



TWOFOORTYEIGHTAM

2017 MEDIA KIT

“TRY 248AM FOR A SLICE OF KUWAITI LIFE” - CNN.COM

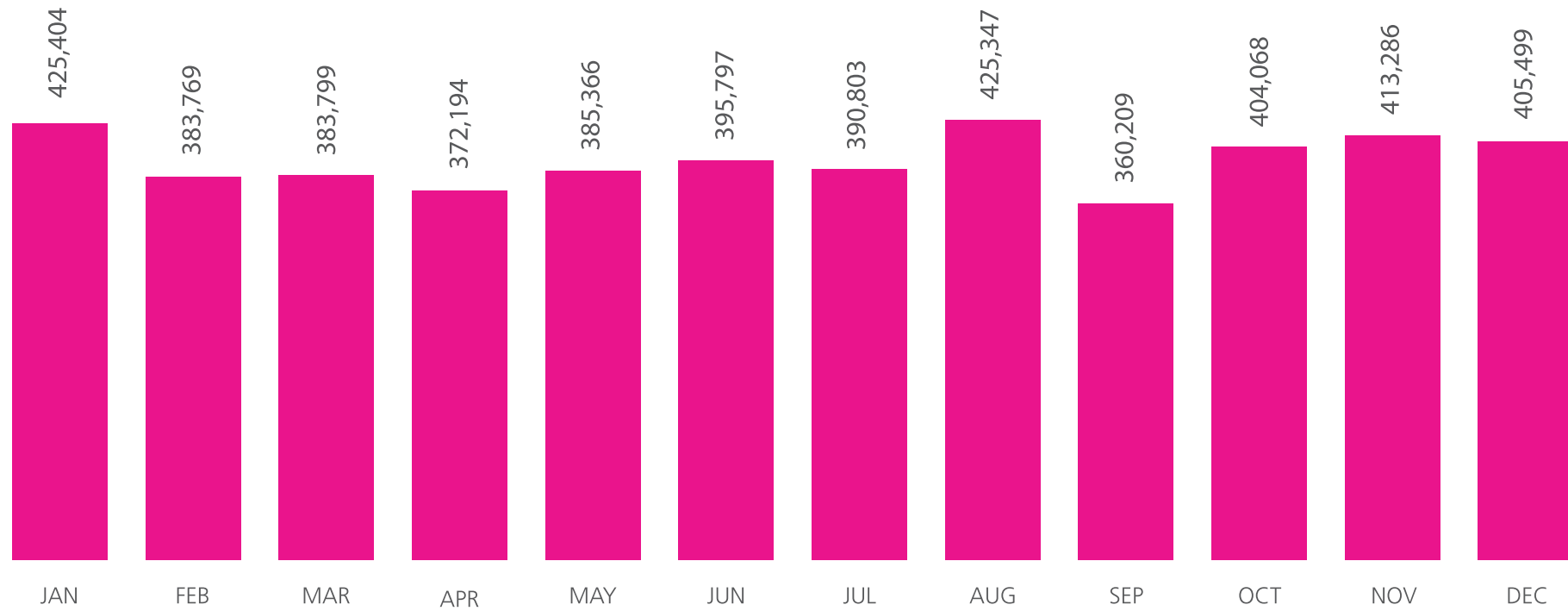
“SINCE MARK ACTS AS A DE FACTO BRAND AMBASSADOR FOR THE GULF NATION OF KUWAIT AND ITS CAPITAL CITY, I ASKED HIM TO BE OUR AUTHORITY ON THE NEW, THE NOW, AND THE RELEVANT AS OF MARCH 2014” - ENTREPRENEUR ME

