

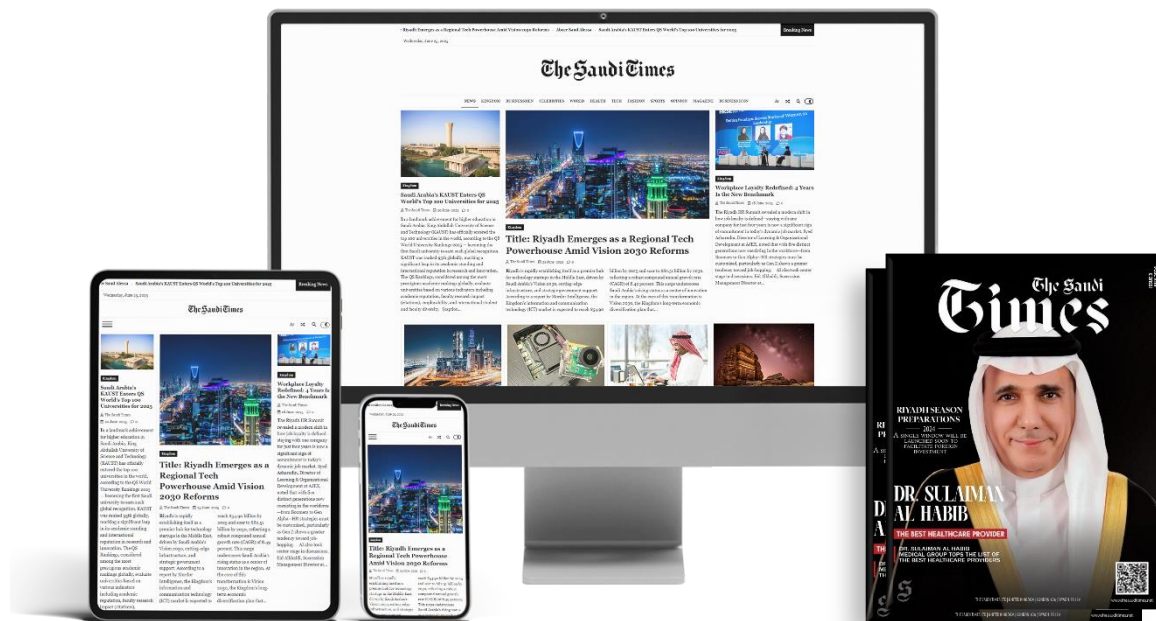
The Saudi Times

MEDIA KIT

2026



Introduction



Momentum

- Growing readership & partnerships
- Strong demand from PR agencies & founders

Market

- Huge Vision 2030 media opportunity
- English-language segment underserved

Machine

- Bilingual premium production
- Print + digital + social distribution

Management

- Experienced media & PR team
- Strong network of contributors



Jassim Mohammed , CEO

MISSION STATEMENT

We elevate Saudi entrepreneurs, executives, and brands by providing the Kingdom's premium bilingual business media platform shaping authority, credibility, and global visibility under Vision 2030.

Fund

- Raising **\$500K** to scale content, distribution & partnerships



Our Team



Jassim Mohammed

CEO

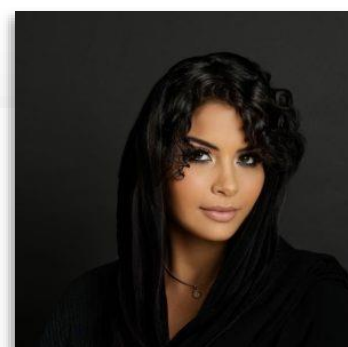
Jassim Mohammed, the visionary CEO leading The Saudi Times, drives the platform's growth with strategic clarity and bold ambition. Through his leadership, the organization continues to expand its regional and global presence while aligning its vision with Vision 2030 building a credible, innovative, and future-focused media brand.



Boudou Gueffai

Editor in Chief

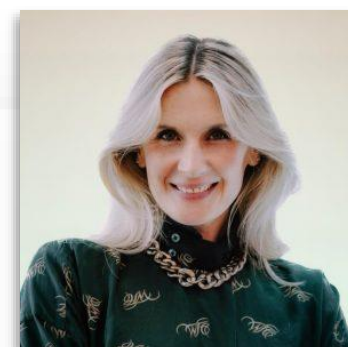
the visionary Editor-in-Chief of The Saudi Times, is on a mission to elevate the publication into a leading global media powerhouse. Under his leadership, The Saudi Times aims to establish itself as a top international media outlet aligned with Vision 2030, crafting compelling narratives that resonate worldwide. Get ready to dive into the modern Saudi experience under his dynamic guidance, where every article is a gateway to the future!



Abeer Abdalla

Managing Editor

A dynamic Managing Editor at The Saudi Times and the force behind Frontline 2030, Abeer Abdalla shapes the publication's editorial vision and strategic direction. With sharp editorial instinct and deep regional insight, she ensures every story delivers clarity, relevance, and impact. Her work translates Vision 2030 into forward-looking content that speaks to leaders, innovators, and changemakers across the region and beyond.



Izabella Rekiel

Sports Editor

As Sports Columnist at The Saudi Times, Izabella Rekiel brings global perspective, precision, and passion to sports storytelling. She moves beyond match results to reveal the human stories, ambition, and discipline behind elite performance. With an international outlook, she connects sports to culture, identity, and influence making each column a reflection of modern global sport.

