

# REAL ESTATE INSIGHTS 2019



## REAL ESTATE INSIGHTS

Real Estate transactions in Dubai for the first half of 2018 reached AED 111 billion.

Foreign Investments of 11,889 with 9,935 Investors spending AED 21 billion in Dubai.

The list of top ten investors by nationality also included Dubai resident from the UK, Pakistan, China, Egypt, Jordan and France respectively.

9,935 foreign investments from 143 nationalities making more than 11,889 transactions with a total value exceeding AED 21 billion.

Experts predict an upsurge in 2019 with unprecedented strength, as many strategic projects is due to be completed in Dubai in preparation for Expo 2020. This growth is said to be driven by an increased interest from international markets fueled by the new visa laws in Dubai.

Department of Real Estate Studies & Research, Dubai recorded a total of 27,642 transactions with 18,191 sales worth about AED 40 billion, 7,668 mortgage transaction worth over AED 57.6 billion, and 1,783 other transactions valued at AED 13.4 billion.

UAE nationals topped the list with 2,986 investments worth AED 6.8 billion, while Indian nationals ranked second with investments that amounted to AED 5.9 billion through 3,218 investments - followed by Arabs with investments worth almost AED 3.7 billion through 1,415 investments in Dubai.

# TOP SALES AREAS IN DUBAI (2018 FIGURES)

**Business Bay**  
AED 4.2 billion

**Dubai Marina**  
AED 2.9 billion

**Al Maerkadh**  
AED 2.1 billion



INDIA





**REAL ESTATE INSIGHTS**

INVESTOR RANK:  
**1**



KEY CITIES TO  
TARGET:  
**DELHI, MUMBAI,  
CHANDIGARH,  
BANGALORE &  
CHENNAI**

APPROXIMATE  
AMOUNT OF  
INVESTMENT  
IN UAE:  
**DHS 37.4 BILLION**



YIELD PER CAPITAL:  
**DHS 28.25**



TOTAL NUMBER OF  
TOURIST VISITORS  
(2017):  
**2,073 MILLION**



TOTAL POPULATION:  
**1.324 BILLION**

## REAL ESTATE INSIGHTS

Indian investors already account for more than 11 per cent of Nakheel's customers, accounting for more than 4,500 villas, apartments and land plots with a combined value of more than Dh 9 billion.

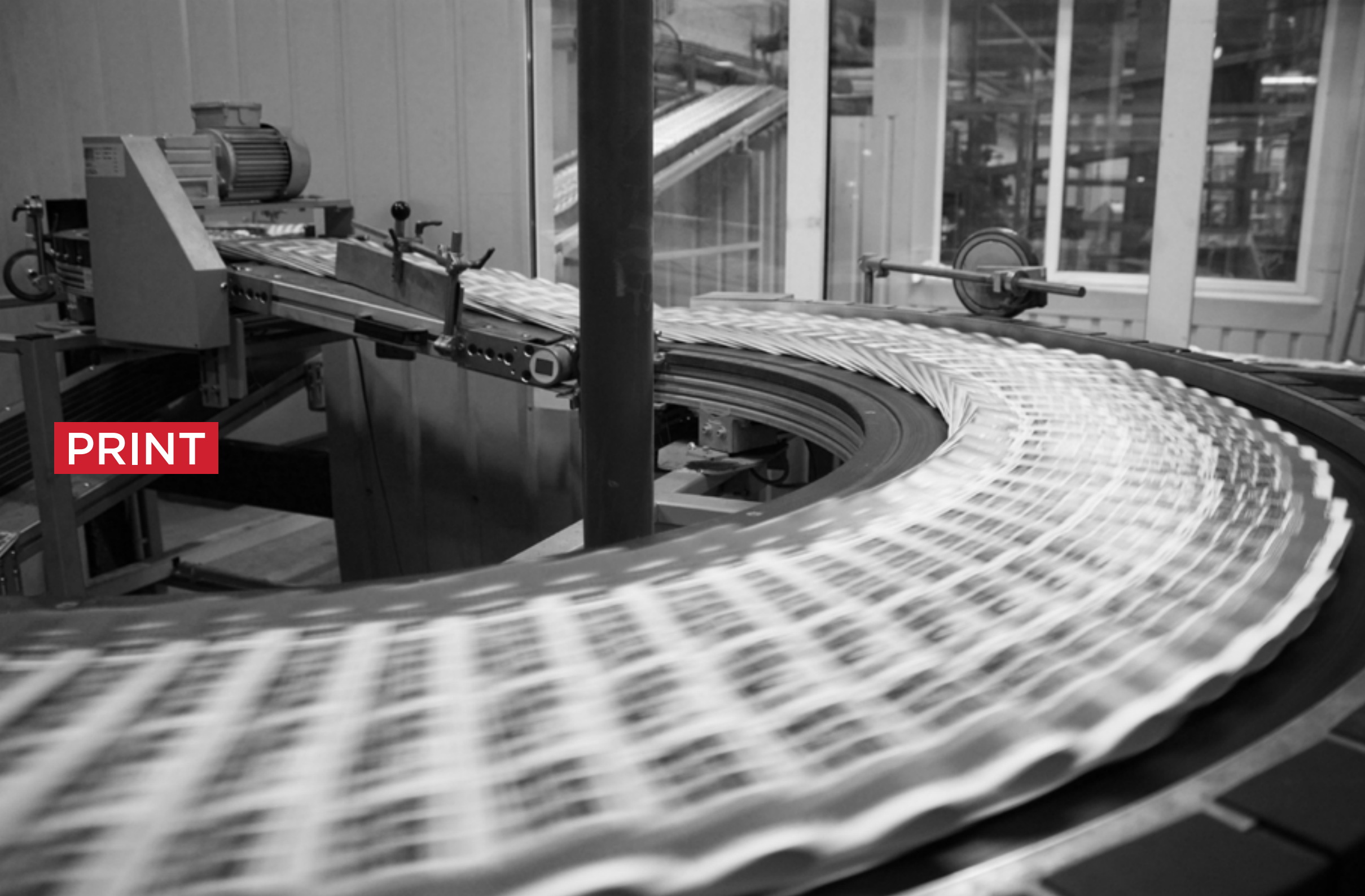
Indians were involved in property transactions collectively worth Dh 12 billion in the emirate, which is more than 13 per cent of the total real estate investments of Dh 91 billion. (Source: data from the Dubai Land Department)

Indians ranked highest in both volume & value amongst foreign investors in Dubai Property last year with 6,263 buyers transactions.

