

FOOD

BUSINESS

GULF & MIDDLE EAST

2026 MEDIA PLANNER

PRINT & DIGITAL



- HIGHLY TARGETED READERSHIP • OVER 50,000 ONLINE READERS
- DISTRIBUTED AT ALL MAJOR INDUSTRY RELATED EVENTS

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SCAN TO DOWNLOAD
MEDIA PLANNER 2026



SCAN TO DOWNLOAD
PREVIOUS MAGAZINE

Food Business Gulf & Middle East is designed to serve the fast growing Food, Fresh Produce, Ingredients, Bakery, Hotel, Hypermarkets, Restaurants & Catering industries in the Gulf and Middle East region by providing expert information to our readers in our four comprehensive issues in a year.

It is circulated throughout the Middle East region and worldwide in addition to the extra distribution at various food & beverage, catering & hotel, fresh and perishable shows. The magazine provides editorial coverage on a wide range of topics that are of interest to industry professionals.

Food Business Gulf & Middle East carries news, events, industry spotlights, exports & imports, special features, country updates, interviews and success stories. The magazine is essential reading for anyone with a serious interest in the region's Food, Beverage, Hotel and Catering industries. Food Business Gulf & Middle East is a Matt Media Publication.

**14,588 MAGAZINE
SUBSCRIBERS**

**50,000+
ONLINE READERSHIPS**

CIRCULATION BY PRODUCT SECTORS

Suppliers and Buyers of Ingredients, Food Products, Beverages	3260
Exporters and Importers of Processing and Packaging Equipment	2800
Suppliers & Buyers of Fruit & Vegetables, Fresh Produces	1780
Retailers, Hypermarkets, Cool Chains, Logistics Industries	1300
Government Trade Organizations	110
International Airlines	38
Major Resorts & Restaurants	1800
Business Hotels and Catering Outlets	3500

TOTAL 14,588

CIRCULATION BY COUNTRY

GCC Circulation

Bahrain	21
Kuwait	750
Oman	790
Qatar	688
Saudi Arabia	2756
UAE	6259

Others

Cyprus	88
Lebanon	120
Jordan	156
Egypt	250
Turkey	250
International Circulation	2460

Total 14,588

Online Readership 50,000+

2026 Events

- Sigep (Rimini, Italy, Jan 16-20, 2026)
- World of Coffee Dubai (Dubai, UAE, Jan 18-20, 2026)
- Gulfood (Dubai, UAE, Jan 26-30, 2026)
- ISM Cologne (Cologne, Germany, Feb 01-04, 2026)
- Fruit Logistica (Berlin, Germany, Feb 04-06, 2026)
- Thaifex Horec Asia (Bangkok, Thailand, Mar 11-13, 2026)
- FHA Food & Beverage (Singapore, April 21-24, 2026)
- MACFRUT (Rimini, Italy, April 21-23, 2026)
- Interpack Processing & Packaging (Dusseldorf, Germany, May 07-13, 2026)
- Tuttofood (Milano, Italy, May 11-14, 2026)
- PLMA (The Netherlands, May 19-20, 2026)
- Thaifex Anuga Asia (Bangkok, Thailand, May 26-30, 2026)
- The Hotel Show (Dubai, UAE, June 02-04, 2026)
- The Africa Food Show (Cape Town, SA, June 10-12, 2026)
- EXPOCulinaire (Sharjah, UAE, June 22-24, 2026)
- SNACKEX (FIL Expo, Portugal, June 17-18, 2026)
- Africa Food Show - Kenya (Nairobi, Kenya, Aug 19-21, 2026)
- Asia Fruit Logistica (Hong Kong, Sept 02-04, 2026)
- Polagra (Poznan, Poland, Sept 23-25, 2026)
- SAUDIFOOD Manufacturing (Jeddah, Saudi Arabia, 27-29 September 2026)
- The SaudiFood Show(Jeddah, Saudi Arabia, 27-29 September 2026)
- Anuga Select India (Mumbai, India, Sep 29-Oct 01, 2026)
- Sirha Arabia (Riyadh Front Expo, Saudi Arabia, Oct 2026)
- Fruit Attraction (Madrid, Spain, Oct 06-08, 2026)
- Global Food Week (Abu Dhabi, UAE, Oct 06-08, 2026)
- Sial France (Paris, France, Oct 17-21, 2026)
- Saudi Agrofood (Riyadh, Saudi Arabia, Oct 19-22, 2026)
- Host (Milano, Italy, Oct 22-26, 2026)
- ISM Middle East (Dubai, UAE, Nov 03-05, 2026)
- Private Label Middle East (Dubai, UAE, Nov 03 -05, 2026)
- Gulfood Manufacturing (Dubai, UAE, 03-05 Nov 2026)
- GulfHost (Dubai, UAE, 03-05 Nov 2026)
- Menope/Organic Natural (Dubai, UAE, Nov 16-18, 2026)
- Free From Food Dubai (Dubai, UAE, Nov 16-18, 2026)

Readers are encouraged to verify event details directly with the respective organizers before making travel or participation arrangements.

