



| 2024 MEDIA KIT

FinanceWorld



MCFILL MEDIA &
PUBLISHING GROUP

McFill Media and Publishing, the media & creative division of the Synergy Group, has been a prominent presence in the UAE since its establishment in 2009. Recognized as a leading Media and Publishing Group, McFill boasts a diverse portfolio encompassing print publications, digital platforms, podcasts, productions, strategic activations, and events.

Specializing in creating captivating content, McFill is a custom media house, that excels in magazine publishing, video production, and overall content generation. The company is actively involved in organizing events, roundtable conferences, activations, podcasts, and broadcasting initiatives.

With a team of seasoned and dynamic professionals, McFill is dedicated to delivering editorial excellence. The corporate mission revolves around developing integrated communication channels that entertain, inform, and enrich the audience.

Targeting the most influential audience segments, McFill is adept at optimizing its content and platforms to align with the ever-evolving ways in which content is consumed.

What **we do?**

PRINT MEDIA

- Magzoid Magazine
- Finance World

PODCAST

- The ChangeMakers
- Kadak Kisse
- Art Talks
- Business Talks

EVENTS

- Strategic Activations
- Gala Awards
- Roundtable Conferences
- Corporate Events

DIGITAL MEDIA

- Publication Websites
- Digital Social Media
- Digital Media Production

INFLUENCERS MARKETING

- Social Media Campaigns
- Influencer Affiliate Marketing
- Collaborations

OOH ADS

- Butterfly
- Unipole
- Signal Unipole



A Leading Publication in the Business World of MENA

Finance World, a leading finance publication in the MENA region, is dedicated to delivering essential news and analysis to a diverse and influential audience. It provides an in-depth look into diverse sectors such as fintech, banking, stock markets, and digital assets. Catering to a wide readership, it informs industry leaders, entrepreneurs, and business enthusiasts about key advancements in trade, energy, healthcare, and more. Committed to delivering authentic, substantial content, the magazine is a staple for those seeking to stay abreast of the dynamic financial world. It's an essential resource, offering insights into mergers, acquisitions, entrepreneurship, and global economic trends.

Key Focus **Areas**

Finance

Entrepreneurship

**Business
Leaders**

Startups

Investment

Banking



OPPORTUNITIES

- Monthly Print Editions
- Online Website
- Interviews
- Podcasts
- Social Media
- Newsletters
- Media/Studio Production
- Events/Conferences
- Panel Discussion
- Investment Forums
- Strategic Circulations
- Customized Insertions
- Roundtable Meet-Ups