Indian visitors amounting to 2.1 million, arriving in emirate last year, up by 15 per cent from 12 months earlier.

Indians own most number of apartments in Burj Khalifa - the world's tallest building.

The India community is the largest expatriate community in the UAE, numbering about 3.3 million.



**PRINT**

# KEY MEDIA

## HINDUSTAN TIMES

**Circulation:** 2 Million  
**Frequency:** Daily  
**Language:** English

Hindustan Times is one of the leading newspapers in India with a 2 Million circulation making it a market leader in North India. The majority of the audience for HT are affluent readers due to the content of the newspaper, which is geared towards political and business news. It has a high number of exclusive audience in terms of readership, which helps target a large number of clients who do not read any other newspaper.



## HT ESTATES

**Circulation:** 1.9 Million  
**Frequency:** Every Saturday  
**Language:** English

HT Estates is the English weekly supplement, distributed along with the Hindustan Times. It focuses on providing a detailed understanding on the Indian commercial and residential property market. It reports news, features, analysis and the latest information about the industry - from development opportunities to investment prospects, professional and legal coverage related to property market. This will be an ideal platform for a property developer to showcase their developments, capitalizing on the interest of the readers, and targeting the high net worth individuals from the Indian market.





## KEY MEDIA

### MINT

**Circulation:** 200,000  
**Frequency:** Daily  
**Language:** English

Mint is a business paper published by Hindustan Times in association with The Wall Street Journal. It is India's first newspaper published in the Berliner format. The newspaper is India's most trusted source for business issues and often uses infographics to tell stories and present data. It has raised India's standards of business journalism.



### FORTUNE

**Circulation:** 3,75,000  
**Frequency:** Monthly  
**Language:** English

Fortune is a global leader in business magazines, who stands out with trusted insight, deep reporting and provocative story telling. Launched in India in October 2010, Fortune India is a global magazine with local insight dedicated to the success of Indian Business leaders, offering actionable insights to propel their companies. Its readers are affluent Indians from the top major metros of the country. The magazine focuses on targeting business owners with their content and has a high penetration amongst successful individuals & some of the most powerful women in the country. The magazine's readers include HNIs' and Elite individuals like CEO's , CFO's and MD's of billion dollar companies.



## KEY MEDIA

### ECONOMIC TIMES

**Circulation:** 620,000  
**Frequency:** Monday - Saturday  
**Language:** English

The Economic Times is a business daily launched in 1961. Its main content is based on the Indian economy, international finance, share prices, prices of commodities as well as other matter related to finance. The newspaper's content is also shared with ET now a business channel by the same group.



### TOI - TIMES PROPERTY

**Circulation:** 810,365  
**Frequency:** Weekly (every Saturday)  
**Language:** English

Times Property is a weekly English pull-out in Times of India newspaper. It is a supplement in the Property and Real Estate category. There are 2 English Property and Real Estate newspapers. Only display ads are accepted in Times Property - edition as it is a supplement.



## KEY MEDIA

### BUSINESS TODAY

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**Circulation:** 124, 647  
**Frequency:** Fortnightly  
**Language:** English

Business Today magazine is a premier business publication, in print since 1992. The magazine focuses on investment, market trends, business strategies and finance among others. It also provides key industry insights and trend analysis. It takes its readers deeper to give a complete understanding of the world of business. Due to its exceptional content standards, the magazine has attained a loyal following among the professional community, in the age group of 22 to 35 years.



### OPEN MAGAZINE

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**Circulation:** 131,000  
**Frequency:** Weekly  
**Language:** English

Open, the weekly current affairs and features magazine, is the flagship brand of Open Media Network. Written and edited for the sophisticated minds of modern India. Open magazine, every week captures the political, economic and cultural spirit of our times and tries to stay faithful to its promise of not dishing up recycled news or opinions. A smart magazine that makes its readers feel smarter, and presents the best of narrative journalism in India. Cutting edge writing on politics, economy, society, culture, books, art, cinema, and sport makes it a magazine that is in constant permanent conversation with India.





**EVENTS**

## EVENTS

### HINDUSTAN TIMES LEADERSHIP SUMMIT

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**Number of Guests:** 1,000+

HTLS is one of the biggest futuristic events held in India, for the past 15 years, with formidable reputation as one of the most important events in the country. A platform where high net worth individuals and world class leaders come together to layout their views on the future of the nation. It is a conclave of global icon leaders & achievers, both from India and abroad, brought together to discuss issues of national & international importance. The summit offers an unprecedented opportunity to brands and individuals alike to engage with domestic & foreign business men, country leaders, politicians, celebrities & other high net worth individuals. The event is one of India's leading conclaves as it is covered nationally and internationally across media platforms.

### MINT CONNECT

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**Number of Guests:** 200  
**Online impressions on HT.com** 200,000

Mint Connect is an ideal platform for leading Dubai Real Estate developers to showcase their project in Dubai. The event will be attended by a select group of HNIs, business executives, property consultants and brokers. A collection of the top businessmen, investors, country leaders and ultra high net worth individuals at a 5 Star property to experience an educational evening filled with entertainment and an overview of Dubai. An opportunity to directly engage with the audience present at the event and provide a reason as to why invest in Dubai.



**OUTDOOR**



## KEY MEDIA

### MUMBAI INTERNATIONAL AIRPORT

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The New Terminal 2 at Mumbai is an embodiment of the achievements, ambitions and imagination of the city - the business and creative epicenter of India. Mumbai Airport is the world's busiest airport with a single runway. The airport handled 45.2 million passengers in 2016. The airport has 21 lac sq. mtrs. of retail space, lounges and travel services. Mumbai Airport offers 600+ display options and 250+ digital options.



### DELHI INTERNATIONAL AIRPORT

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Indira Gandhi International Airport connects 114 cities in 60 countries across the world. Moreover, it's a hub connecting 55 cities within India itself. It is the busiest airport in India. Delhi Airport has a major market share of air traffic volume to West Asia, European, Asian and American regions. It serves 120 destinations through 50 international and nine domestic passenger airlines. The airport handles 55 million passengers a year. The airport was awarded the best airport in Central Asia in the year 2015.