The Editorial Team

We connect brands and readers through journalism that links Saudi Arabia to the global community.

To Our Esteemed Readers and Future Partners,

AS Editor-in-Chief of The Saudi Times, it is my privilege to present our publication, a beacon of bilingual excellence since our founding in London in 2020. We value in-depth journalism, curating the narratives defining Saudi Arabia's ascent through exclusive dialogues with pioneering entrepreneurs, profiles of leaders and luminaries, and authoritative analysis of the economic currents shaping the Kingdom and beyond.

Within these pages, discover insights into distinguished events, from boardrooms to cultural galas, and intimate glimpses into the lives of icons in business, art, sports, fashion, culture, and entertainment. The Saudi Times merges influence with insight, delivering a sophisticated reading experience that showcases the ambitions of Vision 2030 and the opportunities they inspire. We spotlight pioneers, decode markets, and celebrate the stories that define our era, captivating both Saudi Arabia and the world.

For brands and institutions seeking resonance, we craft compelling storytelling partnerships. Trust our platform to amplify your narrative before an audience of decision-makers, investors, and industry drivers. Together, we illuminate not just what is, but what can be.

This media outlet embodies our commitment to excellence. We invite you to explore its insights and consider how The Saudi Times can elevate your presence. Together, let us shape conversations, foster growth, and champion the stories that inspire progress.

With confidence in our shared future,



Boudou Guetta

Editor-in-Chief

Boudou@thesauditimes.net



Our editorial team consists of seasoned writers, in-depth journalists, reporters, researchers, analysts, editors, designers & publishers

Committed to delivering current, high-quality journalism with expertise and integrity for a global audience

Our Platforms

Monthly Magazine Issue

- Cover Page
- Leadership Highlights
- Interviews
- Advertorials
- Sponsored Articles
- Reports
- Events Coverage
- Media Campaign
- Special Insertion

The Saudi Times Website (Arabic & English)

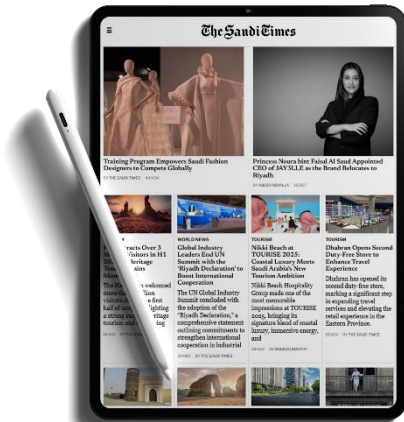
- Up-to-date News “Business, Tourism, Sports, Entertainment, Tech, Banking, Fashion & Culture”
- Digital Editorial Coverage
- Trending Industries
- Special Feature
- Press Release
- Brand Activation
- Promotion
- Product Review

Digital Linked-in, Instagram & X

- Media Partnership
- Special Coverage
- Marketing Campaigns
- PR Campaigns
- Editorial Coverage
- Industry Leadership
- Special Reports
- Promotion
- Advertising

Our Services

01



Premium Bilingual
E-news / Social

02



Executive Interviews
& Exclusive Events

03



Print & Digital
Magazine

04



Weekly Business
Icon Features

01 Premium bilingual E-News / Social

100K+ 

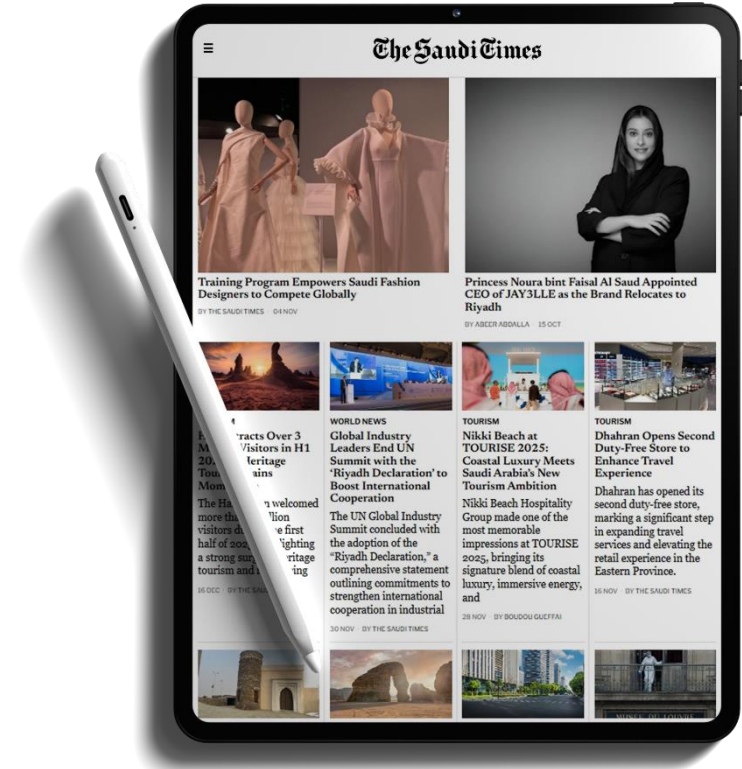
Follower Instagram
Instagram Engagement
Rate: 70%

14+ 

Magazine Issues

6K+ 

Follower Linked in



A targeted digital distribution strategy that maximizes reach and visibility across the world, amplifying content through The Saudi Times' platforms and social media to engage entrepreneurs, corporates, investors, and audiences.

