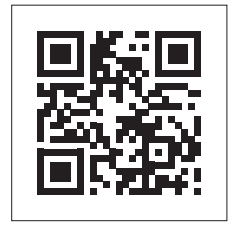


QATAR'S NO.1 NEWS AND BUSINESS MAGAZINE



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Qatar Today

TODAY'S READER WANTS A FRESH NEW APPROACH. ONE THAT IS SMART, SOPHISTICATED AND THOUGHT-PROVOKING. WITH AN EYE FOR USEFUL BUSINESS INFORMATION, HIGH QUALITY REPORTAGE AND BOLD INSPIRATION, **QATAR TODAY** SPEAKS TO ITS AUDIENCE IN A UNIQUE WAY.

LANGUAGE
ENGLISH

PERIODICITY
MONTHLY

FORMAT
MAGAZINE

TRIM SIZE
205X270MM

READERSHIP
100,000
(INCLUDING ONLINE)



BRAND INSIGHT

FOCUSED ON THE BUSINESS AND ECONOMIC ENVIRONMENT OF QATAR, IT IS THE MOST WIDELY-READ MAGAZINE IN THE COUNTRY.

As Qatar's only news & business monthly, *Qatar Today* reaches an audience that is much sought after. The magazine's unique combination of business and trends reportage is valued and appreciated by the country's business leaders, corporate heads, high-ranking ministry/government officials and affluent households. The flagship title of Oryx Publishing and Advertising Co. WLL, one of the first media houses in Qatar, *Qatar Today* is valued for its unbiased editorial stance.

EDITORIAL MISSION

ONLY **QATAR TODAY** PROVIDES AN INSIGHTFUL PRESENTATION OF NEWS AND EVENTS, ANALYSING TRENDS AND INTERPRETING ITS IMPACT.

From finance, technology and industry to sports, trade and leisure, *Qatar Today* helps its readers keep up with the latest. Each issue is packed with a wide range of business and economic news, in-depth perspectives on the financial markets, industry focus, trends, policies and personalities. It also offers authoritative coverage of sports, health, travel, technology, automobiles, food and fashion, all presented in a stunning contemporary design and style.

BRAND BUILDING

QATAR TODAY IS THE ONLY MAGAZINE TO HAVE UNDERTAKEN EXTENSIVE BRAND BUILDING INITIATIVES



GREEN PROGRAMME FOR SCHOOLS (GPS)

Green Programme for Schools, an initiative by *Qatar Today* magazine, is the largest and most engaging school programme in Qatar meant to reach, inspire and reward students and schools based on their eco-consciousness. It helps engage the youth further in eco-friendly practices and build a green equity in their minds.



QATAR TODAY BUSINESS EXCELLENCE AWARDS (QTBEA)

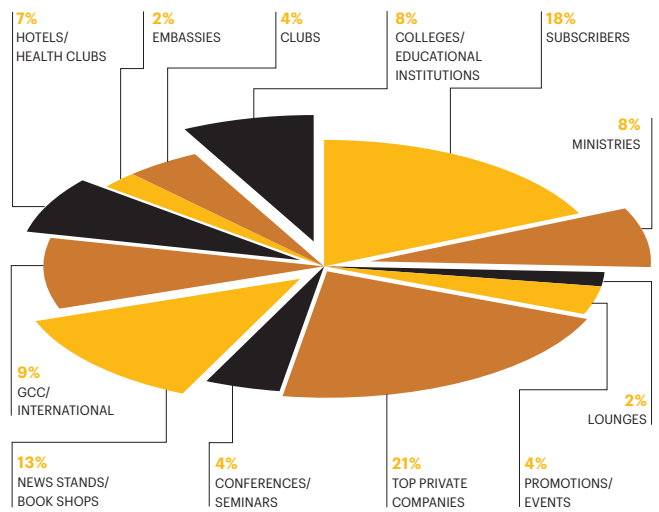
Qatar Today Business Excellence Awards felicitates the top achievers in Qatar's financial markets. The event is held under the patronage of the Qatar Stock Exchange and the results are validated by Deloitte Qatar.



DISTRIBUTION BREAK UP

QATAR TODAY REACHES ITS READERS THROUGH A MULTI-LEVEL DISTRIBUTION STRATEGY

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- Presented to members of the country's premier banks and other financial institutions
- Media partner for high-profile events, seminars and exhibitions
- GCC and international distribution through agents
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