



Khaleej Times

Khaleej Times Media Kit

WHO WE ARE

Founded in 1978, Khaleej Times has adopted a comprehensive 360-degree strategy, encompassing print, digital, and social channels to foster deeper engagement.

Khaleej Times offers the best reader experience ranging from business, technology, sports, lifestyle, national and international news.

Khaleej Times is owned by Galadari Brothers and headquartered in Dubai, United Arab Emirates.



INTRODUCTION

A Closer Look At KT's Web Audience



11M+
unique users



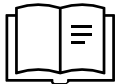
350K+
KT App users



130M+
Monthly page-views



6minutes
Average time spent/session

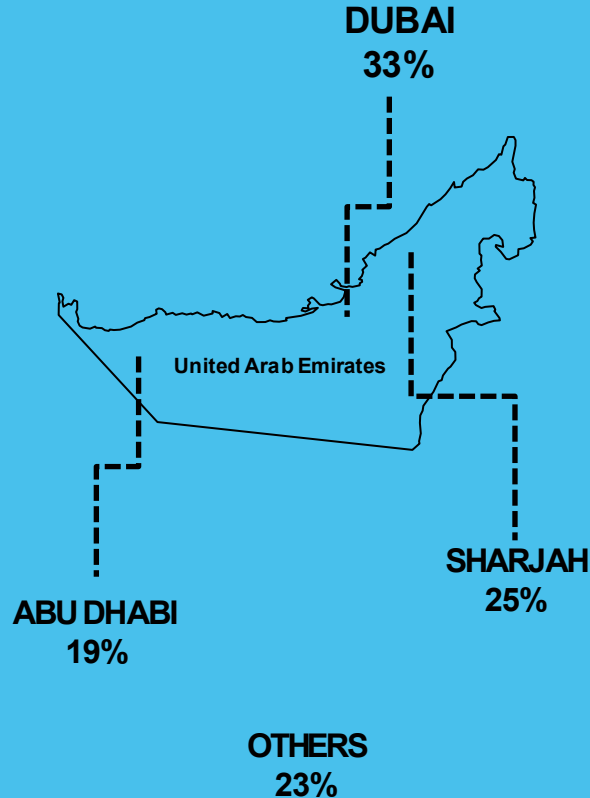


60%
Read two or more articles

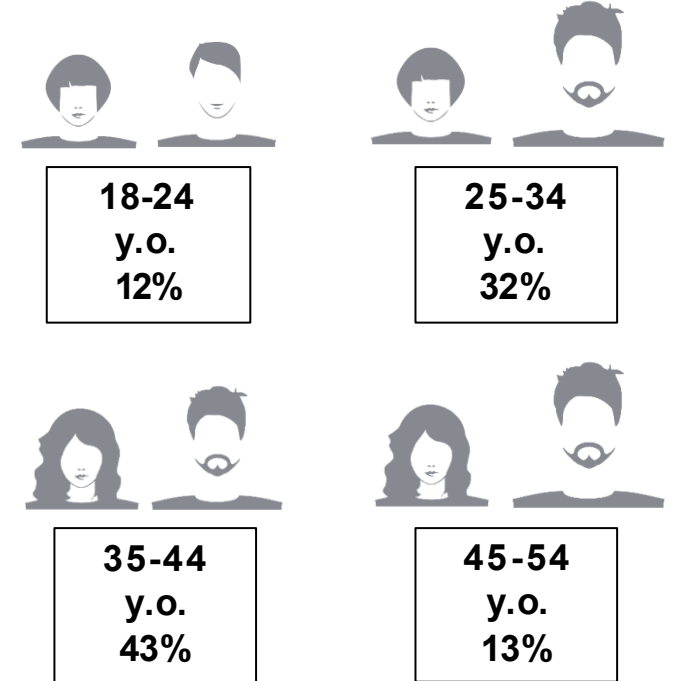


900K+
Push Subscribers

85% of KT users are from the UAE



A wide range of audience profiles



PRINT audience

80K+

Printed copies in
circulation

100K+

Subscribers of KT
E-paper

79%

Distribution for
individual subscribers

40%

of KT readers have a
