Restaurant group · Dubai

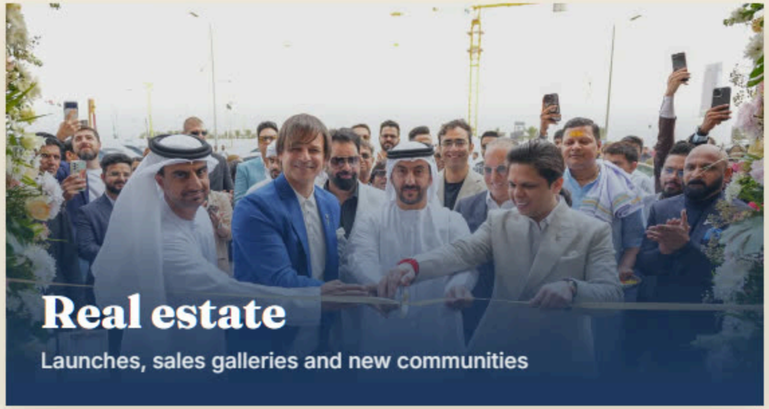
Offer reel for the AED 109 unlimited sushi deal across all branches.

**BNW Developments** • **Rowley's** • **il Pastaio** • **Asia Kitchen** • **Your brand next**

INDUSTRIES

# Brands we help across the Gulf

Our sections line up with the categories people spend on, so your campaign sits next to content your buyers already read.



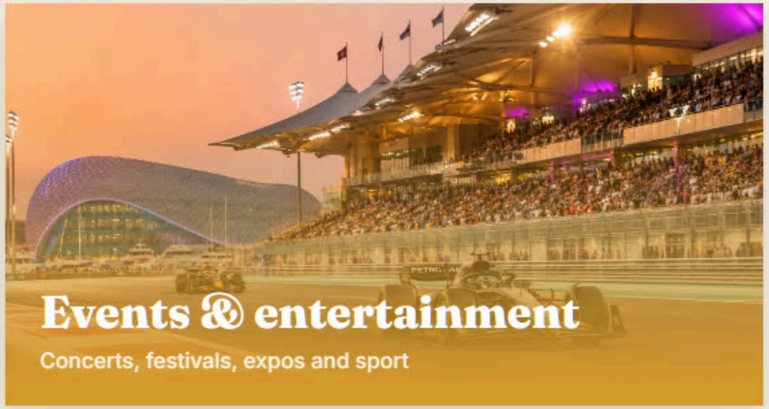
## Real estate

Launches, sales galleries and new communities



## Food & dining

Openings, menus, offers and review reels



## Events & entertainment

Concerts, festivals, expos and sport




## Automotive

Launches, test drives and car culture



## Tourism & travel

Destinations, hotels and staycations across the GCC



## Retail & shopping

Store openings, malls and big sales

FORMATS

# What we make for your brand



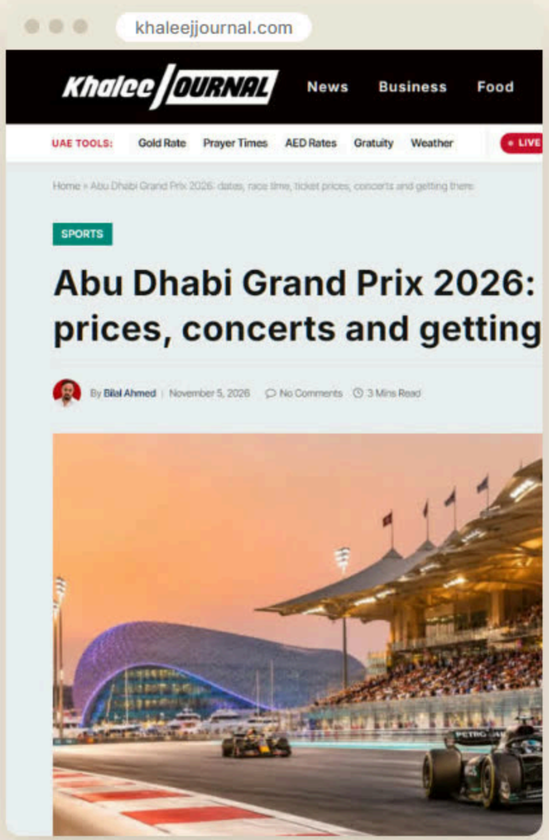

## Reels & video

Shot and edited by our team, posted on all 5 platforms.




