

MEDIA KIT  
ADVERTISE WITH US



# ABOUT US

## WHO WE ARE

Annas News is Australia's premier online newspaper, focusing on global news, economic, political, opinion and more. Operating in Arabic, we bridge continents, connecting Australian perspectives with the Arab world in a digital space.

## VISION

To become a beacon of cross-cultural understanding fostering a global community. We aspire to be the go-to source for readers facilitated by our commitment to high-quality journalism.

## MISSION

To educate and empower readers by providing them with in-depth, well-researched news content. We aim to foster dialogue and connection, promoting understanding between Australia and the Arab world

# LEADERSHIP



Meet Mr Marwan Dabbagh, our esteemed founder and investor, a distinguished businessman with a wealth of experience. With a keen eye for strategic investments and a commitment to fostering growth, Mr Dabbagh has played a pivotal role in the success and development of Annas News.

His dedication to excellence and innovation aligns seamlessly with our commitment to delivering high-quality news content to our audience. We are proud to have him as a driving force behind Annas News, contributing to its continued success and prominence in the media landscape

# LEADERSHIP



Meet Johnny Abo, our visionary founder and Editor-in-Chief, an immensely creative journalist with over 25 years of proven excellence in public affairs, political, and economic reporting. Johnny's versatility shines through his experience across print, television, and online social media platforms.

His commitment to high-quality research and writing has been a driving force, ensuring that Annas News delivers captivating and insightful content. Join us on this journalistic journey led by Johnny Abo, where creativity meets a rich history of industry success, offering readers a truly immersive and enlightening news experience.