“THE YOUNG AND THE POWERFUL” - KHALEEJESQUE

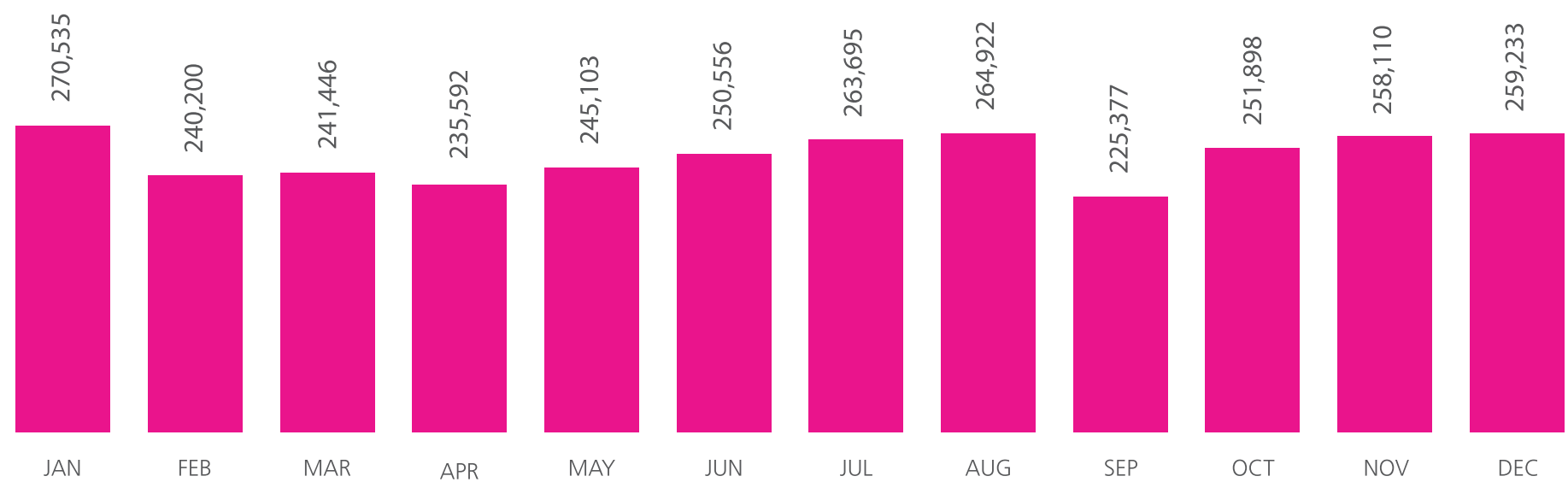
“KUWAIT’S MOST TALKED ABOUT BLOG” - BAZAAR

248AM STATISTICS

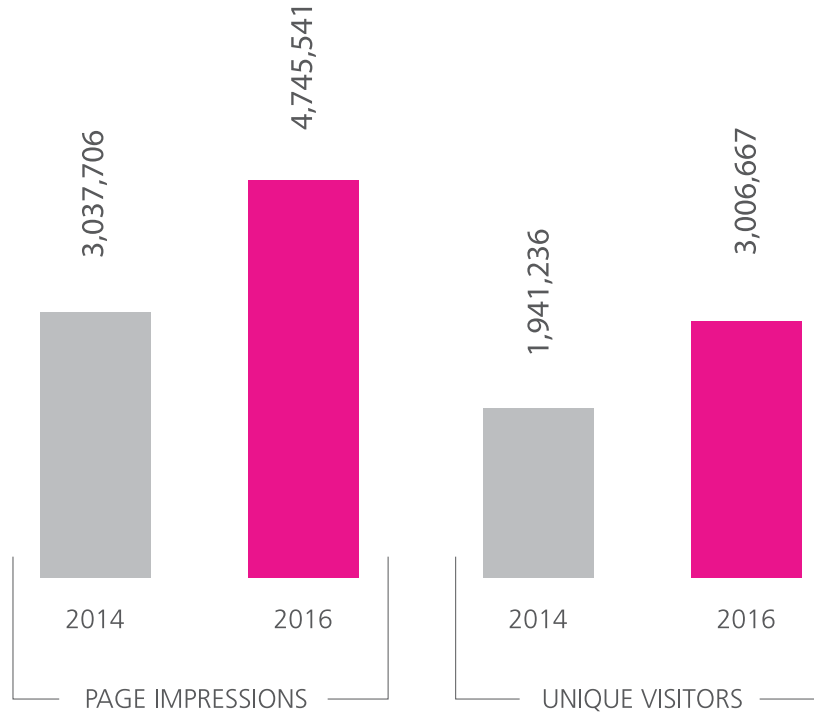
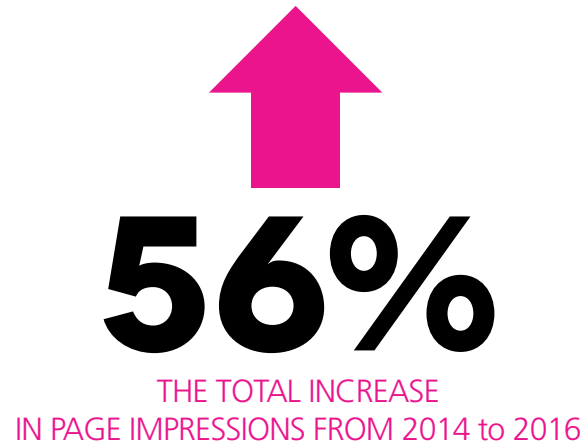
2016 MONTHLY BANNER IMPRESSIONS