## Carousels

Step-by-step guides, lists and launches.



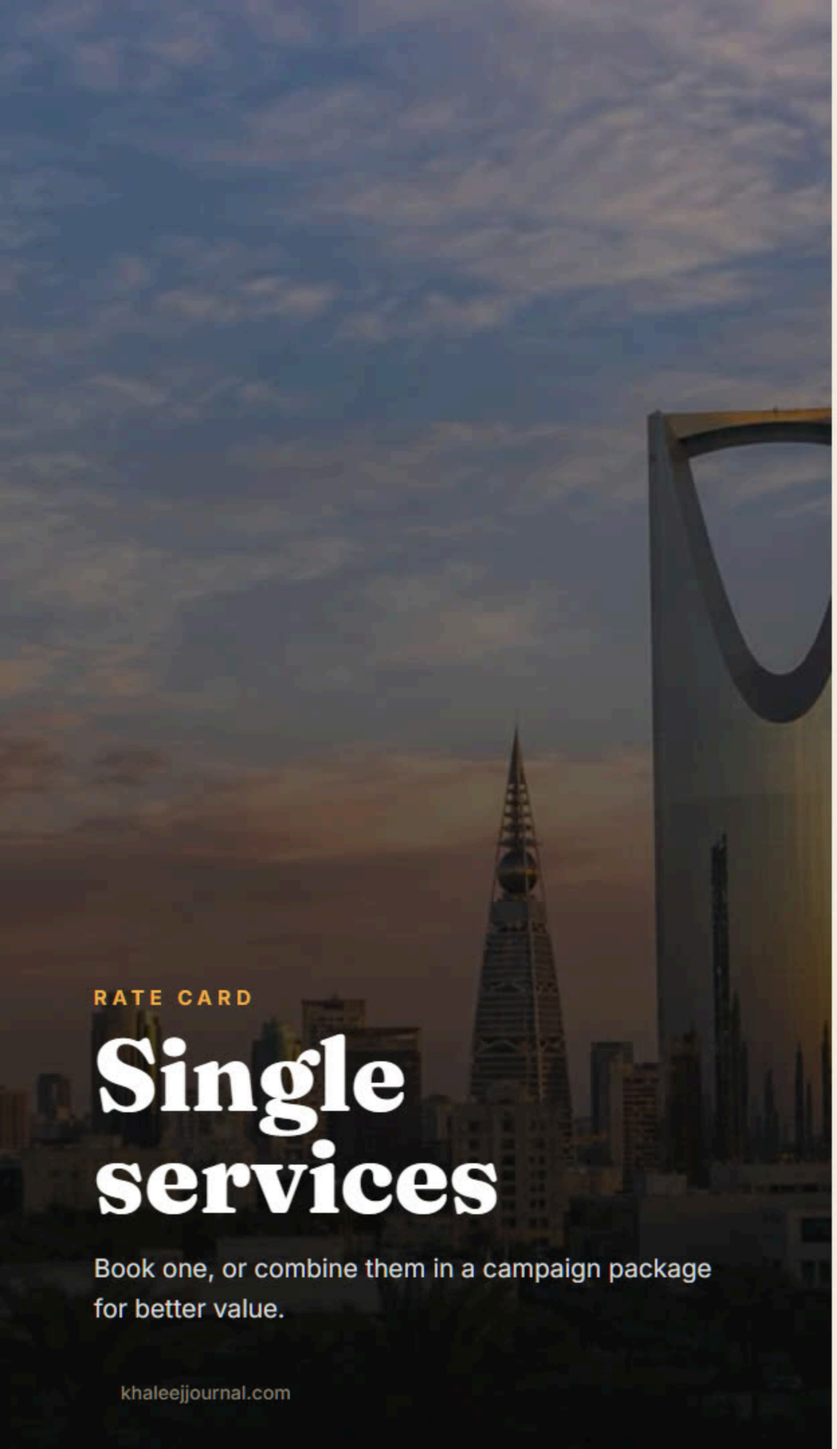

## Website articles

Search-friendly, stays live, linked from social.