EDITORIAL CALENDAR 2026

JANUARY - MARCH

Show Coverage

- Sigep (Rimini, Italy)
- Gulfood (Dubai, UAE)
- Fruit Logistica (Berlin, Germany)
- Thaifex Horec Asia (Bangkok, Thailand)

News

Interviews

Middle East Update

Bahrain, Cyprus, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Turkey, UAE

Taiwan Update

Food Processing & Packaging

Country Exports

Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Denmark, France, Germany, India, Ireland, Italy, Malaysia, Mexico, New Zealand, Poland, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, The Netherlands, UK, USA, Norway, Greece, Morocco, Guatemala, Hongkong

Industry Highlights

Ingredients & Additives, Flavours & Spices, Oils & Gourmet, Chocolates & Confectionery, Cereals & Cereals Products, Nuts & Dried Fruits, Agrofood, Seafood, Dates, Honey, Snacks, Bakery, Meat & Poultry Products, Halal & Organic Products, Dairy Products, Tea & Coffee, Filling and Packing Industry, Food & Meat Processing Equipment

Drinks and Beverages

Fruits & Vegetables

Fresh Produce

APRIL - JUNE

Show Coverage

- Tuttofood (Milano, Italy)
- Thaifex Anuga Asia (Bangkok, Thailand)
- The Hotel Show (Dubai, UAE)
- The Africa Food Show (Cape Town, South Africa)

News

Interviews

Middle East Update

Bahrain, Cyprus, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Turkey, Tunisia, UAE, Yemen

Taiwan Update

Food Processing & Packaging

Country Exports

Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Denmark, France, Germany, India, Ireland, Italy, Malaysia, Mexico, New Zealand, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, UK, USA, The Netherlands, Greece, Morocco, Guatemala, Hongkong

Industry Highlights

Ingredients & Additives, Flavours & Spices, Oils & Gourmet, Chocolates & Confectionery, Cereals & Cereals Products, Nuts & Dried Fruits, Dates, Honey, Snacks, Bakery, Meat and poultry Products, Halal and organic Products, Dairy Products, Tea and coffee, Kitchen and Hotel Equipment, Filling and Packing Industry, Food & Meat Processing Equipment

Drinks and Beverages

Fruits & Vegetables

Fresh and Canned

JULY - SEPTEMBER

Show Coverage

- Asia Fruit Logistica (Hong Kong)
- SaudiFood Manufacturing (Jeddah, Saudi Arabia)
- The SaudiFood Show (Jeddah, Saudi Arabia)
- Polagra (Poznan, Poland)
- Saudi Agrofood (Riyadh, Saudi Arabia)
- Sial France (Paris, France)
- Global Food Week (Abu Dhabi, UAE)

News

Interviews

Middle East Update

Bahrain, Cyprus, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Turkey, Tunisia, UAE

Taiwan Update

Food Processing & Packaging

Country Exports

Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Denmark, France, Germany, India, Ireland, Italy, Malaysia, Mexico, New Zealand, Poland, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, The Netherlands, UK, USA, Greece, Morocco, Mauritius, Guatemala

Industry Highlights

Agrofood, Ingredients & Additives, Flavours & Spices, Chocolates & Confectionery, Cereals & Cereals Products, Nuts & Dried Fruits, Dates, Honey, Snacks, Bakery, Meat & Poultry Products, Halal & Organic Products, Dairy & Seafood, Tea & Coffee, Hotel, Hospitality and Catering, Products, Kitchen & Hotel Equipment, Filling and Packing Industry, Food & Meat Processing Equipment

Drinks and Beverages

Fruits & Vegetables

Fresh Produce

OCTOBER - DECEMBER

Show Coverage

- Gulfood Manufacturing (Dubai, UAE)
- GulfHost (Dubai, UAE)
- ISM Middle East (Dubai, UAE)
- Private Label and Licensing Expo (Dubai, UAE)
- Free From Food Dubai (Dubai, UAE)

News

Interviews

Middle East Updates

Bahrain, Cyprus, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Turkey, Tunisia, UAE, Yemen

Taiwan Update

Country Exports

Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Denmark, France, Germany, India, Ireland, Italy, Malaysia, Mexico, New Zealand, Poland, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, The Netherlands, UK, USA, Greece, Morocco, Guatemala, Hongkong

