



**GN property**

**gnproperty.com**

# **2014** MEDIA KIT

Brought to you by  
**GULF NEWS**



# gnproperty.com

UAE's premier property website offers an extensive range of property listings, both residential and commercial, available for sale and rent.

The site keeps you updated with the latest real estate news and advice from industry experts. Be guided by the current market trends in property prices, investment yields, rentals and maintenance costs in Abu Dhabi, Dubai and other emirates. For those looking to buy a home, a mortgage calculator provides you with personalized and real-time quotes from trusted lenders across the UAE.

Amongst other useful features, our smart search tool gives you the option of being notified when new properties matching your requirements, become available.

Our site, which is conveniently accessible on desktop and mobile platforms, helps you make informed property choices!

## Contact Us



Email: [info@gnproperty.com](mailto:info@gnproperty.com)



Tel No.: **800 4125**



PROPERTY  
FOR RENT

PROPERTY  
FOR SALE

BROKER  
DIRECTORY

NEWS & ADVICE

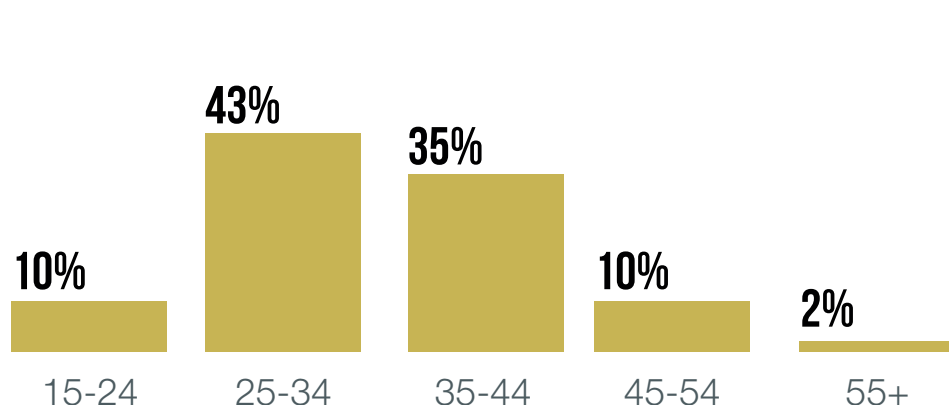
MARKET  
TRENDS

MORTGAGE  
CALCULATOR

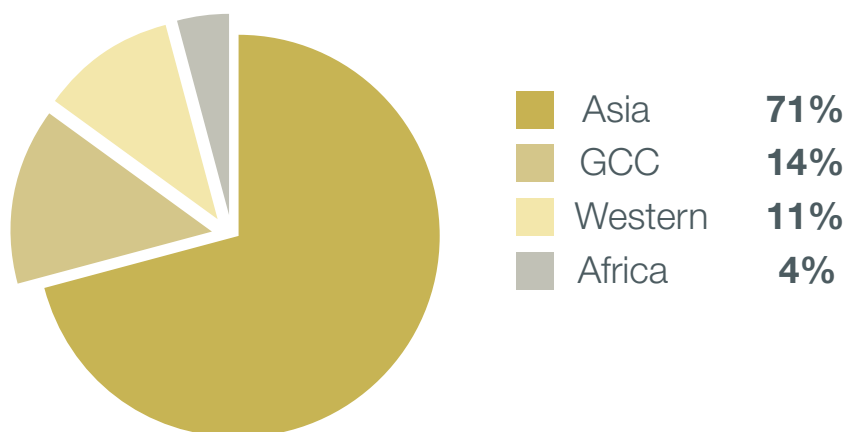




## Age Demographics



## Region of Origin



### DID YOU KNOW

**65%**

of our users are the main decision makers when it comes to buying a property.