## Stories

Instagram, Facebook and TikTok stories with a link.



RATE CARD

# Single services

Book one, or combine them in a campaign package for better value.

### Featured Article
A dedicated feature on your brand, product or launch, written by our team and shared on socials.

**AED 1,500**

### Press Release, client-provided
Your release published on khaleejjournal.com and shared on our channels.

**AED 1,200**

### Press Release, written by us
We write it from your brief, then publish and share it.

**AED 2,000**

### CEO Story Feature
A long-form profile of your founder or CEO: journey, vision and impact.

**AED 3,000**

### Custom Video Production
A reel shot and edited by our team, posted on all 5 platforms.

**AED 2,000**

### Social Posts, 3 per month
Your supplied content posted across our platforms.

**AED 1,500**

### Stories on 3 Platforms
Your content in our Instagram, Facebook and TikTok stories.

**AED 1,000**

Prices in AED, excluding 5% VAT.

PACKAGES

# Campaign packages



## Spotlight

Quick visibility for a launch or event

**AED 3,000** per campaign

- 1 news article
- 1 video shoot + reel
- 1 story on 5 platforms
- Posting on 5 platforms
- 50K guaranteed views



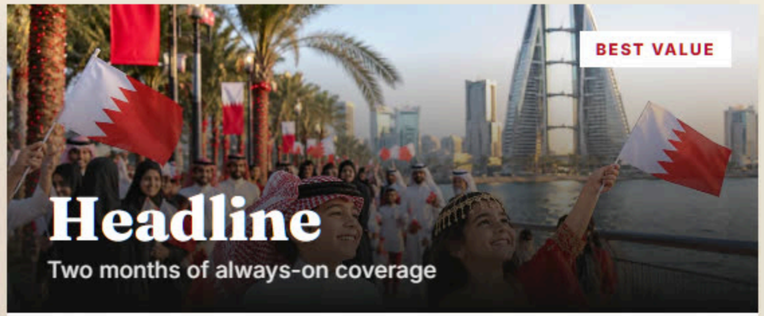
MOST POPULAR

## Amplify

Several angles and bigger reach

**AED 6,000** per campaign

- 1 news article
- 2 video shoots + reels
- 3 stories on 5 platforms
- Posting on 5 platforms
- 200K guaranteed views



BEST VALUE

## Headline

Two months of always-on coverage

**AED 10,000** per campaign

- 2 news articles + CEO story feature
- 3 video shoots + reels
- 4 posts on 5 platforms over 2 months
- 5 stories on 5 platforms
- 500K guaranteed views
- Homepage feature for 7 days

Guaranteed views are counted across all five platforms within 30 days (60 days for Headline). Prices exclude 5% VAT.

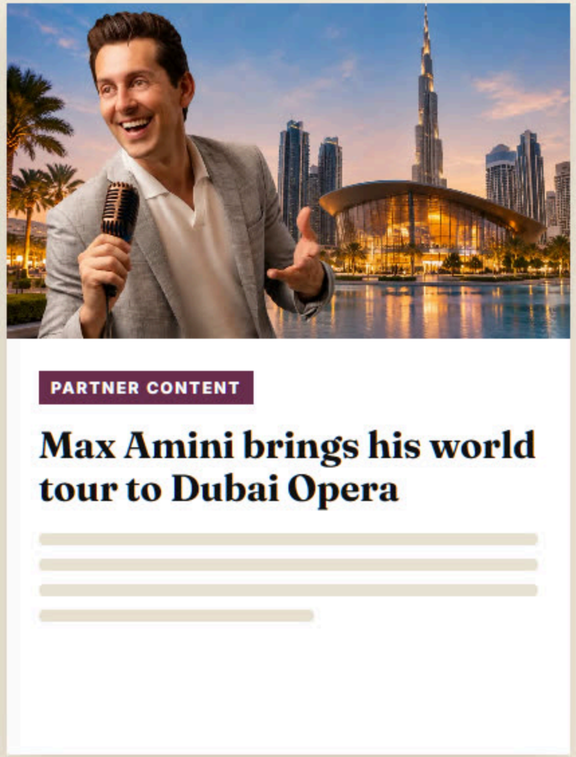
PARTNER CONTENT

# Your story, in our voice

Sponsored content is written and designed in the Khaleej Journal style, so it feels like the rest of the feed and gets the same attention. It is always labelled "Partner content", which keeps readers' trust and meets UAE advertising rules.

