

RATE CARD 2018

INFOPRO

EXPAND YOUR REACH

LEBANON OPPORTUNITIES



PROPERTIES

by LEBANON OPPORTUNITIES



INFOPRO Websites



businessnews.com.lb

opportunities.com.lb

jobs.com.lb

UPGRADED

properties.com.lb

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automarket.com.lb

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databank.com.lb

easybanking.com.lb

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InfoPro sal

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RATE CARD 2018

LEBANON OPPORTUNITIES

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BUSINESSNEWS.COM.lb
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ADVERTISING RATES: LEBANON OPPORTUNITIES

POSITION	2018	POSITION	2018
FULL PAGES COLOR OR B/W		FLYERS AND INSERTS	
Left Hand Side after first 20 pages	\$2,350	flyer 1-4 pages	\$2,900
Right hand side after first 20 pages	\$2,950	flyer 5-8 pages	\$3,200
First 10 pages anywhere	\$3,300	flyer 9-12 pages	\$3,500
Pages 11-20 anywhere	\$3,200	flyer >12 pages	\$4,000
DOUBLE PAGE SPREADS		page= 1 face regardless of size. Maximum size = smaller than magazine. A folded page counts double for each fold	
Anywhere	\$3,800	BUSINESS-TO-BUSINESS	
First DPS - First 10 pages	\$4,500	1/8 entry (per year)	\$2,750
Second DPS - First 10 pages	\$4,300	CLASSIFIEDS SECTION	
After table of content	\$4,200	3 CONSECUTIVE MONTHS	
COVERS		Real estate	\$3,500
Inside front cover	\$3,900	Employment	\$3,500
Inside front cover spread	\$5,100	Half page	\$2,500
Back cover	\$5,100	Quarter page	\$1,600
Inside back cover	\$3,300		
Gatefold	\$8,000		
PART PAGES			
Half page horizontal	\$1,700		
Half page square - news section only	\$1,700		
Half page vertical- news section only	\$2,000		
Quarter page banner	\$1,200		
Quarter page square - news section only	\$1,200		
Quarter page vertical - news section only	\$1,500		

All position requests or special instructions: Ten percent surcharge
 Incentive: 5 paid + 1 free **except** on covers, First 10 and 20 pages, and special positions
 VAT will be added to all above rates

THE LEBANON OPPORTUNITIES READER: FROM LOCAL TO GLOBAL

THE LEBANESE READER

People of the highest influence and purchasing power subscribe to or read Lebanon Opportunities regularly

- Business owners, top executives, middle managers, financial and marketing specialists, real estate developers, contractors, IT experts, human resource managers, buyers, consultants, academics, and much more...
- Readers of Lebanon Opportunities are ready to take action and are receptive to your advertising message
- English readers: The de-facto language of business

THE REGIONAL AND INTERNATIONAL READER

\$40 billion is the estimate of total assets of Lebanese expatriates. These expatriates transfer \$8 billion yearly to Lebanon. They are behind more than 50 percent of real estate transactions

- Lebanon Opportunities is distributed across the region to money-senders that have a say in what recipient companies or relatives will buy
- Most Lebanese emigrants study before undertaking an investment or purchase real estate, durable goods, and luxury products and services. They stay informed with Lebanon Opportunities

EXCLUSIVE READERSHIP

Circulation is 13,000 copies. A large portion of our readers is not reached by other publications: 50% of Lebanon Opportunities subscribers do not read any other local magazine.

LOCALLY

Lebanon Opportunities is distributed or available:

- To our 4,500 local subscribers
- At newsstands and bookstores
- On airlines
- Exclusively in high-end hotels
- To embassies, advertising agencies, VIP readers and others, reached through special free-delivery mailing lists

GLOBALLY

Lebanon Opportunities reaches readers across the world. It has subscribers in more than 60 countries. It has newsstand presence in cities with a heavy concentration of Lebanese emigrants.