## KEY MEDIA

### BANGALURU INTERNATIONAL AIRPORT

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Built and operated along the highest international standards, Kempegowda International Airport Bengaluru is set to become India's leading travel destination known for its quality and efficiency. The airport handled over 25.04 million passengers in 2017 with over 600 aircraft movements a day.







**DIGITAL**

## KEY MEDIA

### 99 ACRES

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<b>Total Visit:</b>	<b>8.22 Million</b>
<b>Avg. Visit Duration:</b>	<b>00:07:41</b>
<b>Language:</b>	<b>English</b>

Founded in 2005 by InfoEdge Pvt Ltd., 99acres.com is India's No. 1 real estate portal with 5 million unique visitors every month and 10 lakh residential and commercial properties. The website serves as a common platform for buyers, sellers and brokers to purchase or sell property. It allows users to advertise, search or browse through properties and also create their own microsites.



### MAGIC BRICKS

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<b>Circulation:</b>	<b>7.02 Million</b>
<b>Frequency:</b>	<b>00:06:15</b>
<b>Language:</b>	<b>English</b>

Magic Bricks is India's No. 1 property site, as adjudged by independent surveys. The website provides a platform for property buyers and sellers to locate properties of interest and source information on the real estate space in a transparent and unambiguous manner.



## KEY MEDIA

### SQUARE YARDS

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**Total Visits:** 1.04 Million  
**Avg. Visit Duration:** 00:02:52  
**Language:** English

Square Yards are the No.1 PAN India real estate investment advisory offering a comprehensive, integrated menu of property & asset portfolio from Grade A developers across the globe. Having served the interest of many investors across multi residential & commercial property classes in just a couple of years, Square Yards has facilitated property investments worth more than USD 1 Billion worldwide. They have also created India's first and largest mobile based aggregation platform.



### COMMON FLOOR

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**Total Visits:** 1.94M  
**Avg. Visit Duration:** 00:03:37  
**Language:** English

Commonfloor.com offers home seekers, sellers and real estate professionals an extensive online real estate ecosystem. This ecosystem innovatively combines at a single stop; exhaustive search options for both renting and buying property, easy to use analytics, apartment and locality reviews. It has a comprehensive and verified data base of apartments across India.



## KEY MEDIA

### MAKAAN.COM

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<b>Total Visit:</b>	<b>2.55M</b>
<b>Avg. Visit Duration:</b>	<b>04:36</b>
<b>Page per Visit:</b>	<b>5.30</b>

The website understands that people everywhere are searching for a home to call their own. To make this journey joyful, the website begins by partnering with its customers from the start and being there when it matters the most - right from online search to brokers to home loans to paperwork to finally finding that perfect home.



### PROPERTY BAZAAR

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PropertyBazaar.com is India's Online Real Estate Market, developed with years of research and experience in online real-estate business, providing a common place for Individuals, agents and builders to buy, sell or rent their properties. Propertybazaar.com is a common platform for the professionals online dealing in Real Estate Business.



## KEY MEDIA

### SULEKHA.COM

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<b>Total Visit:</b>	<b>14.12 million</b>
<b>Avg. Visit Duration:</b>	<b>00:02:54</b>
<b>Page per Visit:</b>	<b>2.98</b>

Sulekha is one of India's largest and fastest-growing digital business and consumer brands that has transformed local services ecosystem through a powerful need fulfillment and monetization platform that generates qualified, parameterized leads to a vast number of local SMBs in 40 cities.



### INDIAPROPERTY.COM

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<b>Unique Visits:</b>	<b>3 million</b>
<b>Avg. Visit Duration:</b>	<b>00:04:49</b>
<b>Page per Visit:</b>	<b>3:65</b>

Founded in 2006, with the objective of simplifying property buying & selling, IndiaProperty.com is India's No.1 property portal. Property seekers discover properties & make an informed choice through a wealth of market information. Property sellers by making property selling online simple, fast & easy through innovative marketing solutions.





**UNITED KINGDOM**



**REAL ESTATE INSIGHTS**

INVESTOR RANK:  
**2**



KEY CITIES TO  
TARGET:  
**LONDON,  
MANCHESTER &  
BIRMINGHAM**

APPROXIMATE  
AMOUNT OF  
INVESTMENT  
IN UAE:  
**DHS 9BN**



YIELD PER CAPITAL:  
**DHS 137.25**



TOTAL NUMBER OF  
TOURIST VISITORS  
(2017):  
**1,265 MILLION**



TOTAL POPULATION:  
**65.64 MILLION**

## REAL ESTATE INSIGHTS

From 2014-2017, Britons in Dubai invested AED 31.1 Billion.

Following the Brexit vote, Britain has witnessed a massive out flow of capital towards outbound investment, especially into Dubai.

UAE holds exactly what the British investor looks for in each venture: high quality real estate with promising return on investment.

British investors who want to invest their money in a more stable and higher-yield market consider the UAE as their No. 1 option.



**PRINT**

Unterhaltung

## KEY MEDIA

### THE SUNDAY TIMES HOME

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**Circulation:** 775,188  
**Frequency:** Weekly  
**Language:** English

The Sunday Times is the largest-selling British national newspaper in the “quality press” market category. It is published by Times Newspapers Ltd., a subsidiary of News UK. It occupies a dominant position in the Sunday market. The Sunday Times Home section covers the latest trends in the market, interiors and gardening – plus the most spectacular homes in Britain and beyond. Home is the pre-eminent, award-winning national property supplement. Its audience is educated, ambitious and affluent. The magazine adores an exclusive peek into some of the most expensive and extraordinary properties.



### HARRODS ESTATES

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**Circulation:** 8,000  
**Frequency:** Two issues a year (April & September)  
**Language:** English

Harrods Estates specializes in prime central London properties. They currently have four offices located in Knightsbridge, Mayfair, Chelsea and Kensington which serve those areas. Harrods Estates was started in 1897 and has expanded gradually since then. The magazine is read by affluent and high end individuals.