- You approve the copy before it goes live
- Articles stay live on khaleejjournal.com
- Shared on Instagram, Facebook, TikTok, YouTube and LinkedIn
- Links to your website or booking page



CAMPAIGN IDEAS

# Beyond the post: ideas that get people talking



## Try it for our audience

We visit, taste or test it and film an honest first-person reel. Works for restaurants, cafés, gadgets and attractions.



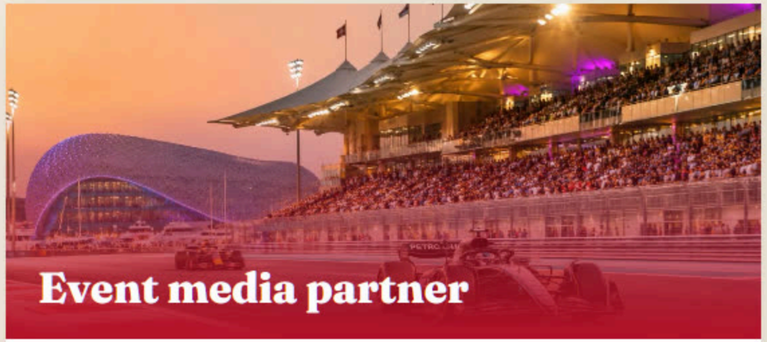
## Ask the audience

A street vox pop: our host asks residents about your product, question or launch.



## Giveaway

A competition on our pages to grow your followers and get people talking. You supply the prize.



## Event media partner

Coverage before, during and after your concert, expo or opening, on all five platforms.



## Series sponsorship

Put your brand on a running series, like our Iftar Series, weekend guides or food picks.



## Story takeover

A block of our Instagram stories dedicated to your brand, with links to book or buy.

ADD-ONS

# Boost any booking

Add these to a single service or a package. Ask us for a bundle price when you combine three or more.

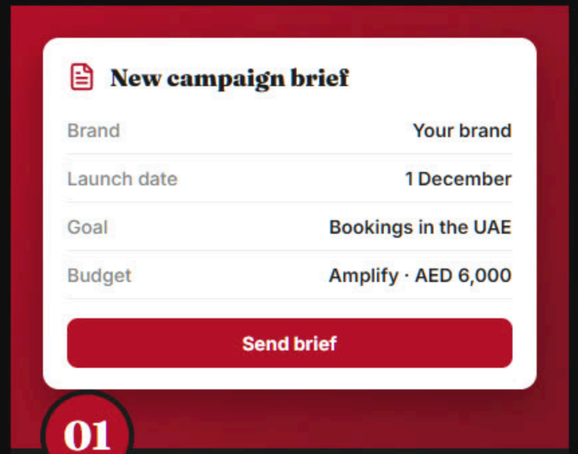


- **Instagram collab post** — The post appears on our page and yours, so both audiences see it. — **+20%** on any post
- **Pinned post** — Your post pinned at the top of our Instagram grid for 7 days. — **AED 500**
- **Story highlight** — A dedicated highlight on our profile for 1 month (3 stories). — **AED 750**
- **LinkedIn post** — A sponsored post on our LinkedIn page for a business audience. — **AED 1,500**
- **Giveaway** — Competition run and announced by us. Prize supplied by you, minimum AED 500. — **AED 1,500**
- **Story takeover** — Up to 10 stories in a 4-hour window, with links. — **AED 2,500**
- **Event media partner** — Pre, live and post-event coverage across all five platforms. — **from AED 5,000**

Prices in AED, excluding 5% VAT.