02 Event Coverage

Exclusive Content



FII 9 Preview | Saudi Arabia at the Crossroads of the Future



Riyadh Air | A New Era in Saudi Aviation | PIF Company



Aroya Cruise – The New Queen of the Sea by Cruise Saudi PIF Company



The 2025 WTA Finals Riyadh: When Sport Becomes Strategy



TOURISE 2025: Riyadh Redraws the Global Tourism Map



Saudi Sporting Presence Strengthens as E1 Series Concludes Season Two in Miami



Frontline 2030 | Saudi Arabia is Rewriting the Global Golf Economy



Cityscape 2025 WRAPUP: Record Deals, Real Constraints & Saudi Arabia's Urban Delivery Challenge

02 Executive Interviews

Leadership Conversations

In-depth conversations with elite leaders and decision-makers, offering firsthand insight into strategy, vision, and leadership journeys.

Each interview is thoughtfully structured to capture authentic perspectives, highlight executive expertise, and position leaders as influential voices within Saudi Arabia's evolving business landscape.



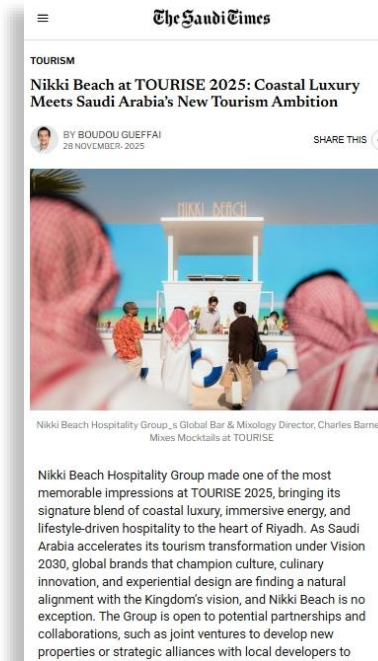
Boudou Gueffai, The Saudi Times Editor In Chief in a Private meeting with Colombian President Gustavo Petro

with Influential Figures

- HRH Prince Sultan bin Salman
- Brian Ward – CEO, Savvy Games Group (PIF)
- HH Princess Lama Al Saud
- HH Princess Fahda Bander Al Saud
- Ziyad Almaayouf

02 Special Feature

Brand Coverage



At **The Saudi Times**, we go beyond media exposure, delivering strategic storytelling and targeted visibility that helps brands position themselves and grow in the Saudi market.

As a leading publication in Saudi Arabia, we feature & promote transformative companies, government initiatives, and private sector leaders driving **Vision 2030**.

Our Media Services include:

- Live event reporting
- On-site executive interviews
- In-depth brand features
- Strategic editorial coverage

Whether you're entering or expanding in the Kingdom, partnering with **The Saudi Times** means credible, high-impact media presence in one of the world's most dynamic markets.

03 Print & digital Magazine

Prestige Issues - Iconic editions with luxury design and exclusive content.

ISSUE 017 — SEPT 2025

SAUDI BOXING & VISIONARY SPORTS LEADERSHIP

With Ziyad “Zizo” Almaayouf on the cover, this issue explores his role in redefining Saudi Arabia’s boxing landscape - uniting athletic excellence, national pride, and youth-driven ambition. Zizo’s journey reflects a new chapter of leadership in sports, promoting wellbeing, inspiring empowerment, and advancing the Kingdom’s global footprint under Vision 2030.



Magazine

Monthly
Issue



04 Weekly Business Icon Features

A dedicated weekly spotlight highlighting influential Saudi and regional entrepreneurs, executives, and innovators.

These features build strong authority positioning, boost public credibility, and showcase leadership stories that inspire the business community while aligning with the momentum of Vision 2030.



Nadeen Said

Creating Emotion-Driven Digital Experiences in the GCC



Turky Kari

Marketing leader
AROYA Cruises by Cruise Saudi
PIF Portfolio Company



Abeer Saud Alessa

Co-Founder and CEO of The Bold Group
| Innovating and Elevating the Creative Sector in Saudi Arabia

Partnerships



Media PARTNERS

In good company.

A selection of the institutions, government entities, and global brands featured across our platform.

stc

RIYADH AIR
طيران الرياض

swatch[®]

HONDA

PIF

AROYA
CRUISES

كروز السعودية
CRUISE SAUDI

NIKKI BEACH

Qiddiya

TOURISE

FUTURE
INVESTMENT
INITIATIVE
Powered by the Public Investment Fund

WTA
FINALS
RIYADH
PRESENTED BY PIF

PIF SAUDI
INTERNATIONAL
POWERED BY SoftBank

Cityscape
Global

E1

Ford

LEAP

الملكة لولوة
ROYAL JORDANIAN

Brands listed reflect editorial coverage, partnerships, and event collaborations across The Saudi Times print and digital platforms.

RIYADH AIR

AVIATION • P I F COMPANY

140K+

Editorial views

Tier 1

Press tier classification

BRAND STORY

A New Era in Saudi Aviation.

We sat down with Executive Leader Osamah Alnuaiser at the airline's Riyadh HQ for a candid look at the launch playbook.