## KEY MEDIA

### FINANCIAL TIMES HOUSE & HOME

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**Circulation:** 365,241  
**Frequency:** Weekly  
**Language:** English

The Financial Times is an English-language international daily newspaper based in London. It is regarded as the most credible publication in reporting financial and economic issues among the professional community. Financial Times House & Home is a weekly supplement read by wealthy people who are passionate about property, design and gardening. This full - colour, internationally-focused and globally-distributed supplement is read by high-earning consumers looking to buy and upgrade their homes, interiors and gardens.

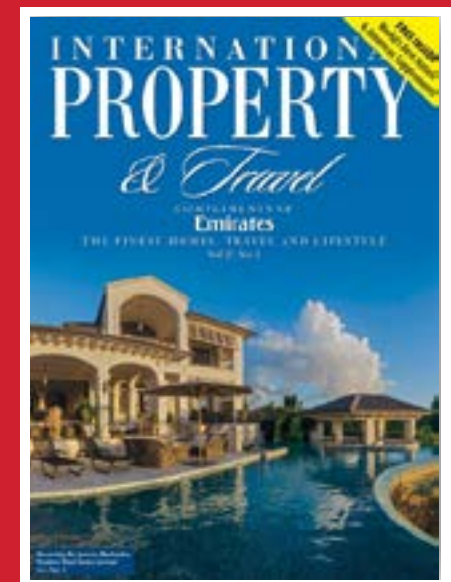


### INTERNATIONAL PROPERTY & TRAVEL

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**Circulation:** 100,000  
**Frequency:** Bi - Monthly  
**Language:** English

International Property & Travel magazine focuses on the finest homes, resorts, interiors, travel, fashion and cars in the world - in fact, everything that signifies a highly desirable lifestyle. The magazine features are both informative and interesting, offering advice from leading property experts on current market conditions around the world as well as specific information on each destination. The editor also selects the very best examples of properties for sale in each particular area and these are showcased within the different articles.



## KEY MEDIA

### THE TIMES BRICKS & MORTAR

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**Circulation:** 404,099  
**Frequency:** Every Friday  
**Language:** English

Bricks & Mortar runs on Fridays and carries over 900 property advertisements every year. Readers can find out where to rent, how 'Help to Buy' works and get a sneak peak inside the world's most desirable homes in the UK and overseas. They offer the facts, figures and fantasies from the world of property, supplying all the essential statistics on the performance of the housing market, plus the most wonderful homes both in the UK and abroad.



### LONDON EVENING STANDARD

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**Circulation:** 892,451  
**Frequency:** Daily  
**Language:** English

The London Evening Standard (or simply Evening Standard) is a local, free daily newspaper, published Monday to Friday in tabloid format in London. It is the dominant local/regional evening paper for London and the surrounding area, with coverage of national and international news.



## KEY MEDIA

### METRO - PROPERTY

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Circulation: 1,472,975  
Frequency: Daily  
Language: English

Metro is designed to brighten up the morning commute for its urbanite audience. Readers are updated with all they need to know for the day ahead and armed with plenty of conversation starters - the newspaper makes mornings worth talking about.



**EVENTS**



## KEY MEDIA

### HARRODS LUXURY PROPERTY SHOWCASE

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**42,000 visitors everyday**

**14 million visitors every year**

**Visitors from 130 country every year**

Harrods is the world's pre-eminent luxury department store, located in the heart of Knightsbridge since its move there in 1849. Under the ownership of Qatar Holdings since 2010, Harrods records in excess of £800m of annual revenue and over 12,000 employees. There are in excess of 300 departments and over 30 restaurants across over its 20,000 sq. metre site and multiple floors. Harrods is renowned for its unrivalled range of luxury products as well as its unparalleled service offered throughout the customer experience. Harrods' commitment to this form has resulted in what is arguably today the world's most sought after audience and high net worth individuals.



**OUTDOOR**





## KEY MEDIA

### LONDON CABS

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**Approx. Journey time: 15-20 minutes**

London taxis carry in the region of 1,200 passengers each month. 70% of journeys are taken by 2 or less passengers, ensuring the tip seat panels are visible. Taxi advertising reaches a quality ABC1 audience which is active, affluent and mobile. 81% of ABC1's spontaneously recalled seeing a brand on a taxi and 64% of all taxi advertising is seen by people in employment.



### LONDON BUS

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A London vinyl bus can really amplify your message by making a bold statement. The large scale of the message and high distinctiveness ensure noticeability & instant brand recognition. This opportunity gives an advertiser the chance to be truly individual with a moving billboard right in the heart of London.



## KEY MEDIA

### LONDON UNDERGROUND

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The London Underground (also known simply as the Underground, or by its nickname the Tube) is a public rapid transit system serving London and some parts of the adjacent counties. The network has expanded to 11 lines, and in 2016-17 carried 1.379 billion passengers, making it the world's 11<sup>th</sup> busiest metro system. The 11 lines collectively handle approximately 4.8 million passengers a day.



### LONDON HEATHROW AIRPORT

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Heathrow Airport is a major international airport in London, United Kingdom. Heathrow is the second busiest airport in the world by international passenger traffic, as well as the busiest airport in Europe by passenger traffic, and the sixth busiest airport in the world by total passenger traffic. It is one of the six international airports serving Greater London. In 2017, it handled a record 78.0 million passengers, a 3.1% increase from 2016.

The logo for Heathrow Airport, featuring the word "Heathrow" in a blue, sans-serif font.

## KEY MEDIA

### WESTFIELD

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Westfield London is Europe's largest shopping centre and the ultimate place to shop in London. Westfield London is home to more than 300 shops, with brands ranging from high street to designer, all under one roof in an architecturally exquisite space. Westfield London also features The Village, one of London's premier designer shopping destinations, housing more than 40 luxury brands. Westfield London is more than just a shopping destination, you'll also find over 60 places to eat and drink, providing a global choice of cuisine.

The Westfield logo is displayed in a red, stylized, cursive font. It is centered within a white square that is set against a larger red background on the right side of the page.

**DIGITAL**



## KEY MEDIA

### WSJ – MANSION GLOBAL

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**Total Monthly Visits:** 1,940,000  
**Avg. Visit Duration:** 2 min 48 Sec  
**Language:** English

Mansion Global is the premier digital destination connecting luxury buyers with exceptional properties around the world, through timely listings and compelling content. Luxury listings are combined with global market analysis, relevant news and entertaining real estate and lifestyle stories – all to empower and inspire its users to make informed purchase decisions.