net household income
of AED18K and above

3.2

Readers per issue



Digital Properties

Khaleej Times

buzzon Khaleej Times  Engage



AHEAD OF THE COMPETITION

Global rank ⓘ

📅 Last 28 days (As of Apr 05) 🇦🇪 United Arab Emirates

Domain	Rank
🇦🇪 khaleejtimes.com	#6,587
🇦🇪 gulfnews.com	#8,775

Country rank ⓘ

📅 Last 28 days (As of Apr 05) 🇦🇪 United Arab Emirates

Domain	Rank
🇦🇪 khaleejtimes.com	#16
🇦🇪 gulfnews.com	#31

Industry rank ⓘ

In News and Media

Domain	Rank
🇦🇪 khaleejtimes.com	#1
🇦🇪 gulfnews.com	#3

Traffic & Engagement

Total visits ⓘ

📅 Last 28 days (As of Apr 05) 🇦🇪 United Arab Emirates

Domain	Desktop	Mobile
🇦🇪 khaleejtimes.com	6.641M	
🇦🇪 gulfnews.com	3.361M	

Device distribution ⓘ

📅 Last 28 days (As of Apr 05) 🇦🇪 United Arab Emirates

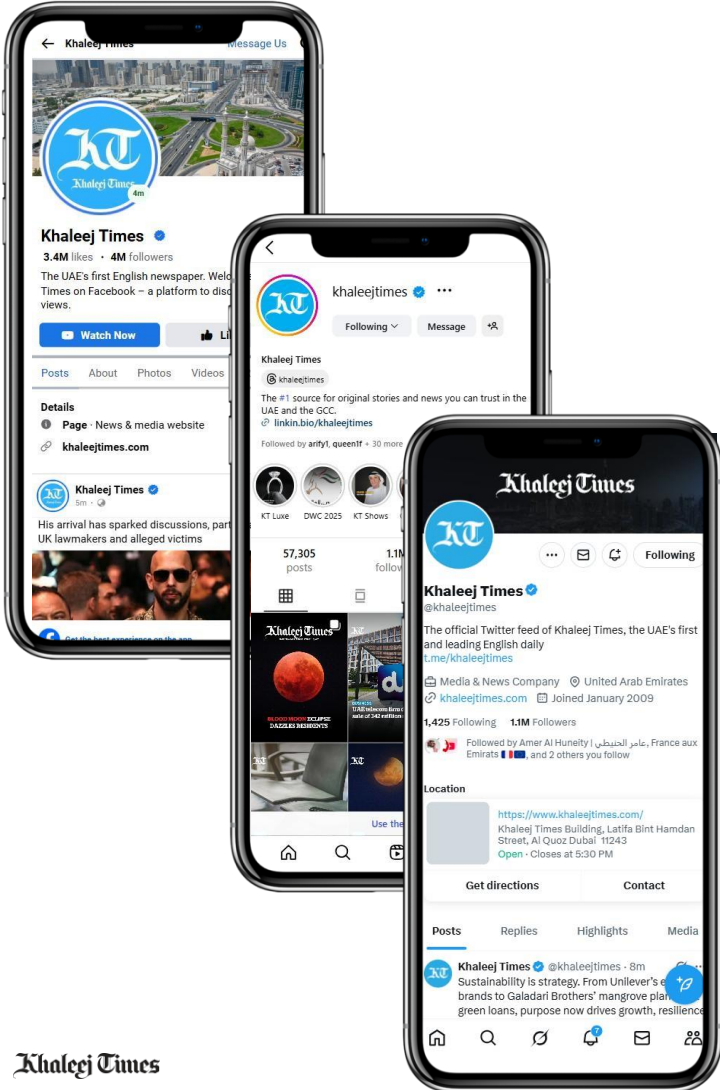
Domain	Desktop	Mobile
🇦🇪 khaleejtimes.com	26.3%	73.7%
🇦🇪 gulfnews.com	27.0%	73.0%

Data: Visits and Page views
Source: Similar Web Audience
Traffic: Websites

50% of the total UAE market share collectively held by all competitors combined.