20,000+

Print magazine circulation

480,000+

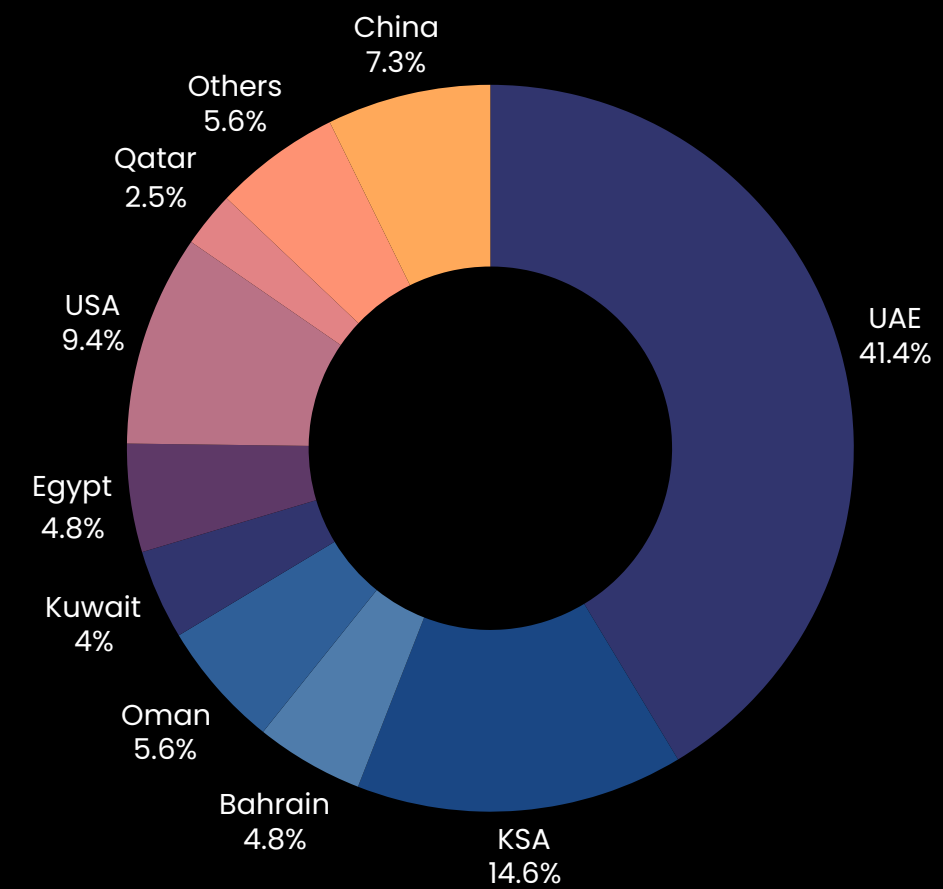