### BLOOMBERG

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**Total Monthly Visits:** 90,850,000  
**Avg. Visit Duration:** 9 min 32 Sec  
**Language:** English

Bloomberg's core mission is to empower leaders to make smarter, faster decisions. Bloomberg as a platform develops intelligence from data. It processes 60 billion pieces of information through the Bloomberg Terminal and uses that to inform its readers about information that impact their daily and business lives.

MANSION GLOBAL

**Bloomberg**

## KEY MEDIA

### RIGHTMOVE

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**Total Visits:** 60.09M  
**Avg. Visit Duration:** 00:09:33

Rightmove.co.uk was started in 2000 by the top four corporate estate agencies at the time: Countrywide, Connells, Halifax & Royal and Sun Alliance. The service offering was extended to new homes developers in 2002 and in 2004 they began charging lettings agents. The website was initially free to list with charging introduced in January 2002. In 2009 they introduced their first mobile app with nearly a third of its searches today being performed on mobile devices.

The Rightmove logo consists of the word "rightmove" in a lowercase, sans-serif font, followed by a teal house-shaped icon.

### ZOOPLA

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**Total Visits:** 25.93M  
**Avg. Visit Duration:** 00:08:51

Zoopla is the UK's most comprehensive property website, focused on providing users with the resources they need to make informed property decisions. The website helps consumers both find their next home and research the market by combining hundreds of thousands of property listings with market data, local information and community tools.

The Zoopla logo features the word "Zoopla" in a bold, purple, sans-serif font.

## KEY MEDIA

### THE MODERN HOUSE

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**Total Visits:** 90.04M  
**Avg. Visit Duration:** 00:03:55

The website sells exceptional homes in urban and rural locations throughout Britain, from its offices in central London. The Modern House meets the growing demand for exceptional living spaces of all kinds, including lofts, factory conversions, architects' own homes, and period houses with excellent extensions and superior interiors.

### ON THE MARKET

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**Total Visits:** 9.56M  
**Avg. Visit Duration:** 00:05:21  
**Page Per Visit:** 5.36

Launched in January 2015, OnTheMarket.com is the simple way to search for property. The website aims to provide all potential buyers, sellers, landlords and tenants with an exceptional property search service. Every property you see at OnTheMarket.com is on the market with full-service estate or letting agents who are experts in the local area.

THE MODERN HOUSE



## KEY MEDIA

### FINANCIAL TIMES

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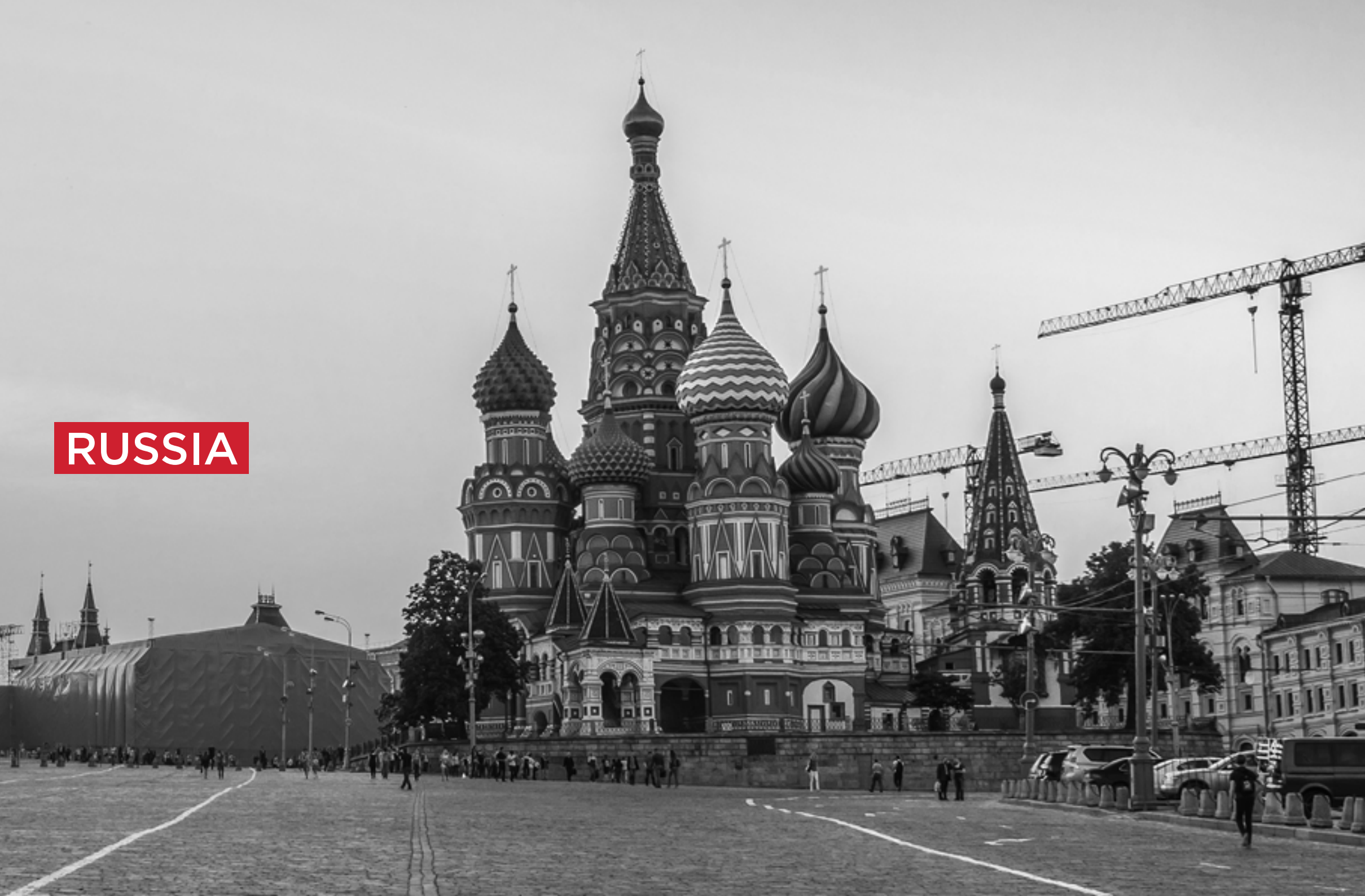
**Total Monthly Visits:** 22,520,000  
**Avg. Visit Duration:** 9min 32 sec

The Financial Times is one of the world's leading news organizations, recognized internationally for its authority, integrity and accuracy. It is part of Nikkei Inc., which provides a broad range of information, news and services for the global business community. FT readers are the ones making the biggest decisions in the political and corporate world, and living an exceptional lifestyle. The website helps brands reach the most powerful and affluent individuals, globally.