DELIVERABLES

- Exclusive executive interview at Riyadh Air HQ
- Bilingual print + digital editorial feature
- LinkedIn amplification — 27K+ engaged readers
- Indexed on Google News under 'Riyadh Air CEO'

SWATCH

L I F E S T Y L E · G L O B A L B R A N D

5 days

Coverage window

ART/CULT

Editorial section

BRAND STORY

Reviving the Neon Vibe of the '80s.

Inside Swatch's triumphant return to the Kingdom — a standout brand activation at XP Music Futures under MDL BEAST.

DELIVERABLES

- On-site brand activation reporting
- Premium fashion vertical placement
- Influencer & attendee testimonial capture
- Cross-channel rollout: site, social, newsletter

AROYA CRUISE

TOURISM · CRUISE SAUDI /
PIF

27K+

Article views

Top 3

Tourism stories of month

BRAND STORY

The New Queen of the Sea.

An in-depth feature on Saudi Arabia's first homegrown luxury cruise line — positioning the brand inside the Kingdom's tourism narrative.

DELIVERABLES

- Hero feature on thesauditimes.com
- Print magazine spread — bilingual
- Tourism vertical SEO placement
- Frontline 2030 strategic context piece

WTAFINALSRIYADH

SPORTS · STRATEGIC EVENT

Cover

Sports issue feature

GCC

Distribution scope

BRAND STORY

When Sport Becomes Strategy.

Frontline 2030 framing of how the WTA Finals — and Saudi sport at large — is rewriting the global playbook.

DELIVERABLES

- Frontline 2030 strategic affairs column
- Live event reporting from Riyadh
- Photography & social storytelling package
- Cross-referenced with E1 / PIF Saudi Intl coverage

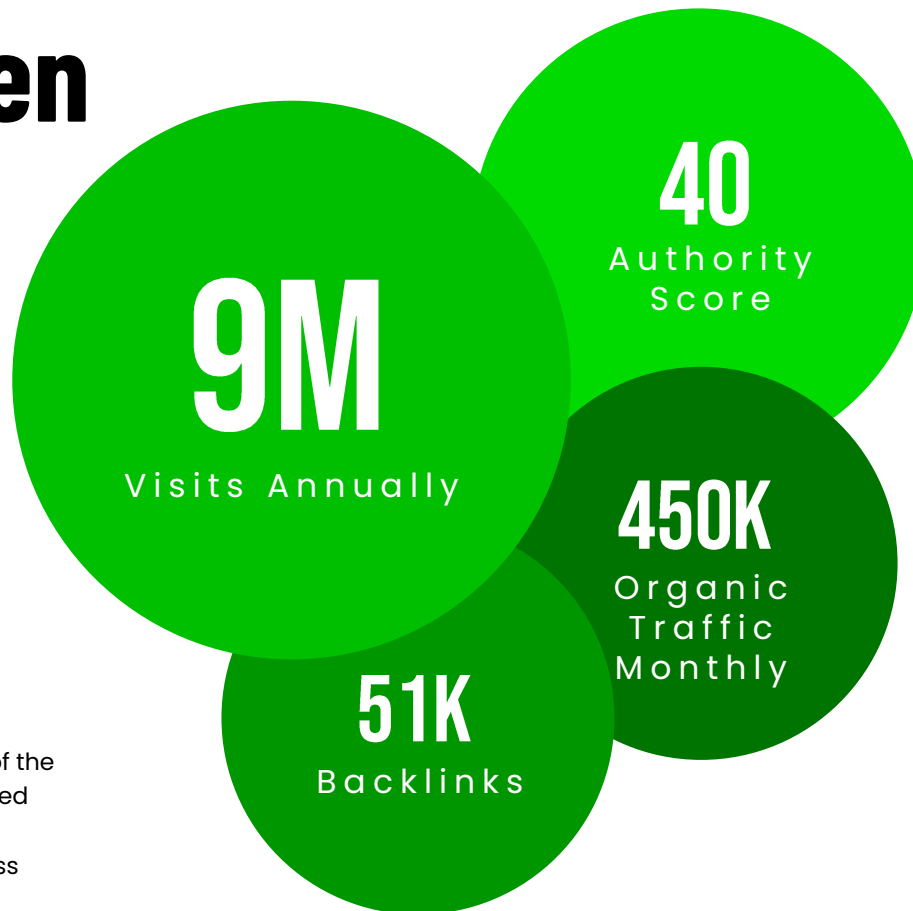
**Reach,
Audience**

R

A Trusted Name with Proven Reach

● The Saudi Times

Has solidly positioned itself as one of the region's most credible and referenced digital media platforms earning recognition, visibility, and trust across major outlets.



Chosen by prominent figures

Leading public figures and influential personalities choose The Saudi Times as a trusted platform to publish their stories, showcase achievements, and gain credible media exposure within the region and beyond.

Approved by Wikipedia

The Saudi Times is recognized as a trusted reference on Wikipedia for numerous prominent individuals and companies, with its coverage frequently cited to support verified profiles

Audience

Who We Reach

With over 350,000+ monthly visitors,

The Saudi Times connects thought business leaders & industry experts from Saudi Arabia, GCC & beyond.

Discover our Magazine



Reach

450,000+
Monthly Views

Primary Regions

Saudi Arabia,
GCC, UK,
Global diaspora

Languages

English
Arabic

Audience

CEO's, Business Executives, Royal Leaders, Visionaries,
Professional Athletes, Creative & Innovative Minds,
Industry Experts & Professors.

