



Synovate EMS Middle East 2009

Latest results show regional media reach - Print

Amsterdam - Synovate, a leading global market intelligence company released media data from 8 markets in the Middle East. The data were collected mid-June to beginning of September 2008.

Average Issue Readership		Gulf		Non-Gulf		EMS ME 2009	
		abs	%	abs	%	abs	%
Total		1.120.000	100,0%	630.000	100,0%	1.750.000	100,0%
		Audience	AIR	Audience	AIR	Audience	AIR
dailies Arabic	Al Hayat International	118.255	10,6%	-	0,0%	118.255	6,8%
	Al Watan	159.453	14,2%	-	0,0%	159.453	9,1%
	Asharq Al Awsat	150.362	13,4%	-	0,0%	150.362	8,6%
dailies English	Financial Times	13.026	1,2%	2.887	0,5%	15.913	0,9%
	International Herald Tribune	4.748	0,4%	304	0,0%	5.052	0,3%
	Wall Street Journal	4.343	0,4%	2.829	0,4%	7.172	0,4%
weeklies Arabic	Al Balagh	6.624	0,6%	-	0,0%	6.624	0,4%
	AL Kifah Al Arabi	9.086	0,8%	1.744	0,3%	10.830	0,6%
weeklies English	Newsweek in Arabic	13.951	1,2%	11.855	1,9%	25.806	1,5%
	BusinessWeek	45.756	4,1%	8.583	1,4%	54.339	3,1%
	Newsweek International edition	12.291	1,1%	4.381	0,7%	16.672	1,0%
	The Economist	16.079	1,4%	13.422	2,1%	29.501	1,7%
	TIME	22.588	2,0%	20.241	3,2%	42.828	2,4%
fortnightlies	Middle East International	11.885	1,1%	2.095	0,3%	13.979	0,8%
	Forbes, in English	12.767	1,1%	1.413	0,2%	14.179	0,8%
	Fortune	9.014	0,8%	2.824	0,4%	11.838	0,7%
	Property Guide	15.272	1,4%	5.915	0,9%	21.187	1,2%
monthlies Arabic	Al Eqtisadi	50.274	4,5%	-	0,0%	50.274	2,9%
	Al Mai Wal Alam	19.406	1,7%	22.236	3,5%	41.642	2,4%
	CNBC Arabiya Middle East Business Magazine - Arabic	5.266	0,5%	-	0,0%	5.266	0,3%
	Ektsadyat	11.605	1,0%	-	0,0%	11.605	0,7%
	Forbes Arabia	4.278	0,4%	-	0,0%	4.278	0,2%
	Saneou Al Hadath	13.217	1,2%	-	0,0%	13.217	0,8%
	Al Mustaqbal Al Arabi	19.881	1,8%	-	0,0%	19.881	1,1%
monthlies English	Al Mostathmeroon	7.306	0,7%	-	0,0%	7.306	0,4%
	Business & Finance Club Magazine	6.480	0,6%	1.254	0,2%	7.734	0,4%
	CEO Middle East - English Edition	4.939	0,4%	-	0,0%	4.939	0,3%
	CNBC Arabiya Middle East Business Magazine - English	1.768	0,2%	-	0,0%	1.768	0,1%
	GO	1.845	0,2%	-	0,0%	1.845	0,1%
	Gulf Business	32.366	2,9%	-	0,0%	32.366	1,8%
	Gulf Financial Insider	4.236	0,4%	-	0,0%	4.236	0,2%
	National Geographic, in English	8.182	0,7%	3.016	0,5%	11.197	0,6%
	The Middle East	12.566	1,1%	1	0,0%	12.567	0,7%
in-flights bi-monthly	Egypt Air – Horus	4.626	0,4%	27.571	4,4%	32.197	1,8%
	Kuwait Airways - Al Buraq	8.119	0,7%	973	0,2%	9.092	0,5%
	Royal Jordanian Airlines - Royal Wings Magazine	3.758	0,3%	695	0,1%	4.453	0,3%
in-flight monthly	Emirates - Dubai Voyager	15.227	1,4%	243	0,0%	15.470	0,9%
	Emirates - Open Skies	10.691	1,0%	65	0,0%	10.755	0,6%
	Etihad Inflight	11.537	1,0%	-	0,0%	11.537	0,7%
	Gulf Air – Gulf Life	6.966	0,6%	225	0,0%	7.191	0,4%
	Gulf Air – On Air	5.504	0,5%	16	0,0%	5.520	0,3%
	Qatar Airways – Oryx	9.002	0,8%	5	0,0%	9.006	0,5%
	Saudi Arabian Airlines - Ahlan Wasahlan	55.297	4,9%	973	0,2%	56.270	3,2%

* Gulf: KSA, UAE, Bahrain, Kuwait, Qatar
Non-Gulf: Jordan, Lebanon, Egypt