

CORPORATE MEDIA KIT

2026 EDITION

BUSINESS · TECHNOLOGY · INVESTMENT · INNOVATION



T&I NEWS
— INSIGHT. IMPACT. INFLUENCE. —

The independent voice for business, technology and investment news across the United Arab Emirates and the wider Gulf region.

COVERAGE

UAE & GCC

PUBLISHED BY

T&I News LLC · Est. 2022

WEB

tai.news

WHO WE ARE

Independent business journalism for the UAE & GCC

T&I News (tai.news) is a digital-first news publication covering business, technology, investment and innovation across the United Arab Emirates and the wider Gulf Cooperation Council region — built for founders, executives, investors and the professionals who follow them.

Our Mission

We report the stories shaping the region's economy — from venture funding and market-moving policy to emerging technology and the entrepreneurs building the Gulf's next generation of companies. Every article is original, editorially independent reporting, not aggregated or syndicated wire copy.

Editorial Standards

- Original reporting on every published story — no copy-pasted source text
- Clear, structured writing built around real events and verifiable sources
- Consistent editorial cadence across all covered categories
- Content engineered for both human readers and modern search & AI discovery

AT A GLANCE

Legal Entity: T&I News LLC, founded 2022

Domain: tai.news

Registered: Shams Media City, UAE

Geography: UAE (Dubai, Abu Dhabi, Sharjah) & wider GCC

Ecosystem: Part of the RiyadhX9 group of companies

Why T&I News

REGIONAL FOCUS

Purpose-built for the UAE and GCC business community — every story is filtered for genuine relevance to the region, not generic global news.

EDITORIAL DISCIPLINE

A consistent, structured publishing framework across every category, keeping quality and format uniform issue to issue.

SEARCH & AI READY

Content is structured from the ground up to perform in traditional search and be surfaced by AI answer engines.

COVERAGE & REACH

What we cover, and where it travels

Editorial categories published on a consistent cycle and distributed automatically across the region's leading social and video platforms.

Editorial Categories

Business Corporate & commercial news	Investment Capital, funding & markets	Technology Product & platform news
Innovation R&D & emerging models	Startups Founders & venture news	Events Regional conferences & summits
Opinions Analysis & commentary	Collaborative Content Partner & brand features	

Reach Snapshot

50–60K MONTHLY PAGEVIEWS	~5K MONTHLY ORGANIC REACH	5K+ NEWSLETTER SUBSCRIBERS	1M+ IMPRESSIONS / POST VIA PARTNER NETWORK
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Newsletter list is concentrated among decision-makers, executives and government officials. Partner-network figure reflects reach achieved through T&I News' associates and influencer network, not owned-channel traffic alone.

Distribution Network

Every article published on tai.news is automatically syndicated across our owned channels, extending each story's reach beyond the website itself.

Website — tai.news	Facebook — 4,300+	LinkedIn — 1,000+	Instagram	X (Twitter)
TikTok	YouTube			

AUDIENCE PROFILE

Who reads T&I News

Our readership is concentrated among the decision-makers and professionals who shape business activity across the Gulf — the audience brands most want in front of.

Reader Profile

- Founders, business owners and managing directors
- Investors, fund managers and financial advisors
- Consultants and corporate service providers
- Market influencers and industry commentators
- Executives and government officials on our newsletter list

Industries We Serve

Artificial Intelligence

Technology

Startups

SMBs

Investment

FinTech

Healthcare

Real Estate

Tourism

Energy & Sustainability

Government & Smart Cities

Media & Entertainment

Geographic Footprint

PRIMARY MARKET

United Arab Emirates — Dubai, Abu Dhabi and Sharjah form the editorial core of our coverage.

REGIONAL REACH

Extended coverage across the wider Gulf Cooperation Council (GCC) business community.

LOCAL RELEVANCE

Every story is evaluated for a genuine UAE/GCC angle before publication — no generic filler content.

PARTNER WITH OUR NEWSROOM

Content contribution & PR services

T&I News PR helps UAE and GCC brands gain media visibility through press releases, digital PR, SEO, and targeted business storytelling.

01 Content Contribution

Byline articles, guest features and founder perspectives placed within our regular editorial categories. Ideal for founders, directors and consultants who want to establish authority and reach investors, partners and industry peers directly through the newsroom's existing audience.

02 Press Release Distribution

Professional, AP newsroom-style press release writing and placement across a vetted network of **32 UAE and MENA newsrooms** — spanning news agencies, business magazines, newspapers and digital news — with a full coverage report and ongoing media monitoring included.

03 Digital PR & Business Storytelling

Targeted narrative features that connect a brand's news to the broader business and investment conversation in the region — built for coverage that reads as journalism, not advertising, while still serving the client's positioning goals.

04 SEO-Driven PR

Every piece of contributed or PR content is built on the same SEO foundation as our core editorial — keyword-optimized metadata, internal and external linking, and live backlinks from real news domains — so client coverage keeps working long after publication.