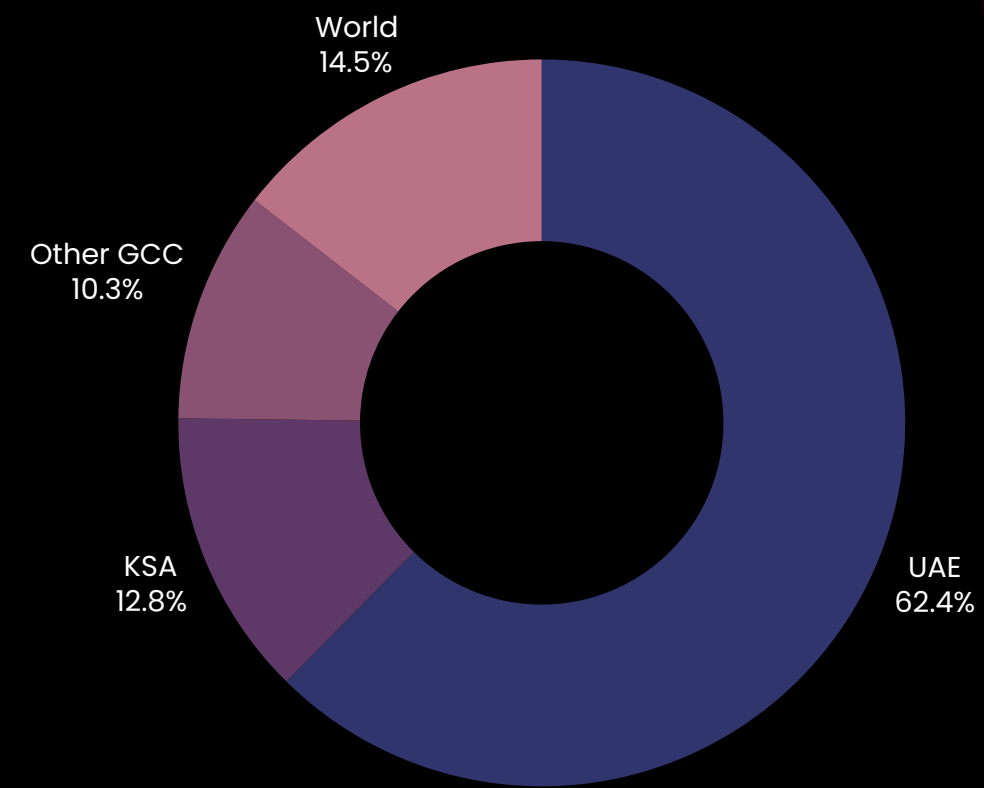
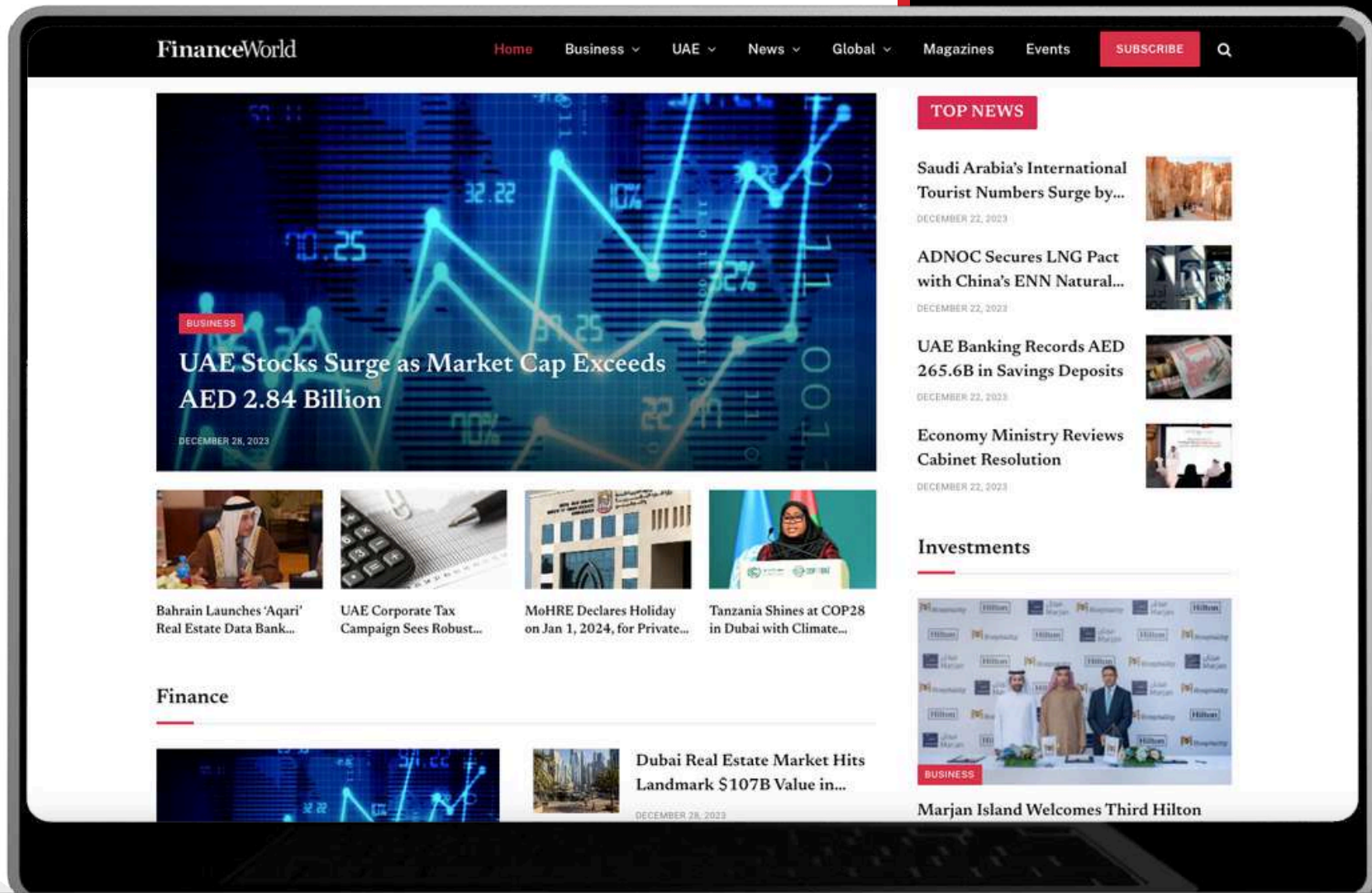
Online views