More than

**21%**

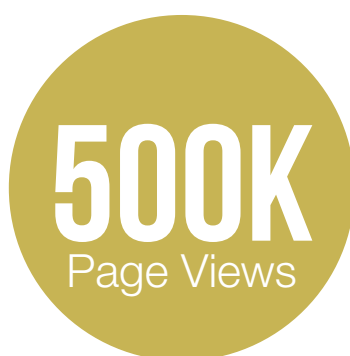
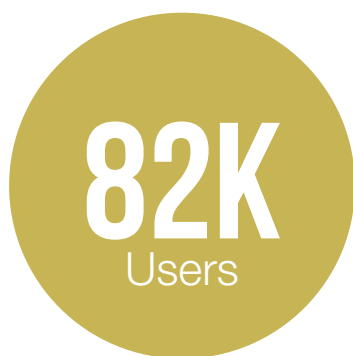
of our users earn more than

**15K**

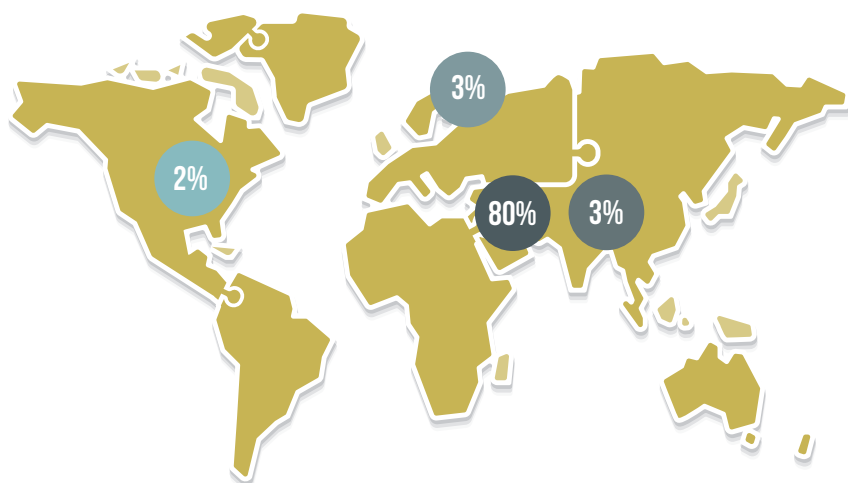
AED per month.



## Monthly Averages



## Our users access the site from..



■ UAE	80%
■ India	3%
■ UK	3%
■ US	2%
— Others	12%

### DID YOU KNOW

An average of  
**1.8K**  
new listings  
come into our  
site each day.