2016 UNIQUE MONTHLY VISITORS



2014 VS 2016 STATISTICS COMPARISON

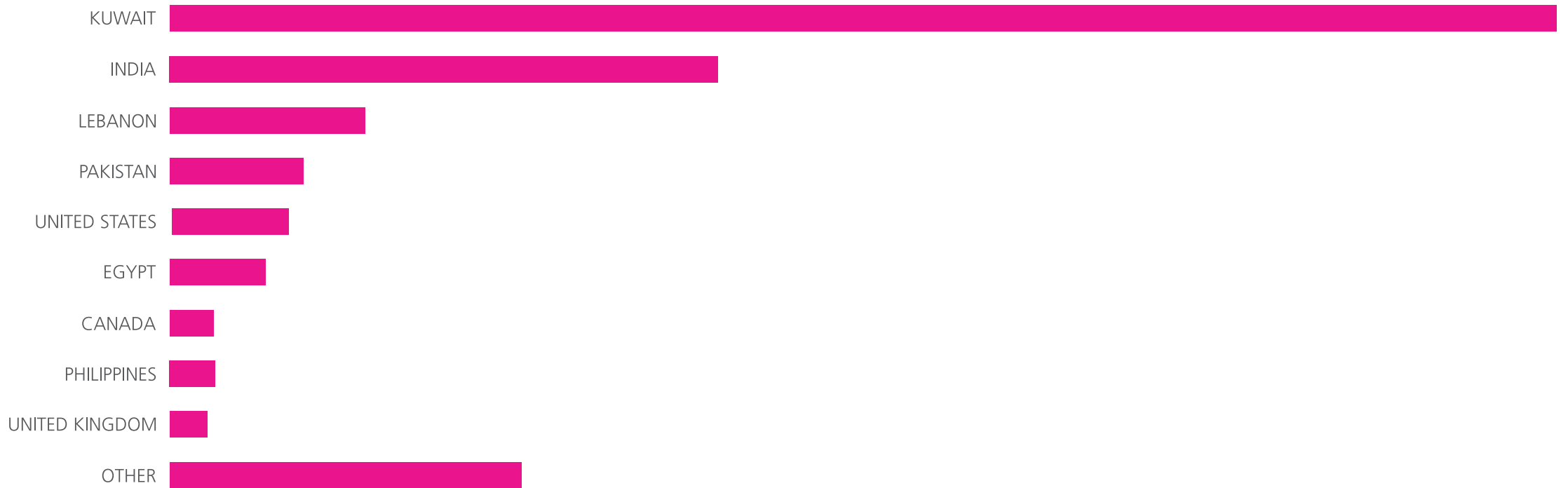


248AM DEMOGRAPHICS

IT'S NOT JUST ABOUT COST-PER-THOUSAND,
IT'S ALSO ABOUT COST-PER-INFLUENCE.

248AM READERS ARE LOYAL, REGULAR READERS WHO ARE
WELL EDUCATED, WELL INFORMED AND VERY ACTIVE LEAVING
200,000+ COMMENTS SPREAD ACROSS 10,000+ POSTS.

READERS NATIONALITY



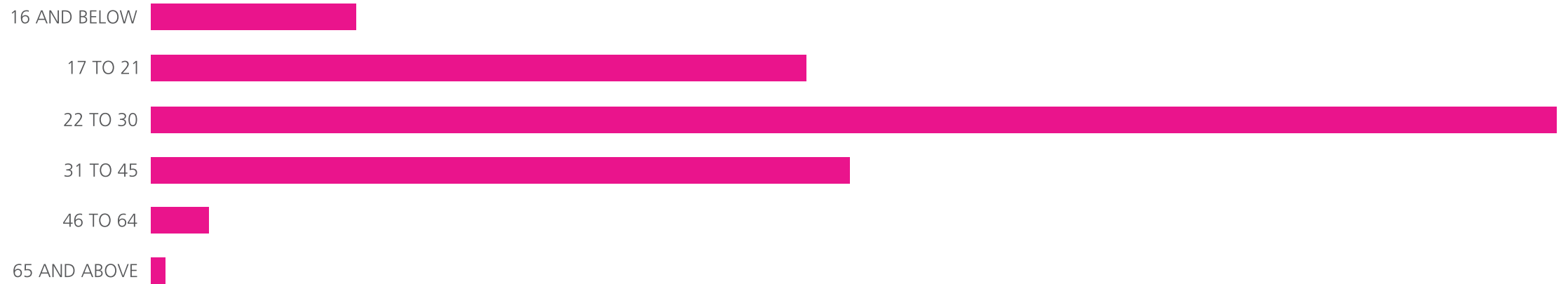
BASED ON 1,000 RESPONSES TO A SURVEY CONDUCTED ON THE BLOG.

READERS GENDER



BASED ON 1,000 RESPONSES TO A SURVEY CONDUCTED ON THE BLOG.

READERS AGE



BASED ON 1,000 RESPONSES TO A SURVEY CONDUCTED ON THE BLOG.

READERS OCCUPATION



BASED ON 1,000 RESPONSES TO A SURVEY CONDUCTED ON THE BLOG.