184,000+

Social Media & Website reach

3.2M+

Overall Monthly Reach



Print Offline Circulation

Digital Online Reach

— Events Calendar **2024**

October

Women Excellence Awards

A gala honoring the exceptional achievements and contributions of trailblazing women who have shaped industries and inspired change across the UAE. This evening is dedicated to celebrating empowerment and recognition, where stories of resilience, leadership, and innovation will shine a light on the profound impact of women leaders across diverse fields. It promises to be a tribute to brilliance and a catalyst for future achievements.

November

Divya Chakra Business Awards

The Divya Chakra Awards stand as a pinnacle of recognition for Indian leaders in the vibrant landscape of the United Arab Emirates Indian business community. It's a grand celebration of excellence, innovation, and the relentless pursuit of success between the two nations. Bringing together from across various industries, honoring their outstanding contributions and achievements as Indians in the UAE.

With a focus on recognizing not just corporate giants but also budding entrepreneurs, startups, and champions of social responsibility, the event embodies inclusivity, diversity, and the spirit of innovation highlighting the strengths of the two countries together.

December

Most Impactful SMEs in UAE

An insightful gala, where we celebrate the pioneers and honor the achievements of small and medium enterprises This evening is dedicated to the empowering of celebration and recognition, where stories of resilience, leadership, and innovation will illuminate the profound impact with thought-provoking discussions, meaningful collaborations and a lot of business synergies to explore and build upon.

— Editorial Calendar **2024**

September

Financial Innovation & Investment in the New Arab World

Financial Innovation in investments has proven instrumental in shaping the UAE's robust economy, acting as a driving force for its growth. Among the multitude of global investors, we spotlight the top individuals who, discerning the immense potential of the UAE market, made lucrative gains through their strategic investments, contributing significantly to the nation's economic prosperity.

October

Embracing the Future of Investment in the Middle East

At the forefront of tomorrow's financial landscape lies a convergence of cutting-edge technologies and innovative strategies reshaping the very essence of finance. We explore the transformative potential of emerging technologies like artificial intelligence, blockchain, and quantum computing in the realm of finance. From revolutionizing banking operations and investment strategies to reshaping payment systems and regulatory frameworks, we uncover the innovative trends and disruptive advancements that will define the future of finance.

November

Women Leaders in UAE – Power List Issue

Women stand at the helm of large, thriving enterprises and wield significant influence within the UAE, solidifying their role in steering the business landscape toward progress and innovation. We celebrate the remarkable achievements and influence of these visionary leaders, highlighting their resilience, innovation, and groundbreaking contributions across diverse industries. The Power 50 Women Leaders of UAE is a distinguished special edition by Finance World Magazine that shines a spotlight on 50 extraordinary women who are driving change and shaping the future of the UAE.

— Editorial Calendar **2024**

December

Top Expat Leaders of UAE – Power List Issue

Top Expats in UAE is a distinguished special edition by Finance World Magazine that shines a spotlight on a list of extraordinary Expats who are driving change and shaping the future of the UAE. This edition goes beyond mere recognition, offering in-depth profiles, exclusive interviews, and thought-provoking insights into the journeys, strategies, and impact of these influential leaders. It will serve as a source of inspiration and guidance for aspiring leaders, providing valuable lessons from the UAE's most accomplished Expats.

January 2025

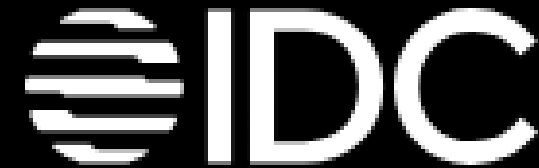
Most Impactful SMEs in the UAE – Power List Issue

Small and medium enterprises stand as vibrant contributors, driving economic diversity, fostering entrepreneurship, and leaving an indelible mark on the nation's business landscape. Exploring the UAE's economy, we spotlight the Most Impactful SMEs that serve as engines of innovation and growth. We highlight the inspiring stories, showcasing how these dynamic entities are reshaping industries and catalyzing progress across the Emirates.