**LET THEM HEAR OF YOUR PRODUCT!
LET THEM SEE YOUR MESSAGE!**

PEOPLE READ LEBANON OPPORTUNITIES WITH A PURPOSE

- The leading Lebanese monthly magazine specialized in business, economy, finance, and real estate
- The reference in Lebanese real estate, trade, and financial information and data
- Comprehensive and constantly updated guide to public and private projects progress, tenders, training courses, exhibitions, conferences, trade delegations, executive appointments, and real estate and employment classifieds
- Supported by seven dedicated websites supplying statistics and opportunities for jobs, property, cars, and much more

SUBSCRIBER PROFILE: LEBANON OPPORTUNITIES

DEMOGRAPHIC DATA

Marital status

married	67%
---------	-----

Age

30 years or less	17%
between 31 and 36 years	20%
between 37 and 42 years	20%
between 43 and 49 years	21%
50 years and above	22%

Occupation

business and industry	46%
engineering and contracting	25%
sales and marketing	6%
banking and finance	15%
computer science	4%
other	4%

Job title

top management	43%
middle management	31%
owner	22%
other	4%

Number of employees at company

from 1 to 10 employees	34%
from 11 to 25 employees	20%
from 26 to 50 employees	14%
more than 50 employees	22%
no answer	10%

Most comfortable language

in reading and writing at work	
English	66%
French	25%
Arabic	9%

Level of education

High school & technical school	9%
BA/BS	59%
MA/MS	29%
Ph.D.	3%

Monthly income

\$1,000 – \$3,000	22%
\$3,000 – \$5,000	38%
\$5,000 +	40%

USAGE

How often do you read Lebanon Opportunities?

once per month	48%
from 2 to 4 times a month	37%
more than 4 times per month	15%

How long do you keep each issue?

1 month or less	7%
2-6 months	9%
permanently	83%
do not know	1%

Persons sharing Lebanon Opportunities?

1 person only	27%
2 persons	28%
3 persons	21%
4 or more persons	24%

What section do you read first?

real estate	25%
finance	12%
business	19%
I usually scan the magazine	19%
other	25%

SUBSCRIBER PROFILE: LEBANON OPPORTUNITIES

MEDIA HABITS

Newspapers read regularly

daily newspaper in Arabic	37%
daily newspaper in a foreign language	14%
occasional newspaper reader	33%
does not read newspaper	31%

Local magazines read (*)

other business magazines	18%
other local magazines	32%
nothing	50%

International magazines read (*)

Time	19%
Business Week	11%
Newsweek	18%
The Economist	8%
Le Monde	3%
Le Figaro	2%
other	37%
no answer	33%

Hours per day you watch television?

1 hour or less	76%
2 hours per day	12%
3 hours per day	8%
4 or more hours per day	4%

Time you spend on the Internet per day?

one hour or less	54%
from 1 to 3 hours	30%
more than 3 hours	15%
no answer	1%

Do you buy goods over the Internet?

yes	27%
-----	-----

What is the average spent on purchasing off the Internet per month?

less than \$300	85%
more than \$300	9%
no answer	6%

* more than one answer allowed

CONSUMER GOODS

Intend to buy

• A computer or notebook	41%
• A new car	33%
• Home	20%

Source: Survey with 1,000 out of 4,500 subscribers of Lebanon Opportunities by InfoPro Research

ADVERTISING RATES: PROPERTIES

POSITION	2018	POSITION	2018
COVERS		INSIDE LISTINGS SECTION	
Gatefold	\$8,000	(only residential properties)	
Other front cover operations	Please call	Full page LHS – anywhere	\$2,300
Back cover	\$5,000	Full page LHS – area specified	\$2,500
Inside front cover	\$3,800	Full page RHS – anywhere	\$2,800
Inside front cover spread	\$5,000	Full page RHS – area specified	\$3,000
Inside back cover	\$3,200	Half page (horizontal) - anywhere	\$1,650
First DPS	\$4,400	Half page (horizontal) - area specified	\$1,750
Second DPS	\$4,200	1/3 page (vertical column 1 (LHS) - anywhere	\$1,400
Facing table of content RHS	\$3,600	1/3 page (vertical column 1 (LHS) - area specified	\$1,550
Facing table of content LHS	\$3,400	1/3 page (vertical column 3 (RHS) - anywhere	\$1,650
INSIDE ARTICLE SECTION (all sectors)		1/3 page (vertical column 3 (RHS) - area specified	\$1,800
Full page LHS – anywhere	\$2,400	1/4 page (horizontal) - anywhere	\$1,100
Full page LHS – specified chapter	\$2,800	1/4 page (horizontal) - area specified	\$1,150
Full page RHS – anywhere	\$2,900	1/4 page square - anywhere	\$1,250
Full page RHS – specified chapter	\$3,000	1/4 page square - area specified	\$1,400
		FLYERS	
Double page spread – anywhere	\$3,700	1-4 pages	\$2,850
Double page spread – specified chapter	\$3,900	5-8 pages	\$3,000
Half page (horizontal only) - anywhere	\$1,750	9-12 pages	\$3,300
Half page (horizontal only) - specified chapter	\$1,900	>12 pages	\$4,000
Quarter page (horizontal only) - anywhere	\$1,150	page= 1 face regardless of size. Maximum size = smaller than magazine.	
Quarter page (horizontal only) - specified chapter	\$1,250	A folded page counts double for each fold	