HOW IT WORKS

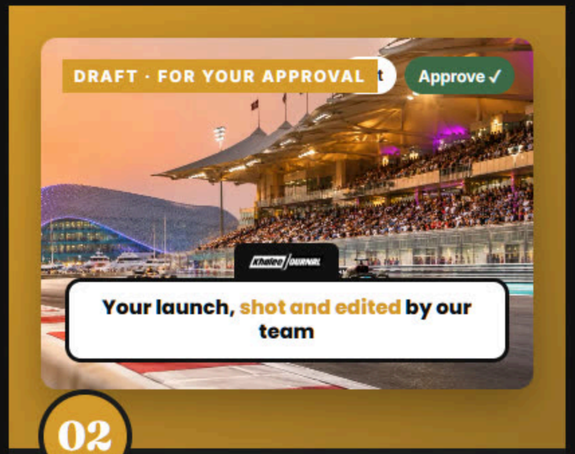
# From brief to report in four steps




01

## Brief

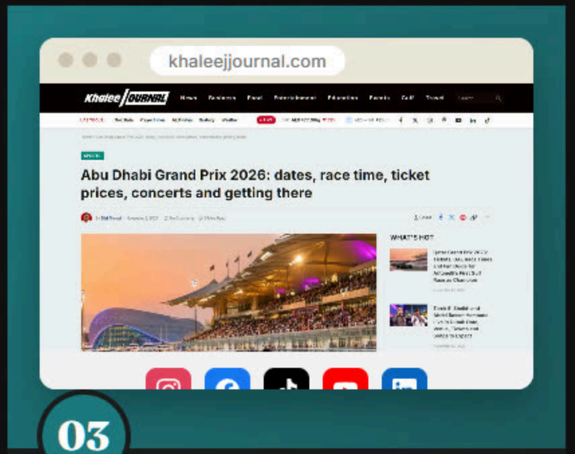
Send your launch, dates and goals. We reply within 24 hours with a plan.




02

## Create

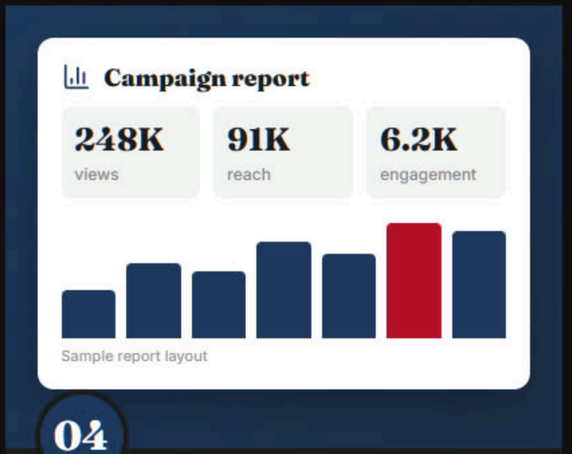
We write, shoot and design. You approve before anything goes live.




03

## Publish

Live on the website and all five platforms on the agreed dates.




04

## Report

Views, reach, engagement and links, 7 days after posting.

EVERY REPORT INCLUDES

- Views per platform
- Reach
- Likes, comments, shares, saves
- Article page views
- Link clicks
- Platform screenshots

BOOKING

# Good to know

### Lead time
Book at least 5 working days ahead for articles and 10 for video shoots.

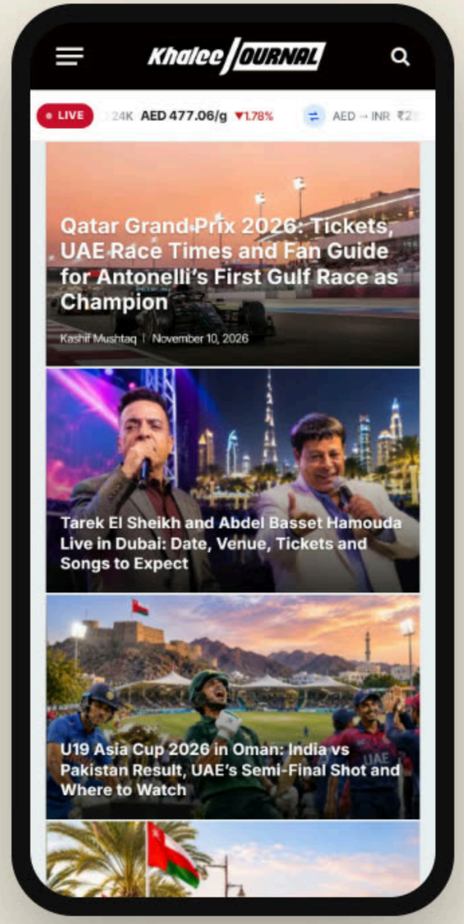
### Payment
50% on booking, 50% on publication. Prices exclude 5% VAT.