Some of the clients we
worked with



Some of our key **Partnerships**



Distribution

network



Riva



RoyalJet



DC AVIATION



Distribution

network



أبراج الاتحاد
ETIHAD TOWERS
أبو ظبي Abu Dhabi



ADDRESS
DOWNTOWN



nas
VIP



Après



YASBEACH



merhaba



the TRACK
meydan
golf



CH3
DUBAI



NAKHEEL



W
ALDORF ASTORI,
DUBAI PALM JUMEIRAH



Queen
Elizabeth 2



SOFITEL
HOTELS & RESORTS



ibis
HOTELS



THE RITZ-CARLTON



Fairmont
HOTELS & RESORTS

Digitally Available on

YUMPU

In Flight

flydubai

FinanceWorld

Rate Card **Print**

Description	Discounted Rates FW Magazine (USD)
Inside Full Page Ad (Print and Digital) - [Placement charges are Add-on]	
1 Insertion	\$5,000
4 Insertions	\$4,250
8 Insertions	\$3,610
12 Insertions	\$3,070
Inside Front Cover(IFC) Inside Back Cover(IBC) (Print and Digital)	
1 Insertion	\$12,500
4 Insertions	\$10,625
8 Insertions	\$9,030
12 Insertions	\$7,675
Outside Back Cover (OBC) (Print and Digital)	
1 Insertion	\$20,000
4 Insertions	\$17,000
8 Insertions	\$14,450
12 Insertions	\$12,280
Inside Full Page Advertorial (Print and Digital)	
1 Insertion	\$6,250
4 Insertions	\$5,310
8 Insertions	\$4,515
12 Insertions	\$3,840



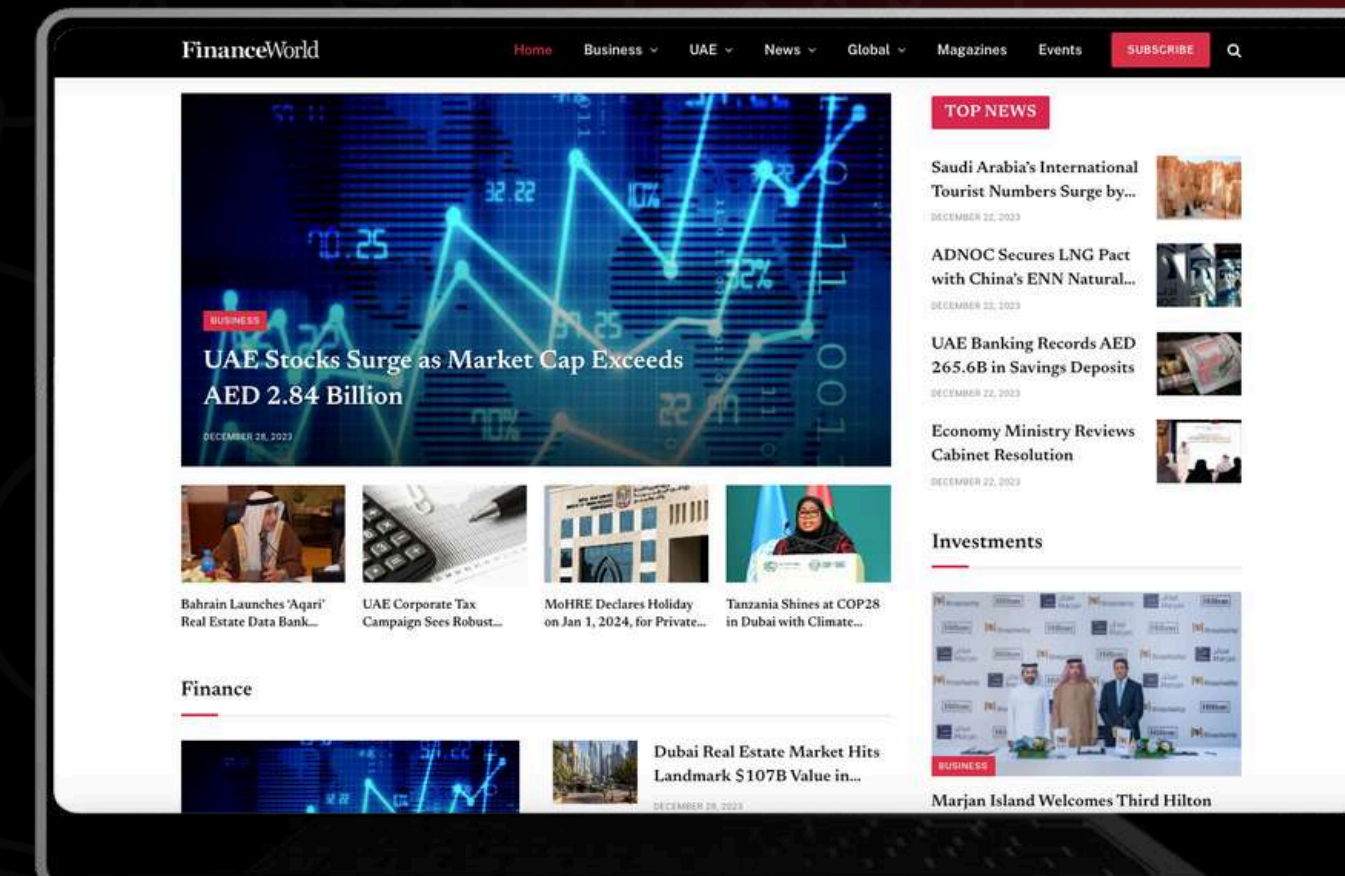
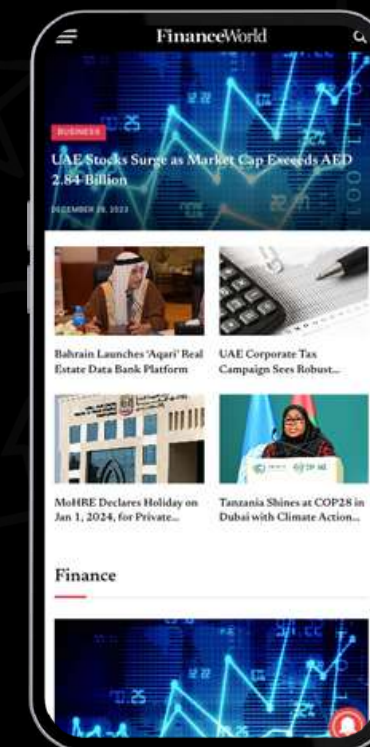
Rate Card **Print**