SPECIAL OFFER

Incentive: 2 paid + 1 free in same issue

Same ad. during same publishing month in **LEBANON OPPORTUNITIES** = 25% off on second ad.

Special requests premium: Ten percent surcharge

VAT will be added to all above rates

PROPERTIES

Properties is the unique reference residential real estate buyer's guide. Looking for a home is one of the most difficult and stressing activities. This twice-a-year publication is published in December and June of each year. It tells what to look for when shopping for an apartment, where to find newly constructed homes, and those under construction. It is complemented by properties.com.lb

SUBJECTS COVERED

- Frequently asked questions
- Buying tips
- Registration
- Property valuation
- Real estate brokers
- Common ownership
- Housing loans
- Home insurance
- Parking

AREAS COVERED

Beirut, Suburbs, Metn, Kesrouan, Baabda, Aley

CIRCULATION

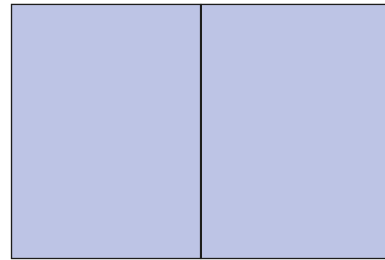
- 30,000 copies per issue
- To all subscribers of Lebanon Opportunities
- Each issue remains six months on newsstands which are replenished monthly
- Distributed to real estate developers, brokers, and VIPs
- High-end hotels
- To embassies, advertising agencies, VIP readers and others, reached through special free-delivery mailing lists