FINANCIAL TIMES



**RUSSIA**





**REAL ESTATE INSIGHTS**

INVESTOR RANK:  
**6**



KEY CITIES TO  
TARGET:  
**MOSCOW,  
SAINT PETERSBURG  
& SOCHI**

TOTAL NUMBER OF  
TOURIST VISITORS  
(2017):  
**530 MILLION**



TOTAL POPULATION:  
**143.9 MILLION**



## REAL ESTATE INSIGHTS

Dubai has traditionally been a popular tourism destination among Russians and according to the data published by UAE property website [propertyfinder.ae](http://propertyfinder.ae), Russian visitors to the site accounted for 17% of total traffic in July 2017, up from 6% up by from 2016.

Russia is among the top ten foreign non GCC nationalities buying property in Dubai.

Popular investment locations for Russian buyer include Dubai Marina, Jumeriah Lake Towers, Downtown Dubai, Business Bay and Dubai Sports City.

Dubai is ranked ahead of New York, Barcelona, Miami, London, Los Angeles, Prague, Paris and Berlin based on the number of enquires by prospective Russian property buyers.

Tranio.com listed Dubai as the most popular city for Russian real estate investors.

Russian tourist arrivals to the GCC are also predicted to rise 38% by 2020, according to new data published by Arabian Travel Market 2018.

## KEY MEDIA

### INTERNATIONAL RESIDENCE

**Circulation:** 35,000  
**Frequency:** Bi-annual  
**Language:** Russian

International Residence Magazine is the leading overseas property magazine covering Russia and the Russian speaking countries of the CIS. First published in 2003, International Residence has been at the leading edge of the developing Russian market since it's inception. Its professional advice and clear information has assisted many hundreds of wealthy Russian buyers to choose their destination and purchase the property of their dreams.



### KOMMERSANT

**Circulation:** 125,000  
**Frequency:** Daily  
**Language:** Russian

Kommersant is a nationally distributed daily newspaper published in Russia mostly devoted to politics and business. The newspaper publishes a monthly supplement called Kommersant DOM (House).



## KEY MEDIA

### ANGLIYA

**Circulation:** 25,000  
**Frequency:** Weekly  
**Language:** Russian

Angliya is Britain's leading Russian language weekly newspaper featuring reliable mix of national and international news wrapped around local information – interviews, entertainment previews, listings, business, fashion, sports and culture.





**DIGITAL**

## KEY MEDIA

### RUSSIA TODAY

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**Total Visits:** 13,797,592  
**Page per Visit:** 2.39

Russia Today is a global, round-the-clock news network that includes seven TV channels broadcasting news, current affairs and documentary content, digital platforms in six languages and a video news agency Ruptly. RT creates news with an edge by inspiring viewers to question more. It covers stories overlooked by the mainstream media, provides alternative perspectives on major global events, and acquaints international audiences with a Russian viewpoint.



### PRIAN

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**Total Visits:** 1.06M  
**Avg. Visit Duration:** 00:06:22  
**Page per Visit:** 5.78

Prian.ru is a portal about foreign real estate. Their database includes 75,000+ offers for selling and renting real estate abroad from over 400+ companies in 50+ countries. The website allows you to choose and compare houses, apartments, plots and commercial properties around the world.



## KEY MEDIA

### INTERNATIONAL PROPERTY CONSULTANTS

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**Total Visits:** 13.31M  
**Avg. Visit Duration:** 00:05:20

IPC consists of many multi directional interlinking companies and organizations that cover a broad range of Elite/Luxury Tourism related services whilst concentrating on the developing Eastern European markets. The website have also created and continued to organize and promote 7 up-market events in Moscow and continue their targeted expansion throughout Russia and the CIS countries.

The logo for International Property Consultants, featuring the company name in a serif font with a red underline.

### IRR

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**Total Visits:** 13.31M  
**Avg. Visit Duration:** 00:05:20  
**Page per Visit:** 5.78

IRR was founded in 2002 and is the largest advertising platform in Russia. The website offers a lot of additional services such as quick sale, turbo sale and much more.

The logo for IRR, featuring the letters 'IRR' in a stylized, cursive font.



## KEY MEDIA

### 1-PROPERTY

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**Circulation:** 63.94K  
**Avg. visit Duration:** 00:02:41

1-property.ru is Russia's most effective overseas property portal concentrating only in real estate outside of Russia. The website is also the official internet sponsor of the leading overseas property exhibitions in Russia providing high profile promotions direct to professionals and individual buyers.



PAKISTAN





**REAL ESTATE INSIGHTS**


INVESTOR RANK:  
**3**

APPROXIMATE  
AMOUNT OF  
INVESTMENT  
IN UAE:  
**DHS 7BN**



YIELD PER CAPITAL:  
**DHS 36.25**

KEY CITIES TO  
TARGET:  
**KARACHI, LAHORE,  
ISLAMABAD &  
PESHAWAR**



TOTAL NUMBER OF  
TOURIST VISITORS  
(2017):  
**598 MILLION**



TOTAL POPULATION:  
**193.2 MILLION**

## REAL ESTATE INSIGHTS

Pakistani nationals have made 5,398 transactions with a value of approximately AED 7 billion. (2016-2017)

Pakistanis are among the top five investors in Dubai real estate market.

7000 Pakistanis have bought properties worth an estimated AED 33 billion in the last decade.

In the last five years, Pakistanis have made investments of AED 30.64 billion.

Pakistan's investors in the realty market in the UAE have been one of the top three for a couple years.