248AM ADVERTISING OPTIONS

BANNER LOCATIONS

TWOFORTYEIGHTAM

Things to do in Kuwait this Weekend



ALLsaints Now Open in Kuwait



OVO – A New Vegan Restaurant



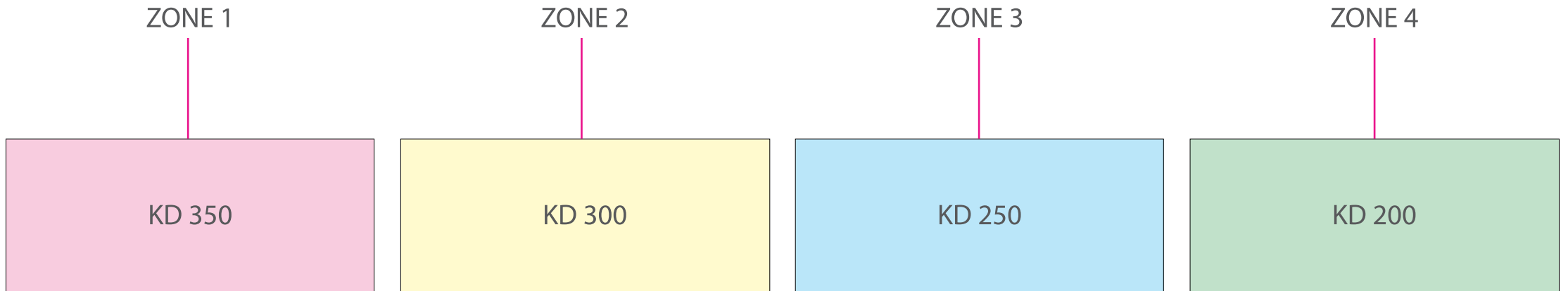
ZONE 1

ZONE 2

ZONE 3

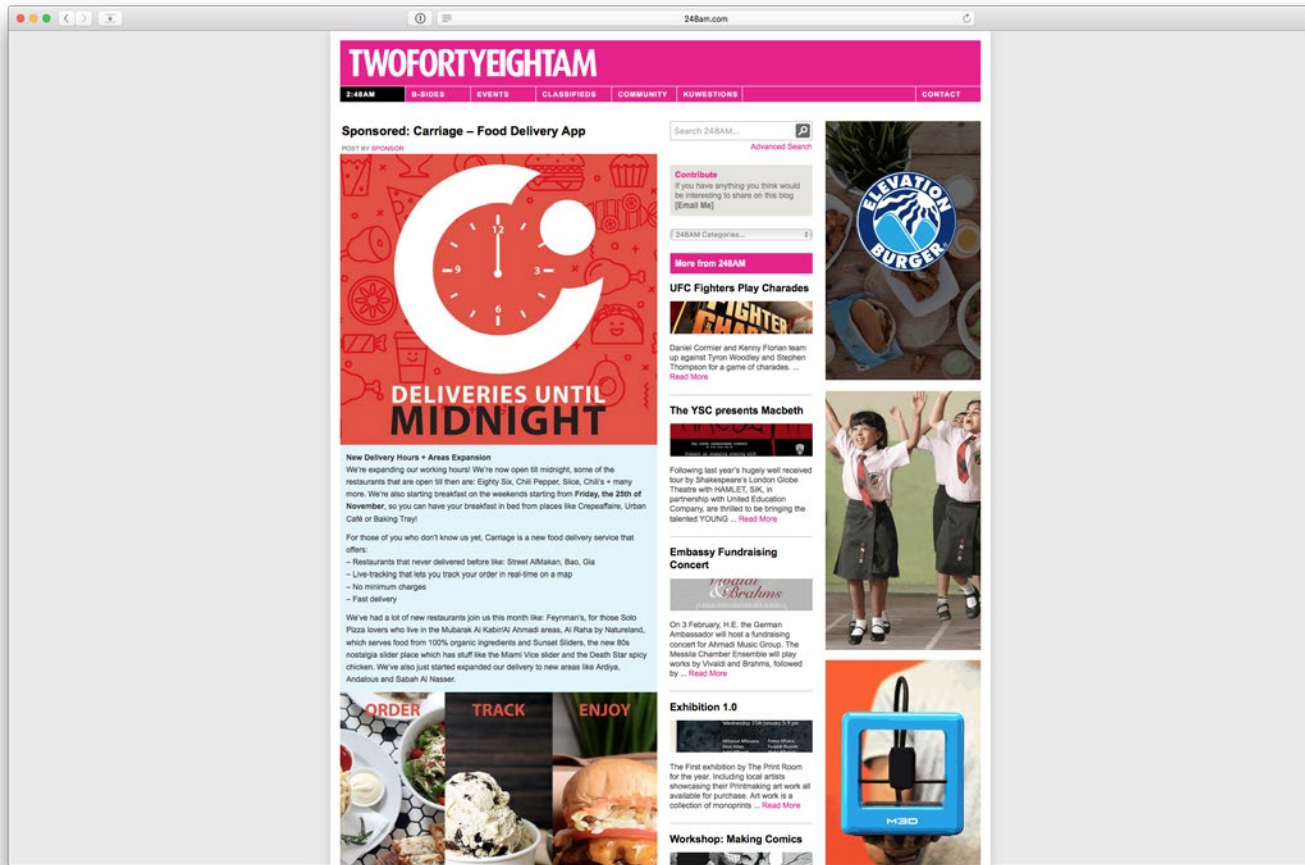
ZONE 4

MONTHLY BANNER PRICES



NOTE: EACH ZONE IS SHARED BY **THREE** OTHER ADVERTISERS.