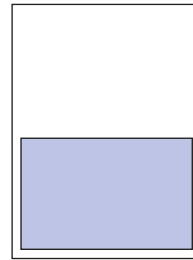
ARTWORK SPECIFICATIONS: LEBANON OPPORTUNITIES



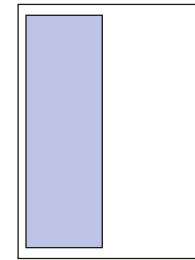
FULL PAGE
20.5 x 26.8 cm



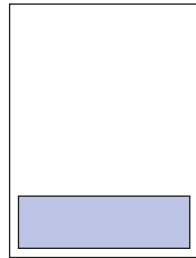
DOUBLE PAGE SPREAD
41.0 x 26.8 cm



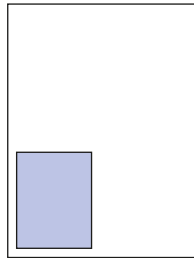
HALF PAGE
HORIZONTAL
17.4 x 11.5 cm



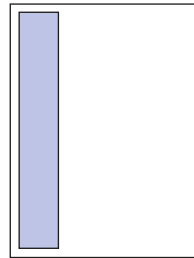
HALF PAGE
VERTICAL
8.5 x 20.5 cm



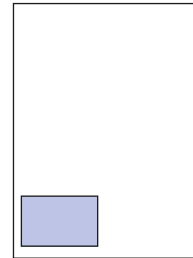
QUARTER
PAGE BANNER
17.4 x 5.7 cm



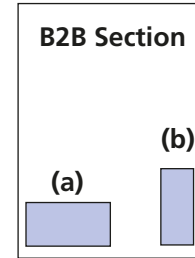
QUARTER PAGE
8.5 x 11.5 cm



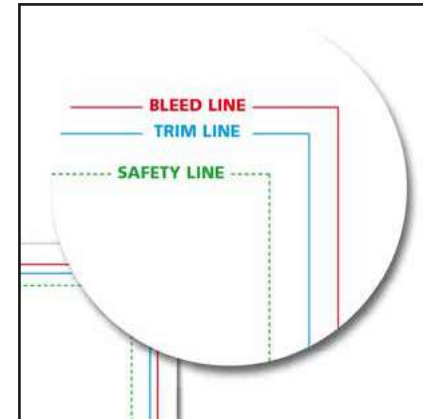
QUARTER PAGE
VERTICAL
4 x 20.5 cm



1/8 page
8.45 x 5.7 cm



B2B Section
(a) 8.7 x 4.5 cm
(b) 4.1 x 10.2 cm



Allow 0.5 cm bleed around the ad pages for cutting to avoid white blank.

Allow 1 cm safety away from the trim for binding.

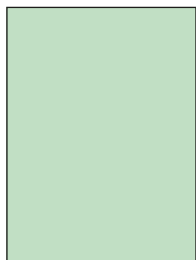
Required for full pages and spreads only

AD SUBMISSION INSTRUCTIONS

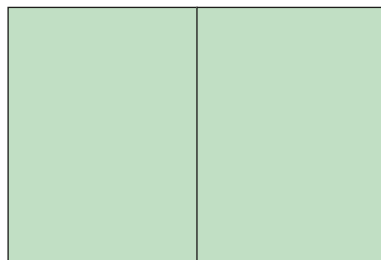
- The magazines are published the first week of every month. Booking orders and artwork must be received by the third week of the previous month. For last minute submissions, please contact your account manager.
- The magazines are printed on 70-80 grams mechanical semi-glossy paper inside. The cover is 150 grams coated with light varnish. Advertisers should be aware that color output

- results are different on this paper than on glossy, 90-130 grams traditionally used in local magazines.
- Artwork must be submitted in pdf format, 300 dpi, with fonts embedded, flattened format, CMYK with no Pantone colors. Color proofs (Sherpa or equivalent) are highly recommended, without which customers loose any claims on printing errors including color, fonts, positioning, and other elements.

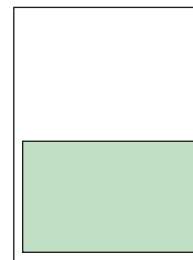
ARTWORK SPECIFICATIONS: PROPERTIES



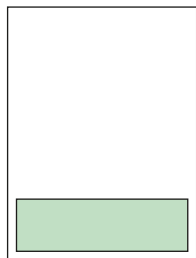
FULL PAGE
20.5 X 26.8 CM



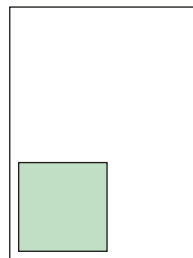
DOUBLE PAGE SPREAD
41.0 X 26.8 CM



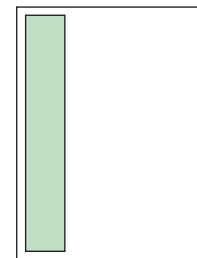
Half page
Horizontal
17.5 x 11 cm



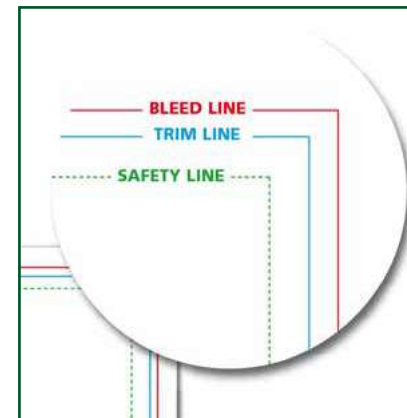
QUARTER PAGE
HORIZONTAL
17.5 X 5.5 CM



QUARTER PAGE
SQUARE
11.5 X 11.7 CM



1/3 PAGE
VERTICAL
5.5 X 21.6 CM



Allow 0.5 cm bleed around the ad pages for cutting to avoid white blank.

Allow 1 cm safety away from the trim for binding.