Description	Discounted Rates FW Magazine (USD)
Front Cover Gatefold (FCG) (Print and Digital)	
1 Insertion	\$20,000
4 Insertions	\$17,000
8 Insertions	\$14,450
12 Insertions	\$12,280
Inside Front Cover Spread (DPS) (Print and Digital)	
1 Insertion	\$16,250
4 Insertions	\$13,810
8 Insertions	\$11,740
12 Insertions	\$9,980
Inside Double Page Spread (DPS) (Print and Digital)	
1 Insertion	\$12,500
4 Insertions	\$10,625
8 Insertions	\$9,030
12 Insertions	\$7,675
Special Operations (Print)	
Butterfly Gatefold (BG - Center)	\$35,000
Bellyband	\$15,000
3D Pop Up Ad with Gatefold	Price on Request
AR Cover	Price on Request
Corporate Profilings	Price on request
Annual Reports and Corporate Magazines	Price on request
Cover Story	Price on Request



Rate Card **Digital**

Description	Discounted Rates FW Magazine (USD)
Online Article (Content Produced by Us)	
1 Insertion	\$4,200
4 Insertions	\$3,570
8 Insertions	\$3,035
12 Insertions	\$2,580
Online Article (Content provided by Client)	
1 Insertion	\$1,600
4 Insertions	\$1,485
8 Insertions	\$1,260
12 Insertions	\$1,075
Social Media (Content Produced by Us)	
1 Insertion	\$5,250
4 Insertions	\$4,465
8 Insertions	\$3,795
12 Insertions	\$3,325
Social Media (Content provided by Client)	
1 Insertion	\$1,050
4 Insertions	\$895
8 Insertions	\$760
12 Insertions	\$645
Special Operations - Price on Request	
Video Interview	\$10,500
Podcast Interview	\$5,250



We look forward to working together!

FinanceWorld

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