Demographics & Access

45% Male
55% Female

Dominant Age Group

25 – 60+

Device Access

75% Mobile
25% Desktop

Social Media



100K
Follower
Instagram
Engagement
Rate: 70%



6K
Follower
Linked in



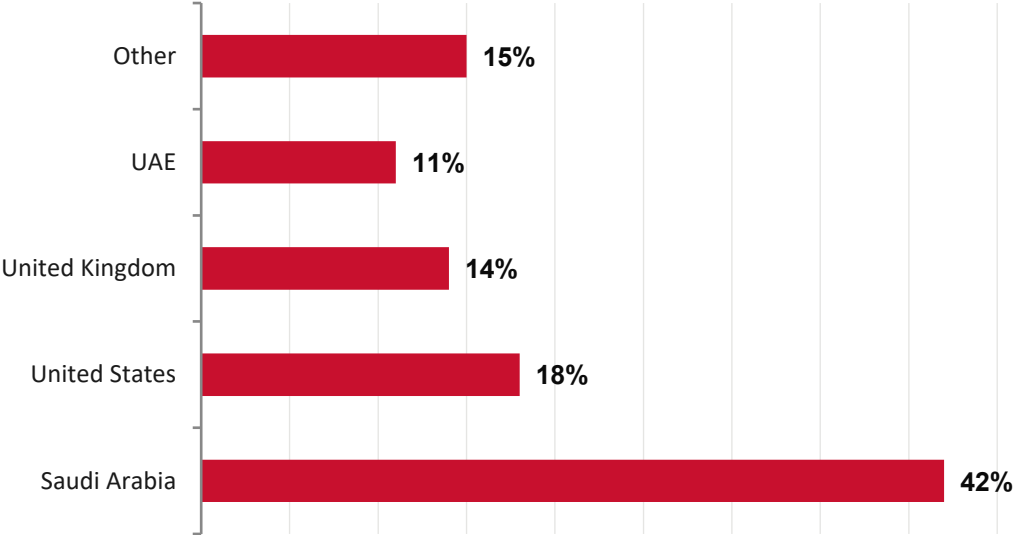
التايمز السعودية
The Saudi Times

Social Media Insights

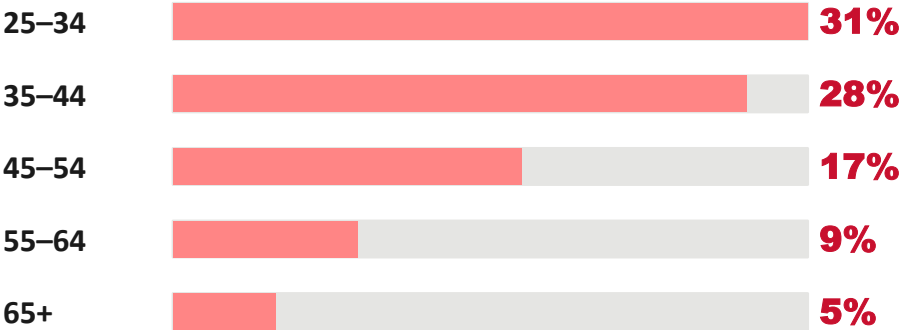
Our social media ecosystem connects us with over 90,000 followers across major platforms — offering brands powerful access to a regional audience through authentic engagement and cross-platform storytelling.

Who reads us.

TOP COUNTRIES



AGE DISTRIBUTION



C-Suite & Founders

CEO, COO, MD, Founders



Royals & Public Figures

Government & royal leadership



Investors & PE

PIF, family offices, VCs



Global Operators

GCC, EU, US decision-makers

Calendar & Rates



Editorial Calendar Q4-2025

Issue Month	Editorial Themes	Events
Ongoing	Top 20 Places to Visit in KSA – Tourism	-
Ongoing	Best Place to Work (Companies apply – \$350 fee) - HR Talent	-
Ongoing	Best Delivery App (Companies apply – \$350 fee) - Best Food App	-
June 2025	HH Princess Lama Al Saud – Royal Leader, Future Diplomat	-
July 2025	HH Princess Fahda Bander Al Saud – Royal Leader, Cultural Tourism	-
August 2025	Ziyad Almaayouf Saudi Boxing Champion Sports and Entrainment Advocate	-
September 2025	TBC	-
October 2025	FII, Travel & Tourism Leaders, Saudi Food Tech, Fashion	-
November 2025	Banking (Business), Film / Production, luxury Hospitality / Hotels	-
December 2025	Private Banking, Wellness, Music / Entertainment (Top Events), Aviation, Private Aviation	-