Required for full pages and spreads only

ADVERTISING RATES: INFOPRO WEBSITES

SPONSORSHIP – 6 SITES

	1 year	6 months
Front page banner on each page of the following 6 websites	\$18,000	\$12,000
Front page banner each page of the following websites	\$12,000	\$9,000

Pick three of the following: businessnews.com.lb | opportunities.com.lb | databank.com.lb
automarket.com.lb | jobs.com.lb | properties.com.lb | easybanking.com.lb

BUNDLES WITH LEBANON OPPORTUNITIES

With each one page ad inside Lebanon Opportunities

	1 website	3 websites
Banner	\$500	\$1,200

businessnews.com.lb and opportunities.com.lb

	1 month	3 months
Banner advertising		
Top banner on home page + banner on each page	\$3,000	\$7,500
1st banner	\$1,500	\$3,500
2nd banner	\$1,200	\$2,500
3rd banner	\$1,000	\$2,000
Pop-up or Pop-down	\$2,000	\$5,000
Inside pages (per page)	\$1,000	\$2,000
Takeover	\$3,000/5 consecutive days	

Newsletter Adv.	4 shots*	2 shots*	1shot
*Consecutive	\$2,500	\$1,500	\$1,000

	1 month	3 months
Video advertising		
Video – first show	\$2,000	\$5,000
Together with Ad in Lebanon Opportunities (same months)	30% off	50% off

jobs.com.lb

	1 month	3 months
Banner on home page	\$3,000	\$7,500
Banner on search page	\$2,500	\$5,000
Banner on CV or job listing	\$1,250	\$2,500
Banner on CV or job details	\$1,000	\$2,000
Take over	▶ contact us	

properties.com.lb

	1 month	3 months
Banner on home page	\$3,000	\$7,500
Banner on property search	\$2,500	\$5,000
Banner on property listing	\$1,500	\$3,000
Banner on property details	\$1,250	\$2,500
Take over	▶ contact us	

automarket.com.lb

	1 month	3 months
Banner on home page	\$3,000	\$7,500
Banner on car search page	\$2,500	\$5,000
Banner on car listing	\$1,500	\$3,000
Banner on car details	\$1,250	\$2,500
Take over	▶ contact us	

databank.com.lb

	1 month	3 months
Top banner on home page + banner on each page	\$2,500	\$5,000
1st banner	\$1,500	\$2,500
2nd banner	\$1,250	\$3,000
3rd banner	\$1,000	\$2,500
Pop-up or Pop-down	\$2,000	\$5,000
Inside pages (per page)	\$1,000	\$2,000

ADVERTISING RATES: INFOPRO WEBSITES

	Per month	3 months	1 year
Real Estate sector bundle			
Each page containing real estate information: Loans, real estate statistics, new projects, etc. on all websites			
Banner on each page	\$2,000	\$5,000	\$12,000
Banner on each page + home page	\$3,000	\$7,500	\$15,000
Financial sector bundle			
Each page containing financial information: Loans, financial statistics, bank results, etc. on all websites			
Banner on each page	\$2,000	\$5,000	\$12,000
Banner on each page + home page	\$3,000	\$7,500	\$15,000
Auto sector bundle			
Each page containing automobile information: Car loans, auto market statistics, car models, etc. on all websites			
Banner on each page	\$2,000	\$5,000	\$12,000
Banner on each page + home page	\$2,500	\$6,000	\$12,000
Insurance sector bundle			
Each page containing insurance information: Insurance programs, insurance statistics, etc. on all websites			
Banner on each page	\$2,000	\$5,000	\$12,000
Banner on each page + home page	\$3,000	\$7,500	\$15,000
Customized bundle			
Each page containing a specific criteria of information on all websites			
Banner on each page	\$2,000	\$5,000	\$12,000
Banner on each page + home page	\$3,000	\$7,500	\$15,000

VAT will be added to all above rates

BANNER SPECIFICATIONS: INFOPRO WEBSITES

Desktop Sizes	405px * 97px	468px * 60px	728px * 90px	250px * 250px	234px * 234px	300px * 300px	Pop-down
businessnews.com.lb	✗	✓	✓	✓	✓ (Right column banner)	✓ (News letter or Pop-up banner)	✓ Open 900px * 140px Close 900px * 90px
opportunities.com.lb	✓	✗	✗	✗	✗	✓ (Pop-up banner)	✓ Open 750px * 140px Close 750px * 90px
jobs.com.lb	✗	✓	✓	✗	✗	✗	✗
properties.com.lb	✗	✓	✓	✗	✗	✗	✗
automarket.com.lb	✗	✓	✓	✗	✗	✗	✗
databank.com.lb	✗	✓	✗	✓	✗	✓	✗