### Approvals
One revision round on copy and video is included.

### Labelling
Paid content is marked "Partner content" on the site and socials.

### Editorial rules
No misleading claims, gambling, or content that breaks UAE media law.

### Guaranteed views
Counted across all five platforms within 30 days (60 days for Headline).



2026 ROAD AHEAD

# What's coming, and how to join in

DEC 2026

## National Day & DSF

Eid Al Etihad coverage, fireworks guides and Dubai Shopping Festival deals.

JAN 2027

## 100 evergreen guides

Calculators and guides for holidays, visas, fines, gold and school fees across all six GCC countries.

FEB–MAR 2027

## Ramadan & Iftar Series

Iftar picks, timings for every emirate, Ramadan offers and Eid plans.

2027

## LinkedIn newsletter

A weekly Gulf business brief for professionals, with sponsor slots.

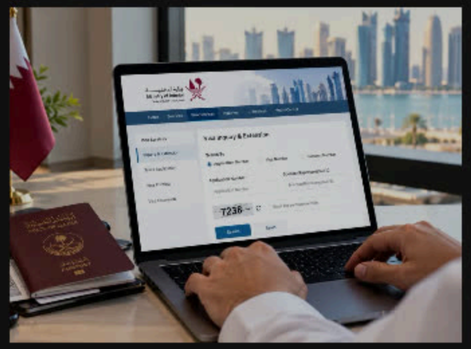
LATER 2027

## Readers' Choice

Khaleej Journal Readers' Choice awards for the best places in the UAE, voted by our audience.

Sponsorship slots on each series are open now. Ask us about early-booking terms.











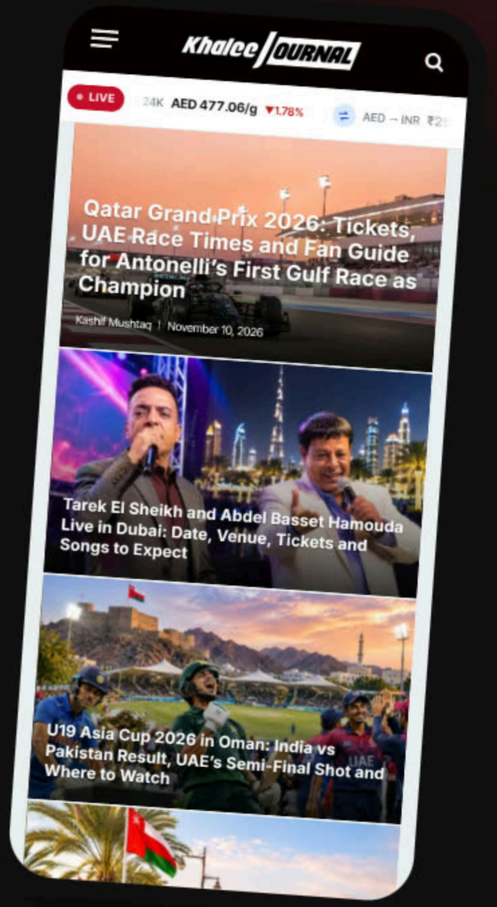
Khaleej Journal

+971 52 674 2617 | Let's talk →

UAE · GCC · NEWS · EVENTS · FOOD · GUIDES

# PUT YOUR  BRAND IN *the Gulf's* daily news.

Tell us about your launch, event or brand. We'll send a plan and a quote within 24 hours.




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