CREDIBILITY & PROOF

Trusted coverage, real placements

T&I News' PR distribution network and editorial partnerships give client stories a genuine footprint across the region's media and institutional landscape.

PR Network Placements

Our press release distribution network spans 32 vetted UAE and MENA newsrooms, with placements across outlets including:

Bloomberg

The National

Gulf News

Khaleej Times

WAM

Institutional Partnerships

- Sharjah Entrepreneurship Festival
- Dubai Chamber of Commerce
- Abu Dhabi Investment Forum

SAMPLE COVERAGE

AIM Congress 2026

Global trade & investment congress, Dubai

STEP Dubai 2026

Startup & tech ecosystem event

GITEX Global

World's largest tech & startup event

VSYN+ Collaborative Series

Brand-partnered feature content

T&I News operates as part of the RiyadaX9 group — a Dubai-based consultancy spanning AI & research, investment advisory and interactive innovation — extending our editorial reach into a wider ecosystem of institutional and industry relationships.

BRAND VISIBILITY

Advertising & marketing solutions

Beyond editorial coverage, T&I News offers direct advertising and social marketing placements to put a brand in front of our audience of founders, investors and business decision-makers.

On-Site Advertising

- Display and sponsored-content placements across tai.news
- Category sponsorships aligned to a brand's sector
- Native-style sponsored articles, clearly labeled and editorially structured

Social Amplification

- Branded campaign creative distributed across Facebook, Instagram, LinkedIn, X, TikTok and YouTube
- Minimalist, corporate visual identity consistent with T&I News' own brand system
- Scheduled, recurring campaign cycles rather than one-off posts

WHO THIS IS FOR

Founders, owners and directors building visibility with regional investors and partners

Consultants and corporate service providers targeting UAE/GCC decision-makers

Market influencers across tech, investment, innovation, gaming, crypto and digital media

Marketing and finance teams running regional brand-awareness campaigns

DISCOVERABILITY

SEO, GEO, AEO & AI-era marketing

Search behaviour is splitting between traditional engines and AI-driven answer tools. T&I News builds every article — and every piece of client content we produce — to perform across both, including visibility on ChatGPT, Perplexity, DeepSeek and Google AI.

SEO — SEARCH ENGINE OPTIMIZATION

Optimized meta titles and descriptions, focus and secondary keyword targeting, clean heading structure, and internal + external linking on every article — built to industry on-page SEO standards.

GEO — GENERATIVE ENGINE OPTIMIZATION

Content structured in clear, fact-grounded, well-organized language so it can be accurately parsed, summarized and cited by generative AI tools such as ChatGPT, DeepSeek and Google AI Overviews.

AEO — ANSWER ENGINE OPTIMIZATION

Articles framed around clear questions and direct answers where relevant, increasing the likelihood of being surfaced as a source by answer engines such as Perplexity and voice search.

AI MARKETING READINESS

A structured, consistent publishing framework across every category — the kind of clean, machine-readable content foundation that AI-driven discovery tools favor.

What This Means for Partners

Content contribution, press releases and sponsored features placed through T&I News inherit the same SEO and AI-discoverability foundation as our core editorial — giving client coverage a longer, more durable reach than a standard paid placement.

PARTNERSHIP OPTIONS

Ways to work with T&I News

Advertising & Communications packages, from a first sponsored article to a full strategic communications office.

TIER	PRICE	WHAT'S INCLUDED
Starter	AED 2,500	1 Sponsored Article, Newsletter Feature, Press Release Publication, Social Media Promotion, SEO Optimization
Growth	AED 5,500	2 Sponsored Articles, 2 Newsletter Features, 2 Press Releases, Executive Feature, Reputation Monitoring
Professional	AED 12,500	Digital Magazine Inclusion, Executive Interview, Social Media Management, Video Content, AI Visibility Audit
Corporate	AED 25,000	Media Relations Campaign, Podcast Production, Investor Communications, AI Analytics Dashboard, Dedicated Account Manager
Leader	AED 50,000	Strategic Communications Office, International PR, Event Partnerships, Industry Research Reports, Executive Media Training

T&I PR (press release distribution): a separate 5-tier PR service built on our 32-newsroom network, starting at **AED 9,000**
— full pricing shared on request at tai.news/pr.

LET'S WORK TOGETHER

Get in touch

Ready to contribute content, run a press release, or launch an advertising campaign with T&I News? Reach out and our team will scope the right partnership for your goals.

CONTACT DETAILS

**WEBSITE**

tai.news

**EMAIL**

info@tai.news

**PHONE**

+971 58 918 8009

**WHATSAPP**

wa.link/bx4wcs

**CONTACT FORM**

tai.news/contact

**REGISTERED**

Shams Media City, UAE

T&I News Services

**T&I Marketing**

tai.news/marketing

**T&I Advertising**

tai.news/advertising

**T&I PR**

tai.news/pr

Ready to Start? Choose Your Channel

**Email Us**

info@tai.news

**WhatsApp Us**

wa.link/bx4wcs

**Call Us**

+971 58 918 8009

Tap any option above — we'll return a scoped proposal and rate card within one business day.

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