INTRODUCTION


Our Social Media reach




 **Facebook: +4M Followers**

 **Instagram: +1M Followers**

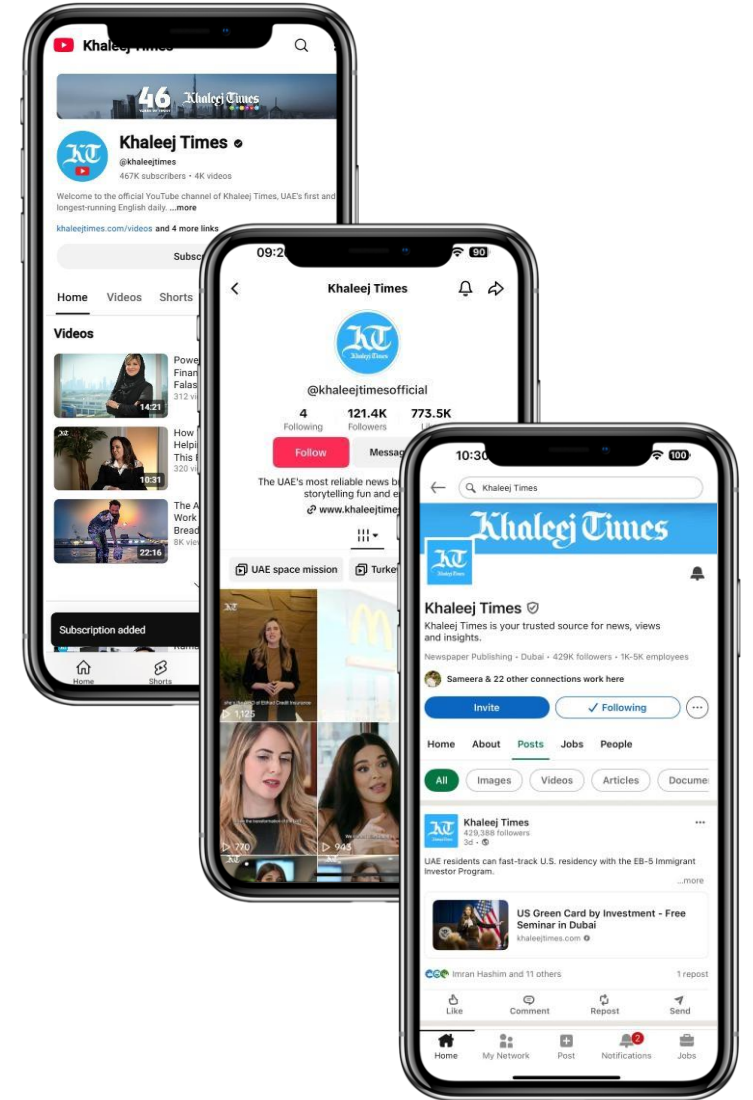
 **YouTube: +445K Subscribers**

 **TikTok: +121.5K Followers**

 **X: +1.1M Followers**

 **LinkedIn: +430K Followers**

5.4M+
KT Social media reach



High user engagement



Most Read Topics

UAE

TRAVEL

TECHNOLOGY

BUSINESS

LIFESTYLE