There are an  
average of

**19K**  
properties listed  
on our site at any  
point of time.



# ELECTRONIC DIRECT MAILERS

**GN** **property**



**52%**



**48%**



Database

**500K+**



Avg. Delivery Rate

**98%**



Avg. Open Rate

**15%**

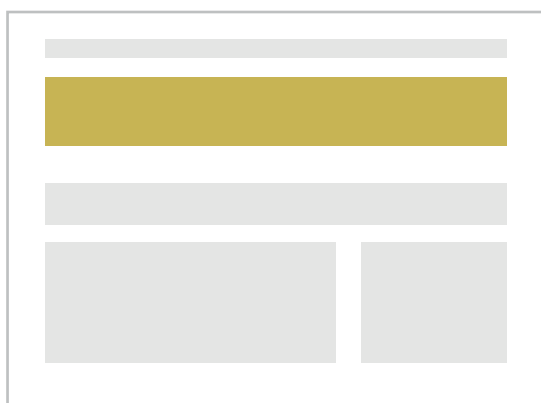


Avg. CTO Rate

**3%**

## Specs and Rates

### Mega Leaderboard

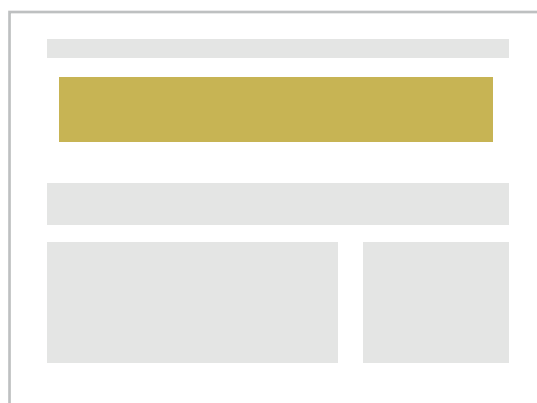


**AD SIZE** 990×90

**ROS** USD 14.5 / AED 52

**RON\*** USD 10.5 / AED 37

### Super Leaderboard

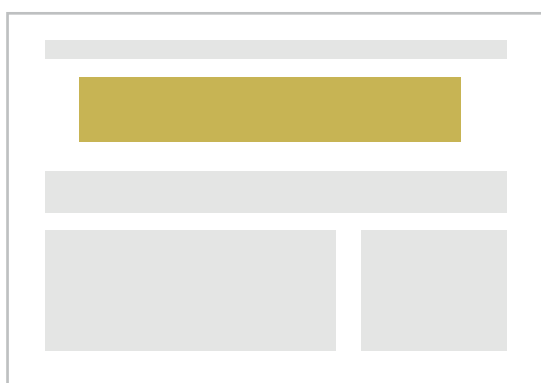


**AD SIZE** 970×90

**ROS** USD 14.5 / AED 52

**RON\*** USD 10.5 / AED 37

### Leaderboard

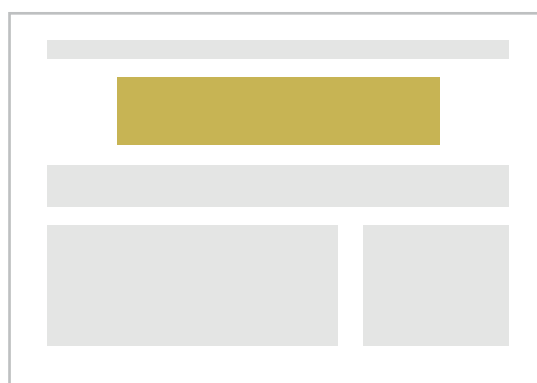


**AD SIZE** 728×90

**ROS** USD 14.5 / AED 52

**RON\*** USD 10.5 / AED 37

### Small Leaderboard



**AD SIZE** 648×90

**ROS** USD 14.5 / AED 52

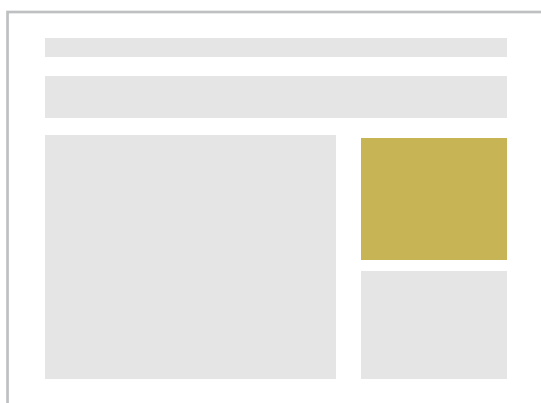
**RON\*** USD 10.5 / AED 37

\*RON - Run of Network (gnproperty.com, gncareers.com, gncars.com, gnclassifieds.com)