SPONSORED POSTS

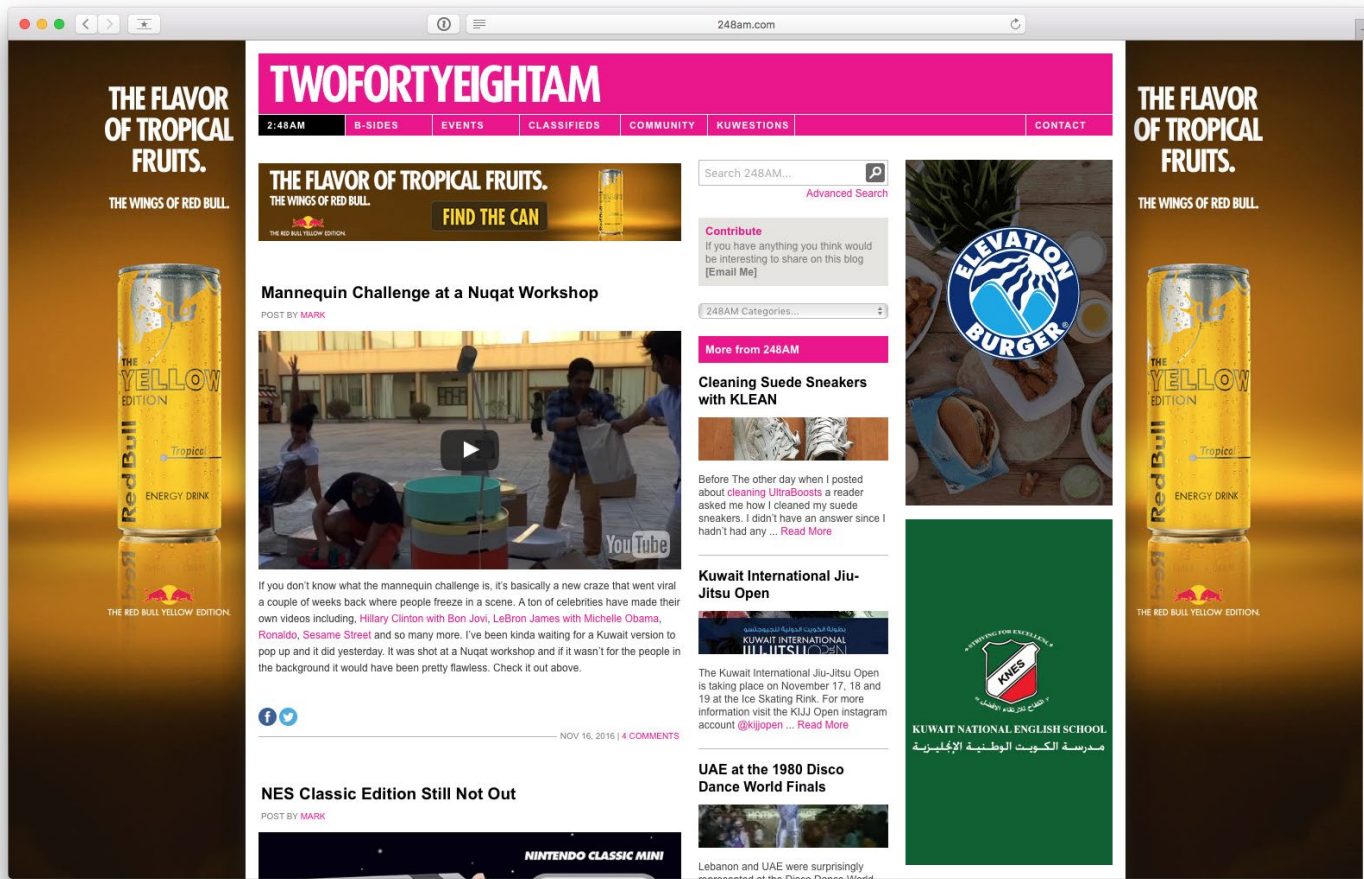


INCLUDES: CONTENT WILL BE PROVIDED BY CLIENT AND CAN INCLUDE IMAGES AND TEXT. TEXT SHOULD NOT EXCEED 500 WORDS.

POST TITLE WILL INCLUDE THE WORD "SPONSORED: " IN THE BEGINNING AND THE POST WILL ALSO HAVE A COLORED BACKDROP INSTEAD OF THE USUAL WHITE TO DIFFERENTIATE IT FROM REGULAR POSTS.