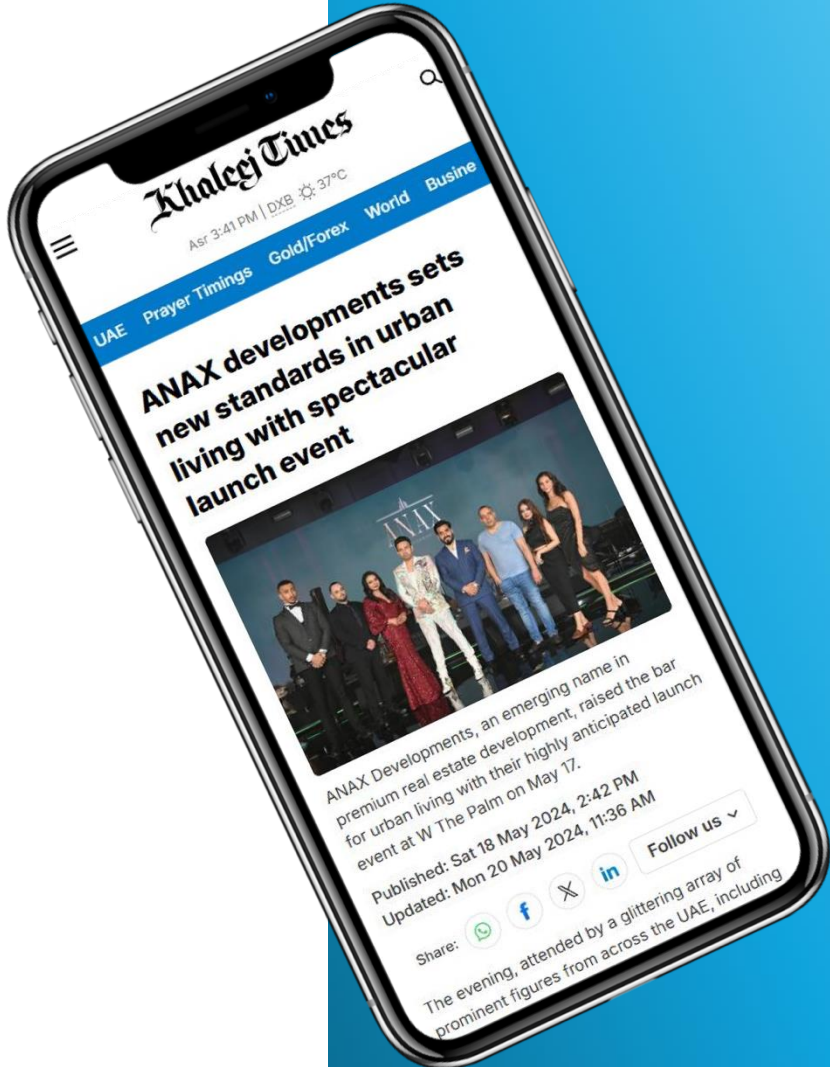
PROPERTIES



7M+
unique browsers



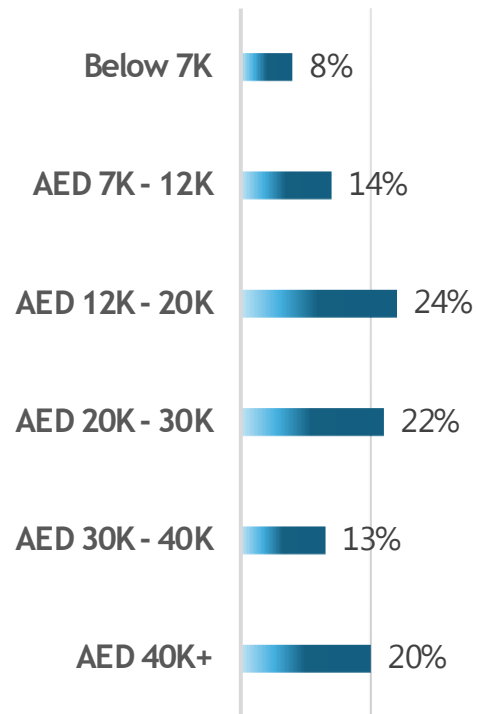
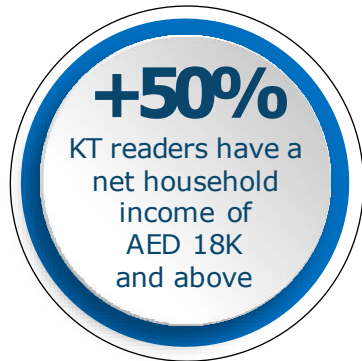
3 minutes
Average time spent/session



INTRODUCTION

High Household Income (HHI) Above Average for High Earners

Premium Audience, Premium Impact - NRS 2024 confirms KT's audience as high-income, luxury-focused, and culturally engaged.



Shukran



Khaleej Times