# INSIGHTS

1,100,000+

All Time Views

20,500+

Published Posts

7,700,000+

Words Written

75,000+

Average Monthly Views

## TOP COUNTRIES



Australia



Syria

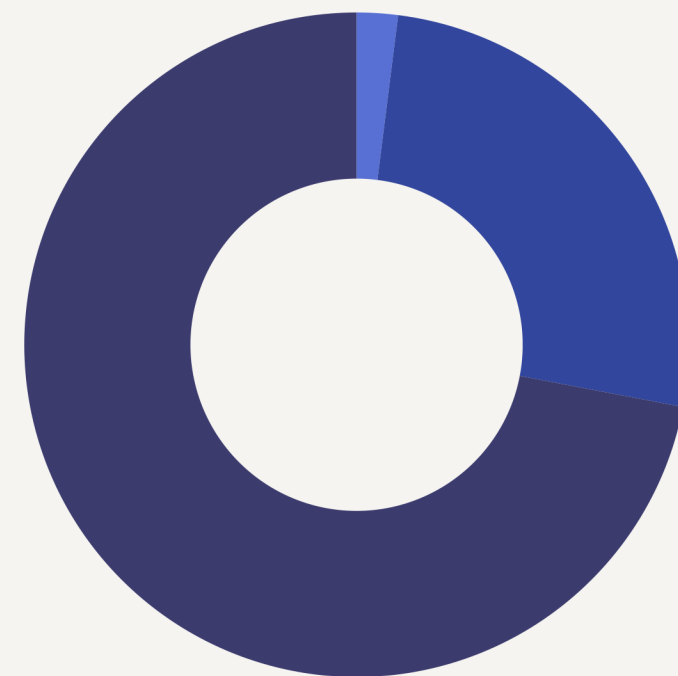


United States



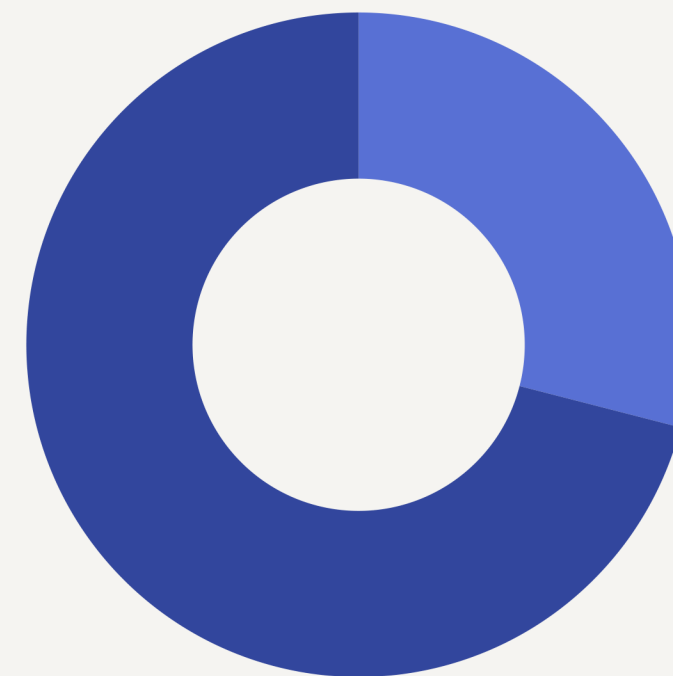
Saudi Arabia

## TOP MEDIUMS



2% Tablet  
26% Desktop  
72% Mobile

## READERSHIP



29% New  
71% Returning



# COVERAGE

# POLITICS

## AUSTRALIAN POLITICS

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

## ARAB POLITICS

Offering a well-researched 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.





# COVERAGE

## TECHNOLOGICAL

Delivering the latest updates on technology, innovation, and their 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, exchange, and companies

# ECONOMY



A close-up, warm-toned photograph of a fountain pen with a gold-colored nib and barrel, resting on a piece of aged, yellowed paper with faint, illegible cursive handwriting. The pen is positioned diagonally from the top left towards the center. The background is a solid, light blue-grey color.

# COVERAGE

# OPINION

## ANALYSIS AND COMMENTARY

Uncover profound insights on global affairs with Middle Eastern luminaries contributing incisive commentary.

## EDITORIALS

Navigate the regional and global discourse through the discerning lens of renowned Middle Eastern writers and philosophers.

## COLUMNS

Embark on a journey of personal reflections and diverse perspectives with celebrated Middle Eastern minds sharing intimate insights.



The background of the entire image is a stack of fashion magazines. The top magazine features a woman's face with blue eyes and red hair. Below it, another magazine shows a woman's face with dark hair and a veil. The word "LIFESTYLE" is written in large white letters across the middle of the stack. A blue horizontal bar is at the top, and a white box with the word "COVERAGE" in black letters is on the right side.

# COVERAGE

## TECHNOLOGY

The latest technological updates affecting and improving our world.

## HEALTH & SAFETY

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

## FASHION

The hottest trends and newest and upcoming fashion news.





# COVERAGE

# SPORT

## AUSTRALIAN SPORTS

Sharing the latest on Australian sports including the AFL, AO, and cricket.

## ARAB SPORTS

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

## GLOBAL SPORTS

Covering all international sports events such as soccer, tennis, racing, and more.



# ADVERTISING



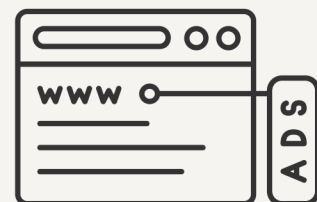
## SOCIAL MEDIA MARKETING

## DIGITAL ADVERTISEMENT



## CONTENT CREATION

## WRITTEN WEBSITE CONTENT



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Starting From 430,000

Manzeene Village  
LARA



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PO BOX 508 RINGWOOD VIC  
BRUCE.ATKINSON@PARLIAMENT.VIC.GOV.AU



877 7188  
INSON.COM.AU

PARLIAMENTARY BUDGET

# 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. Said El-Saadi,  
General Manager**

Annas News has played an important role during COVID-19, where it 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



Annas News is the perfect cross-cultural and lingual conduit for our brand's messaging and is 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

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

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**WWW.ANNASNEWS.COM**