All dimensions are in pixels

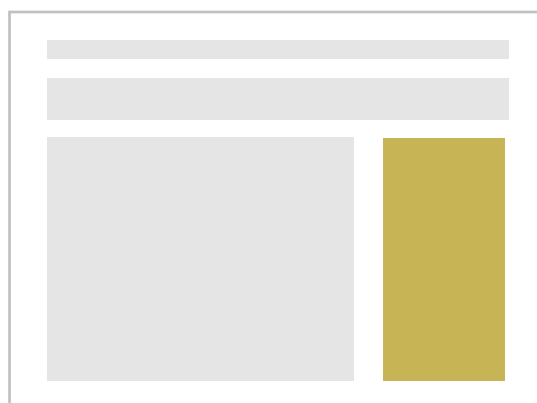
## Specs and Rates

### Medium Rectangle (MPU)



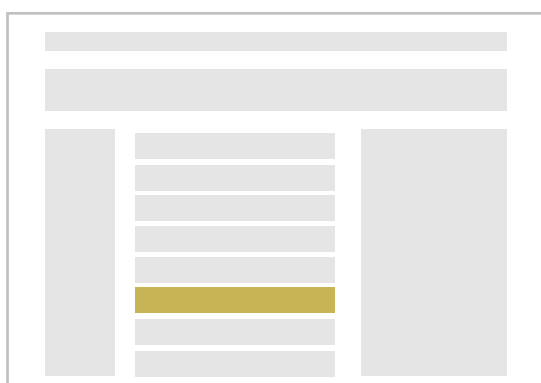
**AD SIZE** 300×250  
**ROS** USD 14.5 / AED 52  
**RON\*** USD 10.5 / AED 37

### Half Page Banner



**AD SIZE** 300×600  
**ROS** USD 17.5 / AED 62  
**RON\*** USD 13 / AED 47

### Middle Strip Banner



**AD SIZE** 468×60  
**ROS** USD 14.5 / AED 52  
**RON\*** USD 10.5 / AED 37

### Wide Skyscraper

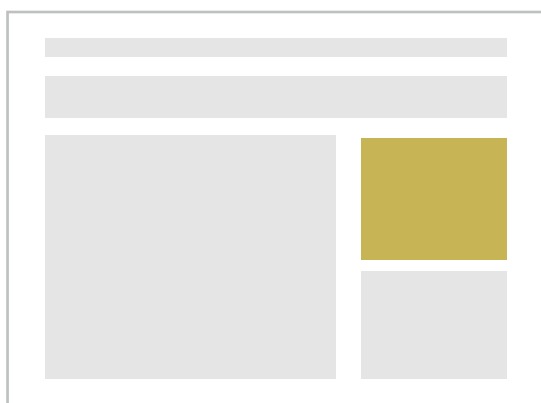


**AD SIZE** 160×600  
**ROS** USD 17.5 / AED 62  
**RON\*** USD 13 / AED 47



## Specs and Rates

### Expandable Medium Rectangle (MPU)



**AD SIZE** 300×250

**ROS** USD 19.5 / AED 70

**RON\*** USD 13.5 / AED 50

### Skyscraper Rollover



**AD SIZE** 120×600

**ROS** USD 25 / AED 90

**RON\*** USD 18 / AED 65

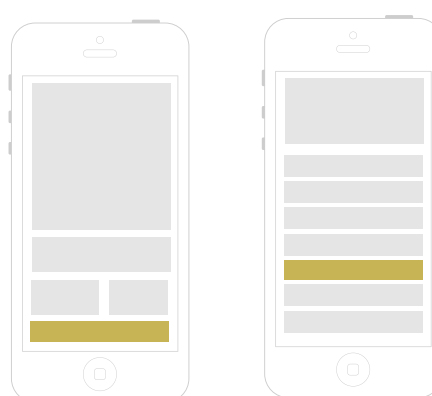
### Wallpaper / Skin



**AD SIZE** Size upon request

**ROS** USD 43 / AED 151

### Mobile Ads



**AD SIZE** 320×50

**RON\*** USD 7 / AED 25

## More Options and Rates



### Keyword Targeting / Pre-specified Position

**ROS** USD 19 / AED 68



### Rich Media (Multiple formats)

**ROS** USD 28 - 35.5 / AED 100 - 126  
**RON\*** USD 21 - 26 / AED 74 - 93



### Cost Per Click (Min. buy 2,000 clicks)

**RON\*** USD 3 / AED 12



### Electronic Direct Mailers (Min. buy 5,000 emails)

USD 150 / AED 552  
per thousand emails



### Custom Solutions

For options and pricing,  
please contact us.

### Upsells

One featured listing (30 days)

USD 28 / AED 100 per listing

One spotlight listing (30 days)

USD 56 / AED 200 per listing

### Bulk Listings Packages

To help us create your account,  
please contact us.

\*RON - Run of Network (gnproperty.com, gncareers.com, gncars.com, gnclassifieds.com)

## Contact Us



Email: [info@gnproperty.com](mailto:info@gnproperty.com)



Tel No.: **800 4125**