PRICE: KD 500

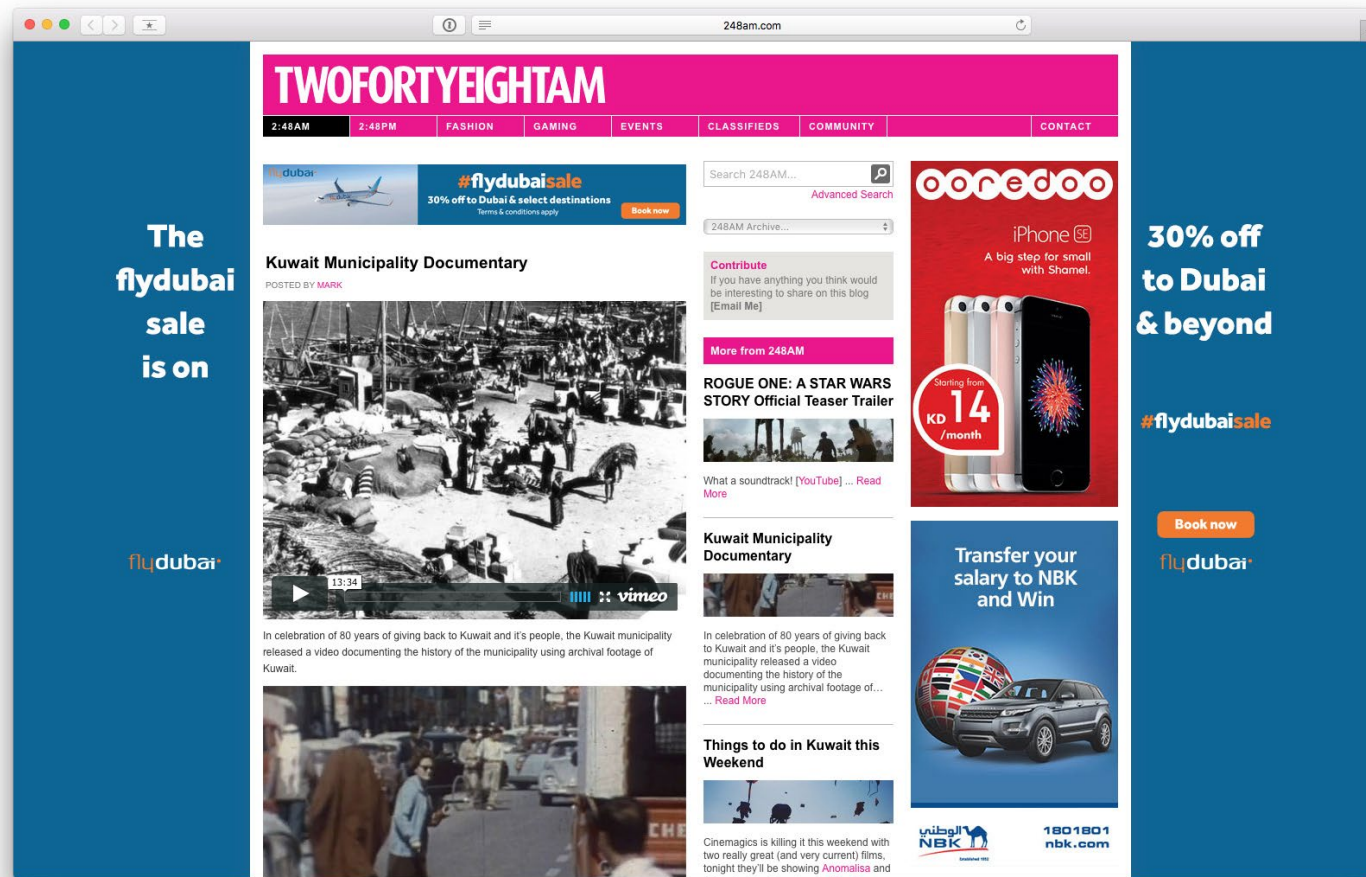
BLOG TAKEOVER



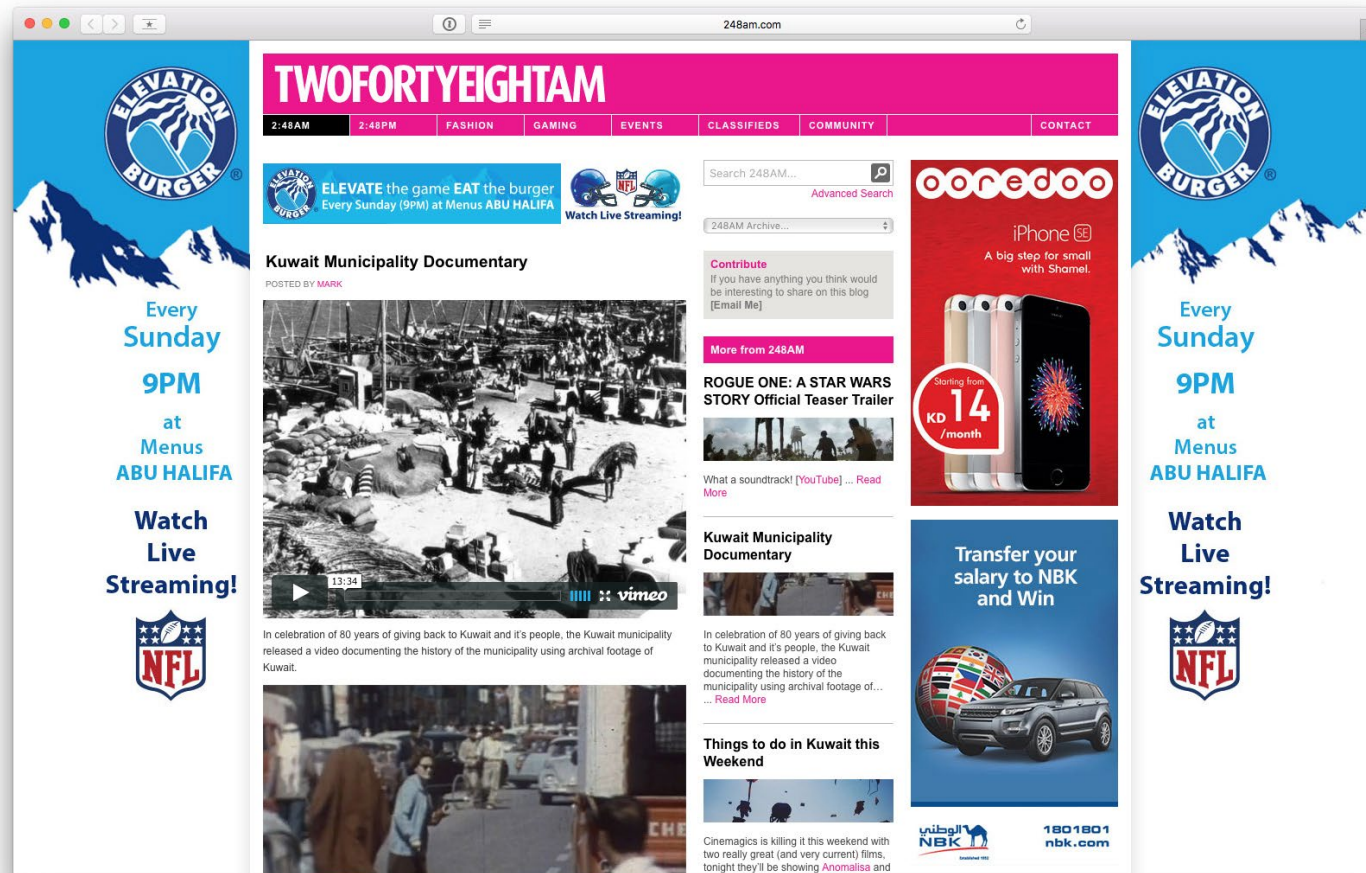
INCLUDES: TAKING OVER THE BLOG
WITH A BACKGROUND IMAGE AND A