**PRINT**

## KEY MEDIA

### DAWN

**Circulation:** 125,000  
**Frequency:** Daily

Dawn is Pakistan's oldest and most widely read English-language newspaper. It is one of the three largest English-language dailies in the country. It was launched in 1941 and is owned by Pakistan Herald Publication. The newspaper regularly carries syndicated articles from western newspapers like The Independent, The Guardian, The Los Angeles Times and The Washington Post. The newspaper is mostly read by highly educated and affluent people in the age group of 19-40 years.



### DAILY JANG

**Circulation:** 850,000  
**Frequency:** Daily

Daily Jang is an Urdu-language newspaper based in Pakistan. It is the oldest paper in the country and was launched in 1939. It is published by Jang Group of Newspaper. The paper is distributed throughout the country and is one of the largest circulating newspapers in Pakistan. It covers the stock market, business, finance, education and sports. It has over 47% share of newspaper readership in the country. It is an effective medium to reach out to all socio-economic classes.



A black and white photograph showing a group of business professionals in suits gathered around a table. They are looking at a tablet computer held by one of them. The image is mostly grayscale, with a red rectangular box containing the word 'DIGITAL' in white capital letters overlaid on the left side.

**DIGITAL**

## KEY MEDIA

### REAL PROPERTY

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**Total Visits:** 26.75K  
**Avg. Visit Duration:** 00:01:16

Realproperty.pk is a website portal for featured property buying and selling listings across Pakistan including newly constructed houses, plots, plazas and property rentals. The premier listings on their website comes from trusted featured agents/dealers nationwide, providing the most accurate and up-to-date information about property for sale in Pakistan.



### MERAGHAR

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**Total Visits:** 13.52K  
**Avg. Visit Duration:** 00:00:15

Meraghar.pk has been created to help, facilitate and direct real estate stakeholders to get deserved value of their product and services from the potential customer or investor all around the globe. It is one of the pioneering real estate portal that helps buyers, sellers and renters streamline their property search. Whether you're looking to buy property in Pakistan or sell property in Pakistan, Meraghar.pk offers the ultimate solution.





## KEY MEDIA

### ZAMEEN

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**Total Visits:** 2.54 million  
**Avg. Visit Duration:** 00:08:08

Zameen.com is a one stop Pakistan property resource, where you can find all kinds of Pakistani properties listed for sale and rent. The website portal provides a huge assortment of properties to pick and choose for investment purposes. They also list hundreds of authentic Pakistani property agents, verified by its dedicated staff to ensure that its users only deal with legit resources and get the best possible service available out there.



### WALL

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**Total Visits:** 17.65K  
**Avg. Visit Duration:** 00:00:56

Wall.pk is a Pakistani real estate website used to buy, sell or rent properties like plots, homes, farms etc. Intellisoft is in charge of maintaining this portal, which specializes in real estate websites, real estate agents and also allows other investors to create an account on this portal and sell their properties.



**CHINA**





**REAL ESTATE INSIGHTS**

INVESTOR RANK:  
**4**



KEY CITIES TO  
TARGET:  
**SHANGHAI,  
BEIJING &  
GUANGZHOU**

APPROXIMATE  
AMOUNT OF  
INVESTMENT  
IN UAE:  
**DHS 3.14BN**



YIELD PER CAPITAL:  
**DHS 2.28**



TOTAL NUMBER OF  
TOURIST VISITORS  
(2017):  
**598 MILLION**



TOTAL POPULATION:  
**1,379 BILLION  
(2016)**

## REAL ESTATE INSIGHTS

Chinese investors were particularly active in Dubai freehold space

01

According to Dubai Land Department's recent report, Chinese buyers are among the top five investors in Real Estate in Dubai.

03

02

Chinese firms account for 6 percent of the total value of the real estate contracts and is expected to increase to 9 percent by 2019-2020.

04

According to Knight Frank, in the first half of 2017 the Chinese were the fourth most active investors in Dubai.



PRINT

## KEY MEDIA

### SOUTH CHINA MORNING POST

**Circulation:** 127,000  
**Frequency:** Daily  
**Language:** English

The South China Morning Post (also known as SCMP or The Post), is the number English-language newspaper in Hong Kong. It is also known as the newspaper of record and the circulation has been relatively stable for years with an average daily circulation of 100,000. It is the best medium to reach the people of Hong Kong.



### BEIJING EVENING NEWS

**Circulation:** 1,150,000  
**Frequency:** Daily  
**Language:** Chinese

Beijing Evening News is a Chinese-language evening tabloid launched in 1958. The newspaper covers general information including national and international news, TV, sport, entertainment, etc. It is read by government officials, state public establishments, directors, highly educated businessmen, professional executives and leaders. It has a wide readership and is distributed on or by subscription.



## KEY MEDIA

### SHANGHAI MORNING POST

**Circulation:** 800,000  
**Frequency:** Daily  
**Language:** Chinese

Shanghai Morning Post was launched in 1999 by the Jiefang Daily Group. It is one of the highest circulating Chinese-language morning paper in Shanghai. Alongside current news the newspaper also focuses on health, education, sports and real estate among other topics. This newspaper is an ideal companion for long daily commutes.



### GUANGZHOU DAILY

**Circulation:** 1,880,000  
**Frequency:** Daily  
**Language:** Chinese

Guangzhou Ribao is the official newspaper of the Guangzhou municipal party committee published by the Guangzhou Daily Newspaper Group, which also runs other newspaper and magazine such as China Business News and South Reviews.



## KEY MEDIA

### SHANDONG BUSINESS DAILY

Circulation: 540,000  
Frequency: Daily  
Language: Simplified Chinese

“Shandong Business Daily” is a new comprehensive provincial urban daily, with a wide view of the news, bright city color, strong flavor of the times, rich business plan, to pay attention to the people’s livelihood, guide the consumption and serve the public. The monthly consumer spending of the Shandong commercial newspaper is the first in each media. Shandong Business Daily has become the most popular new mainstream media of the hard core consumer group.



### CHINA REAL ESTATE BUSINESS

Circulation: 200,000  
Frequency: Weekly  
Language: Chinese

China Real Estate Business established in 1995, is a professional newspaper which is in the charge of Ministry of Construction of the People’s Republic of China, it is the first choice Chinese median for high-end property influence promotion. Land agent, financial institution, fund industry, investment bank, investment in enterprise’s investment department, and building materials company.