Editorial Calendar Q1-2026

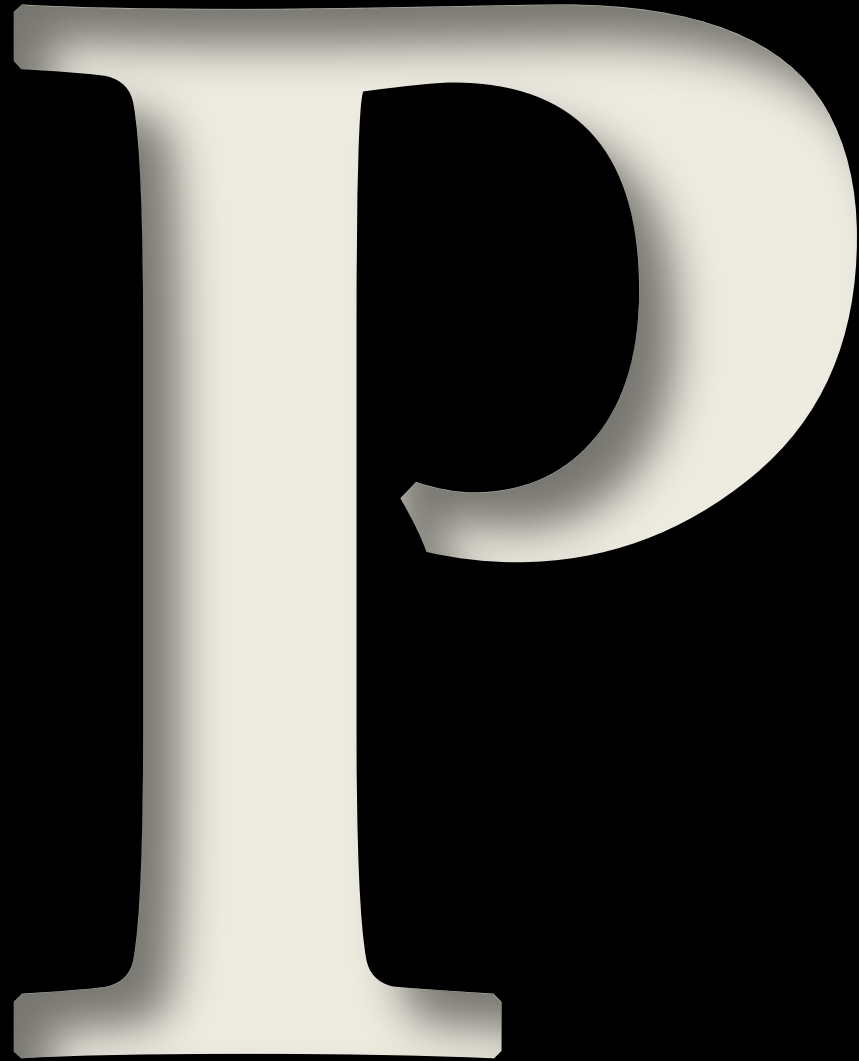
Issue Month	Editorial Themes	Events
January 2026	Healthcare Leaders	-
January 2026	Top Gyms	-
January 2026	Big Projects – Vision 2030	-
February 2026	Construction, CSR	-
February 2026	Top Green Companies	-
February 2026	AI	-
March 2026	Sports & F1	-
March 2026	Real Estate	-
March 2026	Design Week	-

Special Categories

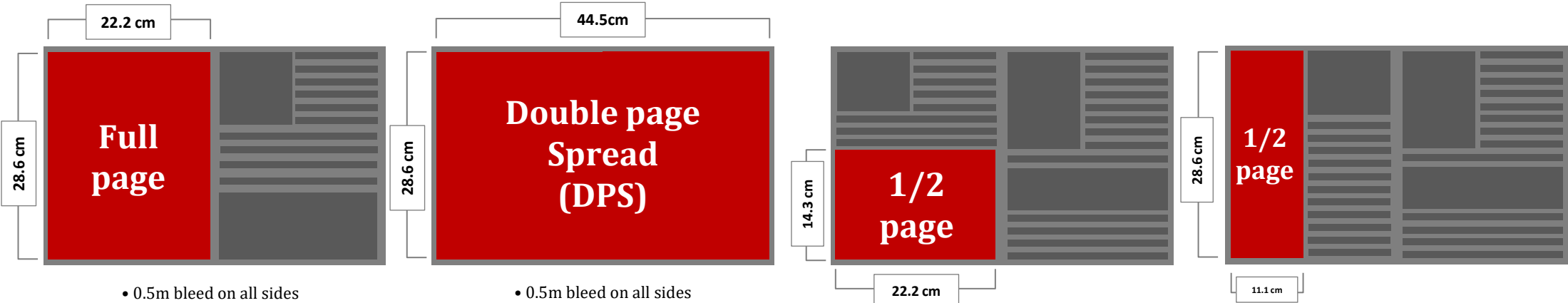
Category	Notes
Best Place to Work	Application based – \$350 fee
Best Delivery App	Application based – \$350 fee
Best Food App	Editorial coverage
Best Restaurant	Editorial feature
Top 20 Places to Visit in KSA	Tourism – feature list
Best Law Firms	-

MARKETING & DISTRIBUTION

Print & Digital



Magazine Advertising Options



Ad Type	Price USD
Full page	\$1,000
Double Page Spread	\$2,000
½ page	\$500

Showcase your brand with tailored ad placements — from full-page impact to half, quarter, or double-page spreads — designed to maximize visibility and influence.