HORIZONTAL BANNER

PRICE FOR 3 DAYS: KD 600
PRICE FOR 1 WEEK: KD 1,000

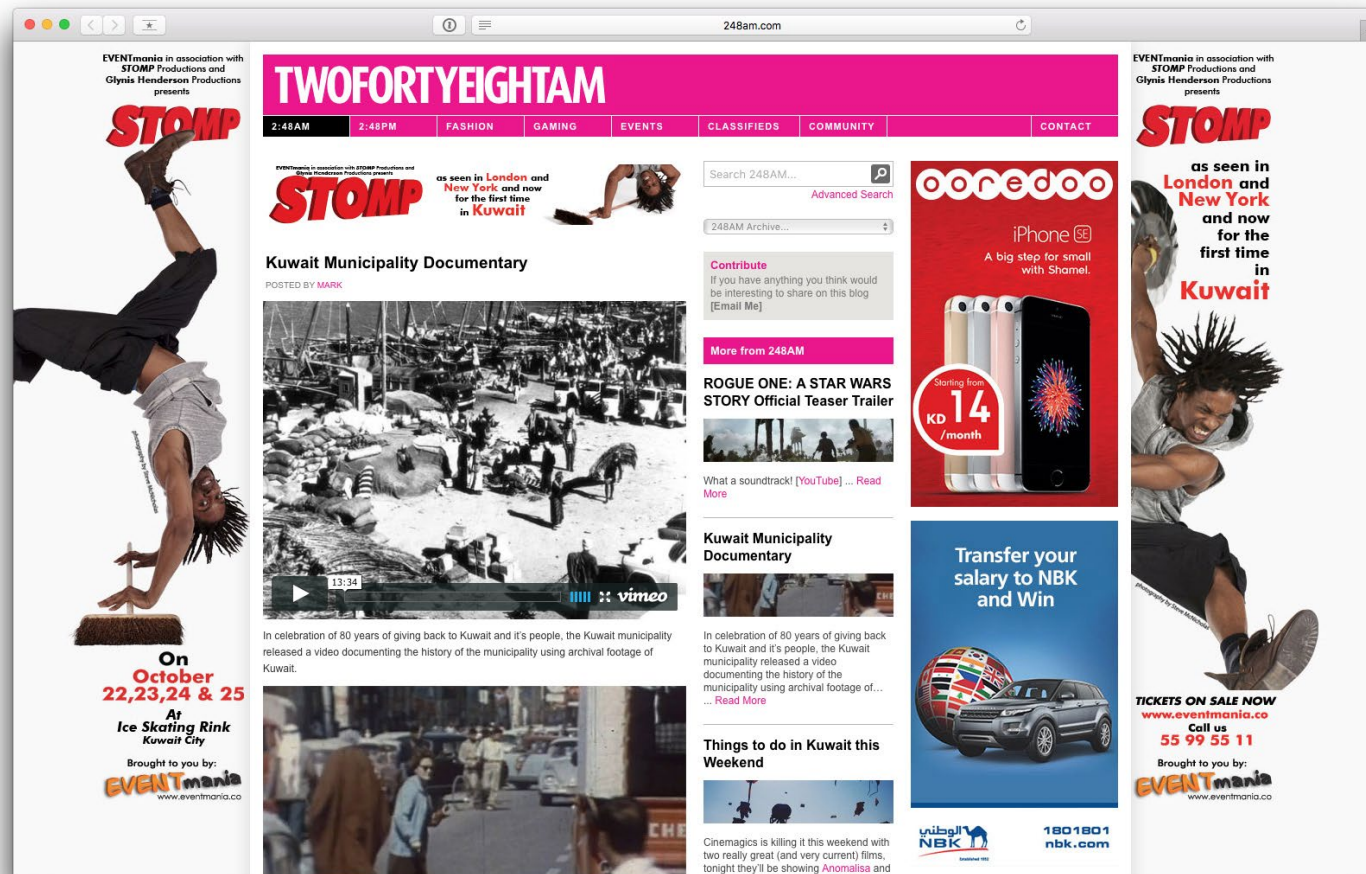
TAKEOVER EXAMPLE