## KEY MEDIA

### GOLD MASTER

**Circulation:** 120,000  
**Frequency:** Monthly  
**Language:** Chinese

China Real Estate Finance is a real estate finance professional journals organized by China real estate association. The editorial Committee is composed of experts of State Council Research Center, Chinese Academy of Social Sciences, Ministry Of Finance People's Republic of China, Ministry of Construction, Ministry of Land and Resources, the People's Bank of China, China Construction Bank, Industrial and Commercial Bank of China, Agricultural Bank of China and other departments.



### CAIXIN CENTURY WEEKLY

**Circulation:** 220,000  
**Frequency:** Weekly  
**Language:** Simplified Chinese

Caixin Century Weekly media has the most valuable readers in China. The main readers are 30 to 50 years old, who are at the height of undertakings and in charge of the significant policy decisions of enterprises/companies; more than 80% of the readers have decision-making authority of business purchase.



## KEY MEDIA

### ECONOMIC DAILY

**Circulation:** 700,000  
**Frequency:** Daily  
**Language:** Chinese

Economic Daily is a business daily published since 1983. Through its content it provides timely, accurate and comprehensive news about China's economy. It is commonly read by economic decision makers, business executives, economists and people from all trades and professions. With the growing economy of China, it has established itself as the most influential and authoritative newspaper in China. It is an official outlet for the government to publicize its economic policies.





**EVENTS**

## KEY MEDIA

### JUWAI AGENT SEMINAR

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**Attendees:** 120-150 per event

Juwai is the largest international property platform in China which lists over 2.5 million properties from 131 countries. The platform receives over 2 million Chinese visitors per month. The Juwai Agent Summit helps property developers establish relationships with Chinese agents who have buyer networks of their own.





OUTDOOR

## KEY MEDIA

### BEIJING CAPITAL INTERNATIONAL AIRPORT

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In 2015, Beijing Capital International Airport registered 89,935,621 passengers, becoming the World's 2<sup>nd</sup> busiest airport in terms of passenger traffic and the busiest airport in Asia. The airport handled 94 million passengers in the year 2016.



### SHANGHAI PUDONG INTL AIRPORT

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The Shanghai Pudong Airport is the 2<sup>nd</sup> busiest airport in China and the airport handled 66 million passengers during 2016.



DIGITAL



## KEY MEDIA

### JUWAI

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**Total Visits:** 2 million monthly visits  
**Avg. Visit Duration:** 00:04:55

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by thousands of Chinese buyers each day from over 326 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. Juwai introduced the first global platform to engage Chinese buyers in 2011. Today, the site is the largest and most authoritative source for global property in China.



### WECHAT

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**Total Visits:** 938 million  
**Avg. Visit Duration:** 00:00:56

WeChat is the largest social network in China with over 600 million users. It is a mixed platform of video sharing, personal chats, social sharing, ecommerce, etc. It receives over 355 million monthly active users in China. It provides consumers with instant access to the latest news and products from their favorite brands and helps brands create their own website to promote sales.





**AFRICA**





**REAL ESTATE INSIGHTS**

**KEY CITIES TO  
TARGET:  
KENYA  
NIGERIA  
SOUTH AFRICA  
UGANDA  
TANZANIA**



**INVESTOR RANK:**

**5**



**TOTAL POPULATION:**

**1.216 MILLION**

## REAL ESTATE INSIGHTS

Investment in real estate from Africa has increased by over 300 percent over the last five years.

Political stability in Dubai is another key factor for the African investors to take advantage.

Some of the key reasons for Africans to have started buying property in the Middle East are world class education, health care and political stability.



**PRINT**

## KEY MEDIA

### AFRICAN BUSINESS

**Circulation:** 26,015  
**Frequency:** Monthly  
**Language:** English / French

African Business is Africa's most respected monthly business magazine. The magazine has won numerous awards and attracts the best writers in Africa. It is the leading business magazine in the region since its launch in 1968. It is considered the most reliable source of analysis, economy and debate available out there.



### AFRICAN BANKER

**Circulation:** 20,000  
**Frequency:** Quarterly

African Banker is a quarterly magazine that is known for its unique insights into banking and finance sector in Africa. The magazine is an integral part of African development, as it helps shape the African agenda by leading and influencing the conversation on African financial issues. Over the years, it has become an essential read for CEOs, CFOs, central bank governors, institutional investors and finance ministers.



## KEY MEDIA

### NEW AFRICAN

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**Circulation:** 55,000  
**Frequency:** Monthly

New African is the best-selling English language African monthly magazine that gives a unique insight into African affairs from their perspective. The Pan-African magazine is sold in newsstands in over 100 countries, including 45 in Africa. It reaches the affluent African population across the continent.



**DIGITAL**



## KEY MEDIA

### ZOOMEK

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**Total Visits:** 12K  
**Avg. Visit Duration:** 00:02:36

Zoomek's core goal is to provide the easiest possible way of search of both international and local homes for sale or rent. Advanced search capabilities allows users to tune parameters to find the exact home you are looking for. Switching map into satellite mode provides natural land view and gives better feeling of selected area, house locations and land lot dimensions.

### NIGERIA PROPERTY CENTRE

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**Total Visits:** 429.68K  
**Avg. Visit Duration:** 00:03:06

Nigeria Property Centre is Nigeria's No. 1 property website. They are not real estate agents but they aim to be the place for Nigerian property seekers to find details of all properties available to buy or rent. The website has created a significantly more convenient and effective way for property hunters to find their next property: up-to-date property information, available for free, accessible 24 hours a day to anyone with internet access and far more complete in terms of number of properties and depth of detail on each property than through other traditional advertising media.





## KEY MEDIA

### PRIVATE PROPERTY

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**Total Visits:** 12K  
**Avg. Visit Duration:** 00:00:56

Private Property connects its users with people and properties so they can find the freshest listings and best deals in the market. The website sees constant traffic from serious buyers and renters visiting the site and the platform is ideal for users to list their property, whether as a private seller or as an agent. The website puts a lot of effort into making the search for its users' next home effortless and rewarding. By offering clearly displayed quality listings, to providing simple mechanisms for contacting the seller or agent, the portal aims to help you find the best property for your need.



**LET'S DISCUSS**



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