All Prices are in USD

Digital Production Rates

Website Article (400 words limit)

1 Article	\$700
4 Articles (per Article)	\$500
8 Articles (per Article)	\$400
12 Articles (per Article)	\$350

Website Advertising (per month)

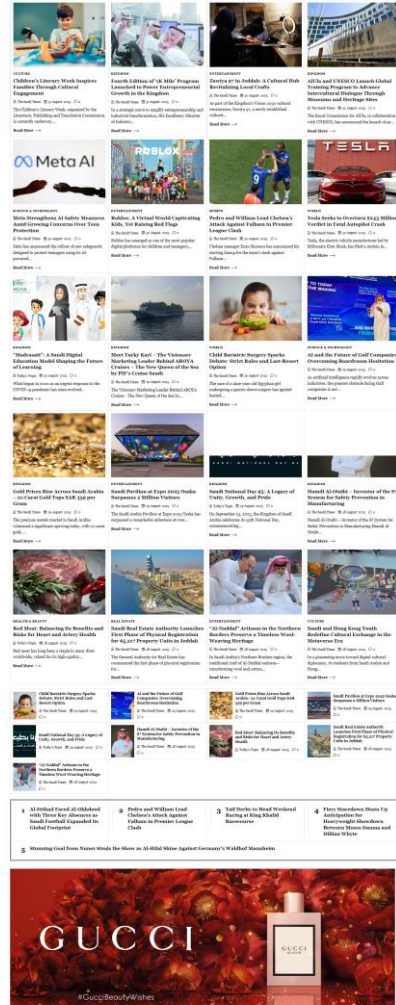
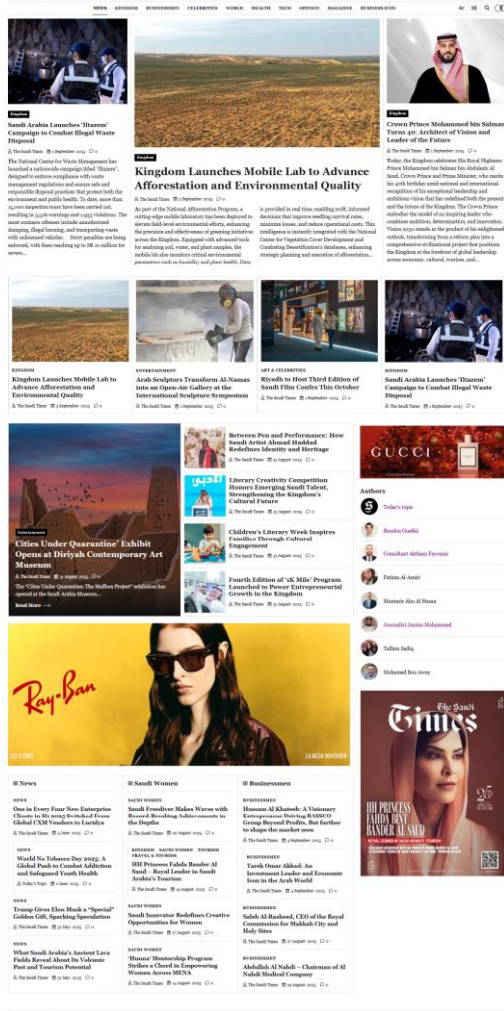
Website Home Page for 2 month	\$2,500
Banner Home Page for 1 month	\$1,500
In Article Ads for 1 month	\$2,000
In Section Ads for 1 month	\$2,000
Sponsored Feature	\$2,500
Product Review	\$3,000
Campaign	*

* Disclosure: For campaigns and multiple page placements, please contact The Saudi Times for rate information.





The Saudi Times





Magazine Cover

FEATURE OF THE MONTH



We showcase the region's most influential names those redefining industries, driving growth, and leading with purpose. Our platform connects brands with icons who bring bold ideas, strategic influence, and global vision to life.

768 px

813 px



Business Icon



We showcase the region’s most influential names—those redefining industries, driving growth, and leading with purpose. Our platform connects brands with icons who bring bold ideas, strategic influence, and global vision to life.

With linked in article

MARKETING & DISTRIBUTION

Distribution & Circulation



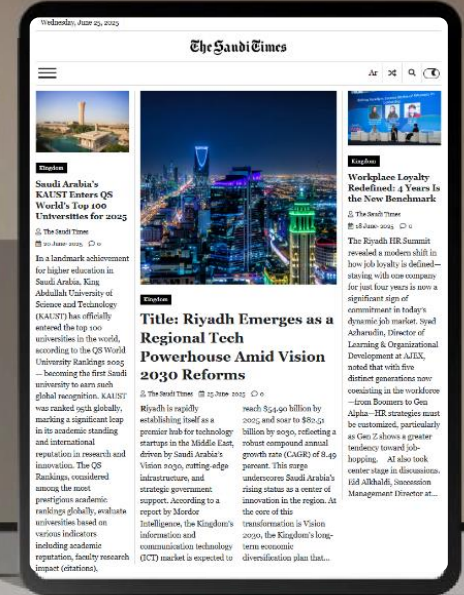
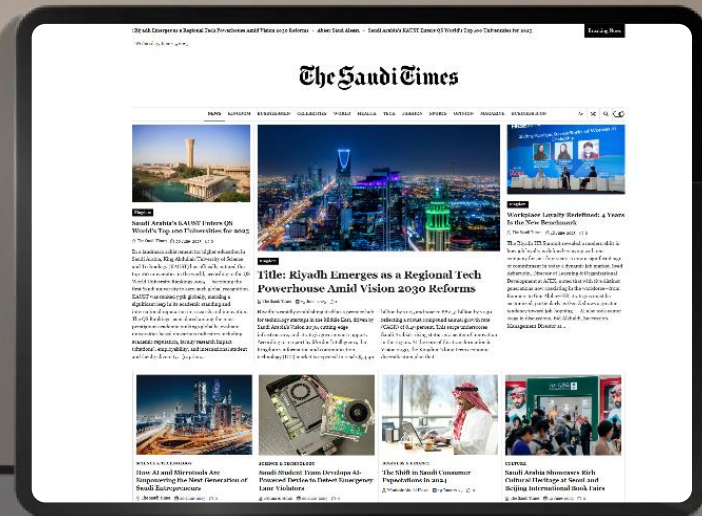
Distribution & Circulation