Mobile Sizes for all websites	300px * 480px	300px * 250px	728px * 90px

File types: gif, jpg, png, or HTML5 | File size: Maximum 150 kb

HTML5 Standard Tag

```
<A HREF="https://ad.doubleclick.net/ddm/jump/.....?">
<IMG SRC="https://ad.doubleclick.net/ddm/ad/....." ALT="Advertisement">
</A>
```

WEBSITE USER PROFILES

businessnews.com.lb

A website dedicated to economic and business news on Lebanon. It is managed by the team of Lebanon Opportunities. It was launched in 2012. The site is mobile friendly with Android and iOS platforms, and is connected to a facebook page as well as a twitter service. The service includes a weekly summary newsletter. It is free of charge and does not require registration, making it easily and freely accessible to all users, readers of Lebanon Opportunities, as well as the public at-large.

opportunities.com.lb

This website was created to complement as a companion to Lebanon Opportunities magazine. The site is thorough, user-friendly, and up-to-date source of information.

jobs.com.lb

UPGRADED

This jobs website is the top employment site in Lebanon. It allows automatic matching between seekers of employments and vacancies posted by employers. Thanks to an advanced system that keeps track of new opportunities and alerts. All sections of the website are accessible free of charge with no registration required. Registered users (free) have the additional benefit of being alerted when new matching job posting or potential buyers post a new entry.

properties.com.lb

UPGRADED

This real estate website, allows automatic matching between buyers and sellers of real estate. It covers residential, commercial, and land properties. It has an advanced matching system that keeps track of new opportunities and alerts. All sections of the website are accessible free of charge with no registration required. Registered users have the additional benefit of being alerted when new matching property posting or potential buyers post a new entry.

automarket.com.lb

UPGRADED

The only matchmaking site for buyers and sellers of automobiles in Lebanon. It contains all specs, brochures, and prices of new car models. In addition it allows users to post their used cars for sale and direct marching with prospective buyers with an automatic alert system for future posting. It has a comprehensive section on car loan programs and car insurance programs. All sections of the website are accessible free of charge with no registration required. Registered users (free) have the additional benefit of being alerted when new matching car posting or potential buyers post a new entry.

databank.com.lb

It is the most comprehensive economic and business data website on Lebanon. It is updated continuously. Users are marketing professionals, business students and researchers, university professors, journalists, management consultants, and economists. All sections of the website are accessible free of charge with no registration required. Registered users (free) have the additional benefit of being alerted when documents they flag have been updated.

WEBSITE TRAFFIC

	Average monthly unique visitors	Average monthly total visits	Average monthly pages visited
businessnews.com.lb	16,000	42,000	430,000
opportunities.com.lb	5,000	14,000	38,000
jobs.com.lb	9,000	20,000	70,000
properties.com.lb	5,000	9,000	50,000
automarket.com.lb	3,000	10,000	50,000
databank.com.lb	3,500	6,000	25,000

About businessnews.com.lb

This website was created to provide up-to-the-hour economic and business news on Lebanon. It includes all sectors include trade, services, finance, manufacturing, and general economic and socio-economic news. It also covers related government and public service developments. Its access is possible without registration and is free of charge.



click here to see the website Ad sample www.businessnews.com.lb/adsample/

FEATURES

The site has many features, many of which are unique

SEARCH

In addition to general search capabilities, the site has predefined search categories including **people, companies, sectors, and topics**

PERSONAL FINANCE

Updated information on deposit and loan interest rates from banks

FINANCIAL MARKETS

Market closing for the Beirut Stock Exchange as well as from most regional and international exchanges

EVENTS AND LISTINGS

Comprehensive listing of upcoming business events such as local conferences, local and international trade exhibition, trade missions, and other business networking opportunities

JOB AND REAL ESTATE ADS

The website is powered also by jobs.com.lb and properties.com.lb that allow the display of the latest entries on those sites