Industry Highlights

Food Packaging & Processing

Ingredients & Additives

Flavours & Spices, Oils & Gourmet, Bakery, Sweets & Snacks, Chocolates & Confectionery, Cereals, Nuts & Dried Fruits, Dates, Honey, Meat & Poultry Products, Halal & Organic Products, Dairy Products, Seafood, Tea & Coffee, Hospitality & Catering, Kitchen & Hotel Equipment, Filling & Packing Industry, Food & Meat Processing, Fresh Produce

Drinks and Beverages

ADVERTISEMENT PRINT & ONLINE

ADVERTISEMENT RATES

COLOUR	USD
Double Page Spread	4500
Inside Full Page	2530
Inside Half Page(1/2)	1750
Inside One Third Page(1/3)	1600
Inside Quarter Page(1/4)	1200

SPECIAL POSITIONS

Back Cover	6000
Inside Front Cover	4500
Inside Back Cover	4500
Page 1	4000
Page 3	3500
Page 5	3250

COVER STORY

Front Cover + 2 Pages Story	8000
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ADVERTORIAL RATES

1 Page	2000
2 Pages	3000
3 Pages	4000

LOOSE INSERTS (Distribution only)

1 Page	1000
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5% VAT is applicable.

ADVERTISEMENT SIZES

Double Page Spread (Trim)	420 (W) X 297 (H) mm
Full Page (Trim)	210 (W) X 297 (H) mm
Full Page (Type Area)	182 (W) X 262 (H) mm
Half Page (Vertical)	90 (W) X 262 (H) mm
Half Page (Horizontal)	182 (W) X 131 (H) mm
One Third Page(1/3) (Vertical)	94 (W) X 198 (H) mm
One Third Page(1/3) (Horizontal)	182 (W) X 96 (H) mm
Quarter Page (Vertical)	90 (W) X 131 (H) mm
Quarter Page (Horizontal)	182 (W) X 66 (H) mm

DISCOUNTS FOR SERIES BOOKING

- 3-4 insertions 10% discounts.
- Above 4 Insertions 15% discounts

COPY REQUIREMENTS

- High resolution digital files including PDF, JPEG with progressive colour proof.
- File Resolution: 300 dpi
- Copy: To reach the publisher's office 30 days prior to the cover date.
- Cancellation Policy: 60 days prior to publication date.

DOUBLE PAGE
SPREAD

FULL
PAGE

HALF PAGE
HORIZONTAL

HALF PAGE
VERTICAL

QUARTER PAGE
HORIZONTAL

QUARTER
PAGE
VERTICAL

DIGITAL SERVICES

WEB & E-NEWSLETTER BANNER RATE IN USD

Web Banner Size	1 Month	2 Months	3 Months	6 Months	1 year
Top Banner (above & under menu bar) 1300px (W) x 90px (H)	\$ 1,500.00	\$ 2,000.00	\$ 2,500.00	\$ 5,000.00	\$ 7,000.00
Leader Board 1100px (W) x 96px (H)	\$ 1,250.00	\$ 1,750.00	\$ 2,250.00	\$ 4,000.00	\$ 6,000.00
Header Banner (Left or Right) 650px (W) x 96px (H)	\$ 1,000.00	\$ 1,500.00	\$ 2,000.00	\$ 3,000.00	\$ 5,000.00
Vertical Rectangle 349px (W) x 400px (H)	\$ 900.00	\$ 1,350.00	\$ 1,800.00	\$ 2,750.00	\$ 4,000.00
Large Rectangle 349px (W) x 250px (H)	\$ 800.00	\$ 1,200.00	\$ 1,600.00	\$ 2,500.00	\$ 3,500.00
Small Banner 349px (W) x 96px (H)	\$ 600.00	\$ 1,000.00	\$ 1,300.00	\$ 2,000.00	\$ 3,000.00
E-Mail Shot	For 15,000 clients (CUSTOMISED)			\$ 2,500.00	
Social Media	Facebook or Twitter or LinkedIn or Instagram			\$ 1,500.00	
Content Marketing (Web)	Web article (1 month) (It will be shared to all our social media platforms)			\$ 750.00	
Content Marketing (E-Newsletter)	Content will be uploaded on our website and shared in our biweekly newsletter			\$ 1000.00	
Video Slots	Per Post			\$ 1000.00	
Event Listing	Event Partners & Upcoming Events w/ Logo			\$ 500.00	

TOP BANNER (ABOVE MENU BAR)

LEADER BOARD BANNER

TOP BANNER (BELOW MENU BAR)

HEADER AD BANNER - LEFT HEADER AD BANNER - RIGHT

VERTICAL
RECTANGLE

LARGE
RECTANGLE

SMALL BANNER

EXHIBITION SERVICES

ROLL-UP BANNERS
CUSTOM FEATHER FLAG
FABRIC BANNERS

STICKERS
FOAM BOARD
SIGNAGE

STEP & REPEAT BANNERS
BUSINESS CARDS
FLYERS & BROCHURES

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