The Saudi Times reaches decision makers and influential readers through a carefully planned monthly distribution of **1,000 printed copies**, ensuring high visibility in the most prestigious and strategic locations across the Kingdom:

- Embassies – Diplomatic missions and cultural attachés.
- CEOs' Desks – Top executives and corporate leaders in major industries.
- Airport & Airline Lounges – Exclusive areas frequented by business leaders and high-profile travelers.

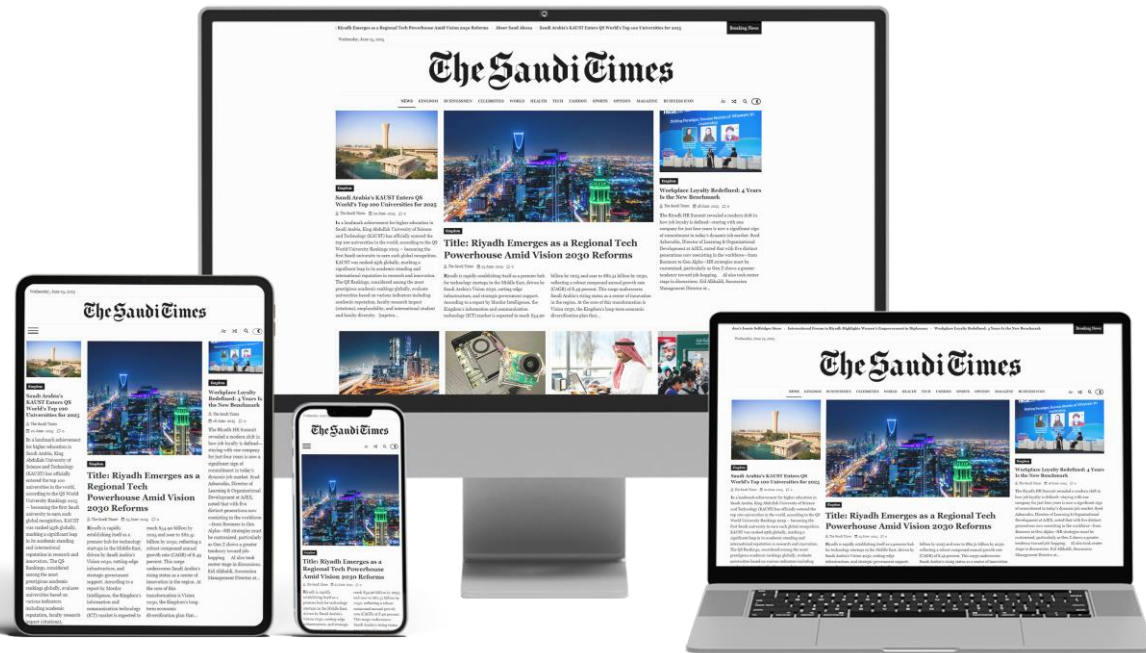
This targeted circulation guarantees that The Saudi Times is consistently present in front of corporate decision-makers, and elite travelers, strengthening our position as a trusted source for news and insight.

Championing Leadership And Business Success In The Middle East



Engage with The Saudi Times via our editorial and promotional channels

Our dynamic editorial platforms connect our diverse audience and readers with leaders and partners, providing them with insights into the latest in business and social news, while our diverse global audience is centered on the Saudi market and its premium consumers.



Magazine (print & digital)

Discover The Saudi Times, your trusted source for in-depth journalism across the Kingdom. We reach government officials, CEOs, and business executives in airline lounges and embassies. With extensive coverage of business trends, up-to-date reporting, and exclusive interviews, we provide ethical editorial and accurate data on the region's dynamic landscape. Elevate your market understanding with The Saudi Times - your essential companion for the vibrant Saudi market.

Website

Our team of digital experts' crafts engaging content tailored for your brand in the Saudi market. We create captivating designs, in-depth interviews, brand coverage, and special reports on industry developments, all aimed at reaching your targeted consumers. Partner with us to elevate your presence and connect with your audience.

Social Media

With a vast and engaged audience across our social platforms, we drive conversation, share impactful stories, and inspire our followers with dynamic content from the world of Saudi business and beyond. Share your stories, brand activations, news, and highlights with us - we'll reshare and promote your message to our audience, ensuring it reaches the right people and gets noticed. Publish with us in amplifying your voice!

Events & Conferences

We cover vibrant events in Saudi Arabia, the GCC, and globally, focusing on key business and cultural topics, including sports, entertainment, music, fashion, food, and tech. We highlight the hottest events in the Kingdom, featuring prominent leaders and industry experts at must-attend networking opportunities. Let us elevate your events and communicate effectively with your audience to drive traffic and ensure success.

FOR MORE INFORMATION, PLEASE CONTACT:

EDITORIAL & BRAND COVERAGE

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ADVERTISING

Publish@thesauditimes.net

FOR MORE, VISIT

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English site : www.thesauditimes.net/en