

ANNAS NEWS

Media Kit

Advertise With Us



الناس نيوز
ANNAS NEWS

52 EAST STREET, HADFIELD
MELBOURNE, VIC 3046

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www.annasnews.com

Annas News

Our Reach

100k+
Regular Readers

Approx. since launch of website in early 2020.

Top 5 Readership Communities

Arabic is now the 3rd most spoken Language in Australia behind English and Mandarin (Chinese). Arab speakers constitute 1.4 percent of the Australian population up by 0.1 percent from the last Census in 2011.

Today there are 34,554 more Arabic speakers than there were in 2011, making the total Arabic speakers 321,728.

- 1- Lebanese**
- 2- Iraqi**
- 3- Egyptian**
- 4- Syrian**
- 5- Sudanese**

The Digital Experience



Annas News offers a complete cross-platform news experience enjoyed by Australians and Arabic readers every day. Our website is the most visited Australian publication with original Arabic content.

Leadership

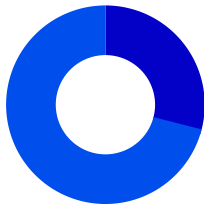
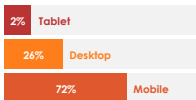
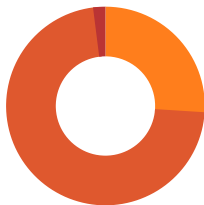


Johnny is a talented and creative journalist with a commitment to high-quality research and writing. His history of achievement in the industry spans more than 25 years of public affairs, political and economical reporting across the MENA region's most accomplished publications.

Johnny is versatile with experience in writing and reporting across a variety of platforms, including print, television, and online social media .

Founder & Editor – In – Chief
Johnny Abo

Annas News Insights



Annas News

Politics

Australian Politics

Annas the gateway for Arab readers to learn about and stay updated on Australia's political climate.

Arab Politics

With deep expertise, we of our readers an unbiased take on political developments in the Arab world.

Global Politics

From around the globe, we cover the biggest and most interesting events in the world of politics.



Annas News

Economy

Technological

Delivering the latest updates on technology, innovation and their potential impact on the economy.

Money

Sharing the latest analyses and tips & tricks on currency, money, and global economies.

Global Markets

Covering the latest developments impacting global markets, exchanges and companies.

VS



Annas News

Sport

Australian Sports

Our website includes the latest on Australian sport including AFL, Tennis, and Cricket.

Global Sports

Covering all internationally popular sports events such as Soccer, Tennis, Racing & more.

Arab Sports

Sharing the Arab World's involvement with global sports events such as the Olympics and the World Cup.



Annas News

Arts

Literature

Reporting on the latest and most impactful literature within the Arab World, Australia, and globally.

Television

Reporting on the latest television series and films in Australian, the Arab world, and globally.

Arts & Music

Reporting with depth and taste on multicultural art and the latest music by the most trending artists.



Annas News

Lifestyle

Technology

The latest technological updates affecting and improving our world.

Health & Travel

Airlines, hotels, safety, measures, medicine, and more reported about.

Fashion

The hottest trends and newest and upcoming fashion news.



Advertising with Us

Annas News offers a dynamic range of options to enable to reach and engage with Australia's Arab community. Feel free to contact us for more bespoke media solutions.

Digital Banner Placements

	Monthly	Quarterly	Half-Yearly	Yearly
Other Pages	\$1150	\$3,100	\$5,800	\$11,000
Home Page	\$1400	\$3,700	\$7,100	\$13,400

- A one off fee of \$200 applies if translation of digital banners is required.
- Banners can be designed or Arabic and/or English for \$500

Video Placements

	Monthly	Quarterly	Half-Yearly	Yearly
Other Pages	\$1400	\$3,700	\$7,100	\$13,400
Home Page	\$1,800	\$4,800	\$9,100	\$17,400

Articles and Public Announcements

	300 - 500 words	500 - 1,000 words	1,000 - 1,500 words
Article Writing	\$250	\$500	\$750
Article Translation	\$150	\$300	\$550
Ready Article Publishing	\$400		
Social Media Content Distribution	\$50		

Testimonials

AUSTRALIA SAUDI
BUSINESS COUNCIL

"Annas news is one of the Australia Saudi Business Council's most valued sources of objective, thorough, and timely news on the developments occurring in the MENA region."

-
Mr. Saïd El-Saadi,
General Manager



"Annas News has played an important role during Covid19, where Annas News translated all the updated information into Arabic in a very professional way to get the information out as soon as possible to the community."

-
Dr Michael Kheirallah,
Chairperson

Arab Bank Australia

"The Annas News team is the perfect cross-cultural and lingual conduit of our brand's messaging and are a great source of high quality arabic content."

-
Naim Melhem,
State Manager



"Personally, and as part of my role in AACCI, I find Annas News indispensable to keeping myself and my team up to date on the latest news relating to the Arab world and Australia's Arab community."

-
Bassel Dabbagh,
Committee Member



Contact Us

**Thank you for your interest in advertising
with Annas News!**

Please connect with us below for pricing
and getting started

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