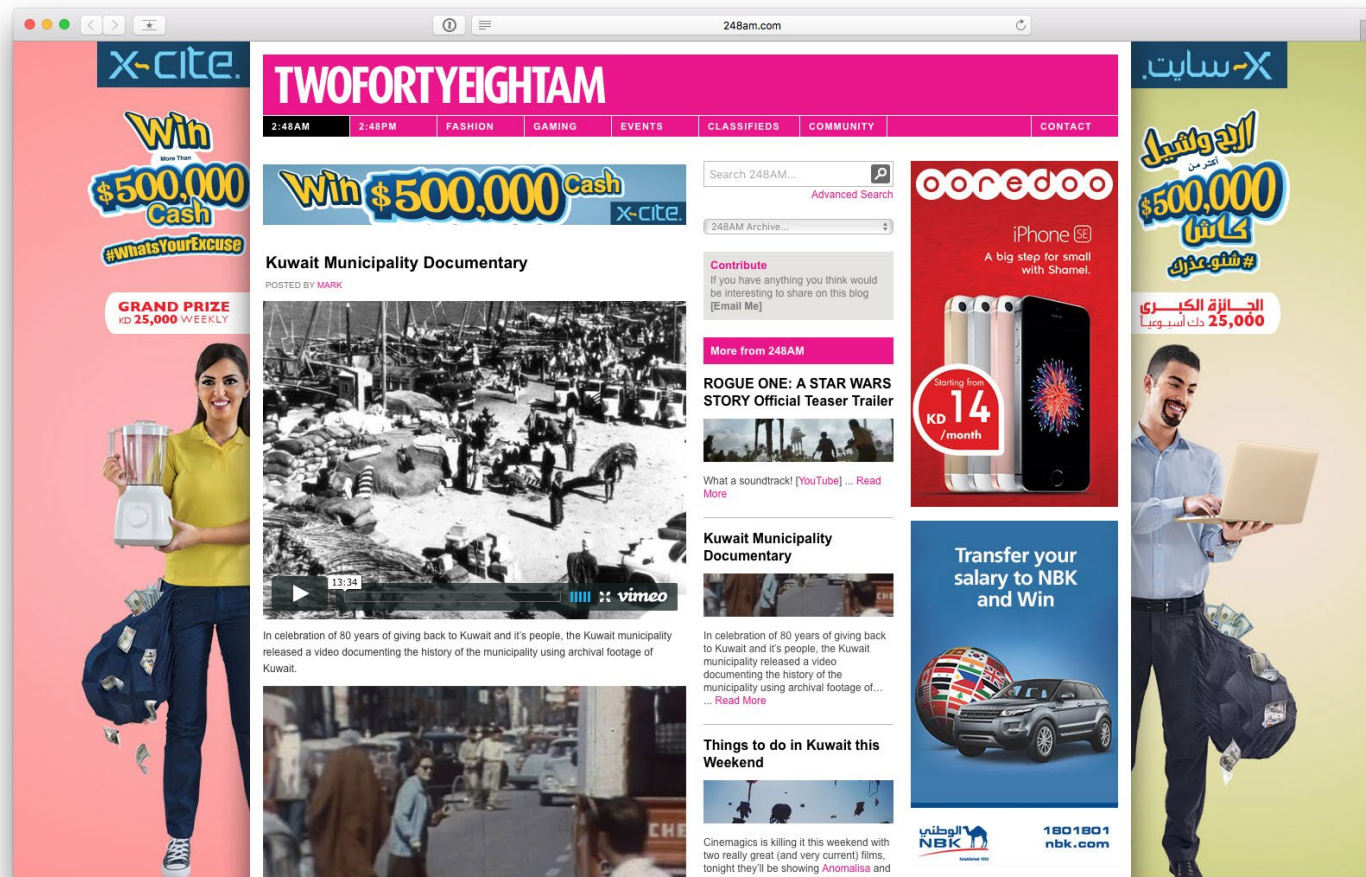
TAKEOVER EXAMPLE



TAKEOVER EXAMPLE



TAKEOVER EXAMPLE



NEED MORE INFORMATION?

EMAIL ME ON ASLEEP@248AM.COM
OR CALL ME ON +965 50 248 248