

TheMiddleEast.com

THE DIGITAL IDENTITY OF THE MIDDLE EAST

MEDIA KIT · 2026–2027 · FOUNDING PARTNER EDITION

Ultra-Luxury Tourism *& Ultra-Luxury Real Estate*

THE MIDDLE EAST COMPANY · advertise@TheMiddleEast.com

THE GATEWAY

A Name the World Already Types

TheMiddleEast.com is the region's own name, the exact address a traveler, an investor or a company reaches for when they first think of coming here. It can never be copied, rivaled or made again.

The Digital Economic Bridge

TheMiddleEast.com links the Western Hemisphere and the whole world to seventeen nations, from the Atlantic coast of Morocco to the shores of Oman. It shows the world where to go, where to stay, where to invest and how to do business, and carries every visitor, with confidence, to the region's door.

Devoted to the Exceptional

We feature only the finest: the most remarkable resorts, the most accomplished developers and the most trusted agencies. The best of the best, or not at all.



Burj Al Arab at golden hour, Dubai

The benefit to the region is that the world's spending comes to it. The benefit to the world is that it is shown, at last, where to spend.

440+	17	45	14
PAGES, EACH ANSWERING A REAL QUESTION	NATIONS, MOROCCO TO OMAN	FOUNDING PARTNER TERRITORIES	COUNTRIES IN THE PROGRAM

THE AUDIENCE

Who Waits on the Other Side

TheMiddleEast.com is written for the world's largest consumer market: people with the means and the wish to travel, to own and to invest, whether they arrive in person, buy from abroad without boarding a plane or invest through an institution. Until now, they have had no single trusted place to begin.

4%

of the world's people live in the United States, about 343 million of 8.2 billion

1/3rd

of all household spending in the world comes from American consumers

$20.8T

spent by American consumers in 2025

107.7M

trips abroad by Americans in 2024, up 9.2% in one year

THE WORLD'S STRONGEST LONG-TERM GROWTH STORY

US$386B

Middle East Travel & Tourism, 2025

US$605B

Forecast for 2036, about 6.3% a year

Tourism and Luxury Real Estate are converging into integrated destinations: hospitality, branded residences, dining, wellness and entertainment, built by the region's developers.

THE OPPORTUNITY

Of Dubai's record 19.59 million international visitors in 2025, 1.4 million came from the Americas: about 7 percent. The room to grow lives in that number.

Sources: U.S. Census Bureau (2026); World Bank household consumption (U.S. 2024, world 2023); U.S. Bureau of Economic Analysis via FRED (PCECA, 2025); National Travel and Tourism Office (2024); Dubai Department of Economy and Tourism (2025); World Travel & Tourism Council (August 2026).

WAYS TO APPEAR

Be Seen First, by the Right People

I
Founding Partner Agency
For the Luxury Real Estate Agencies that know their Territory best: their own page, “Presented by” across the Territory and inquiries introduced to them.

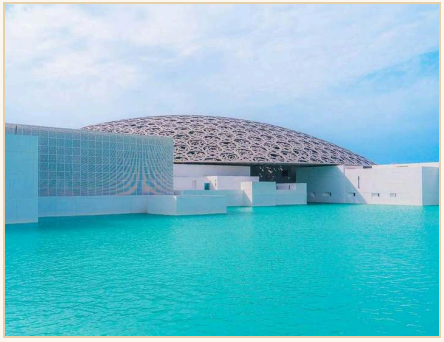
II
Founding Partner Developer
For the Luxury Real Estate Developers shaping their Territory’s skyline and shoreline: communities, towers and residences shown to the world’s travelers and investors.

III
Spotlight of the Month
One emirate, resort or region on the homepage for thirty days, showing why to visit and why to do business there.

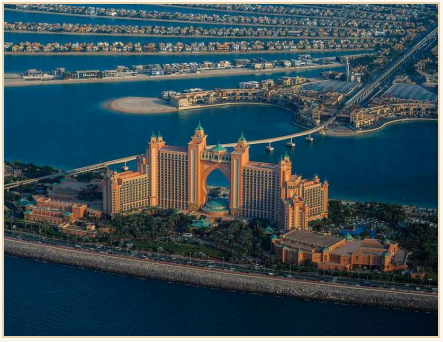
IV
Featured Hotels and Projects
Clearly marked features inside the guides, beside the places your guests are already reading about.

V
The Journal and the Daily Desk
“Presented by” on the weekly Journal of good news and the daily Luxury Real Estate desk.

VI
The Season Letter
Sponsorship of the seasonal letter sent to readers planning their next journey to the region.





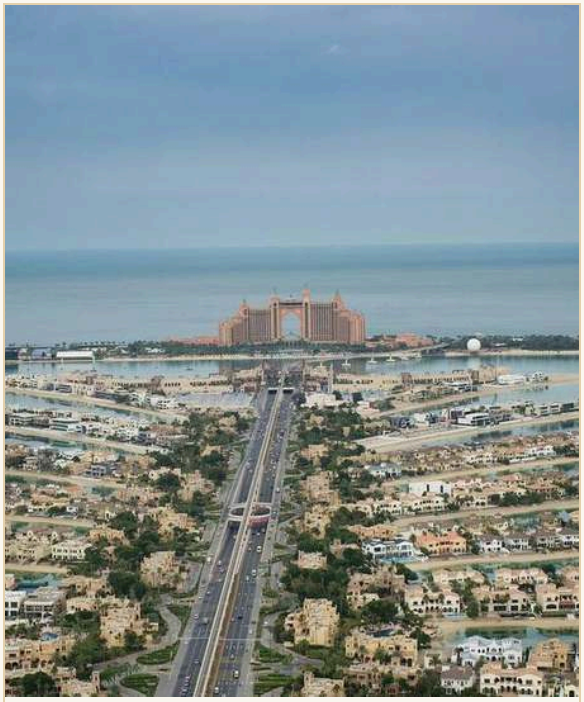


Rates for advertising beyond the Founding Partner program are shared on request at advertise@TheMiddleEast.com.

A Place at the Table, from the Very First Day

An invitation to a small number of the region's finest Luxury Real Estate Agencies and Luxury Real Estate Developers to stand beside TheMiddleEast.com from its beginning, as the world discovers the Middle East online.

1. **A page entirely your own,** at an address of its own, designed and built by us in the house style at no extra cost.
2. **Your story, told beautifully.** Send us your photography, film, logos and projects, and we load them for you.
3. **Built and kept by us.** In Years 1 and 2, we build and update your page for you, to one standard.
4. **"Presented by" your firm** on your Territory's city guide, its country guide and its Luxury Real Estate page, in rotation with the other Founding Partners.
5. **Inquiries, introduced to you.** Buyers asking about homes in your Territory go to its Founding Partner Agencies; investors asking about new developments go to its Founding Partner Developers. The buyer chooses whom to contact.
6. **The Founding Partner title.** Earned only in Years 1 to 3 and held for as long as you renew, with preferential treatment and a place high in the rotation.



The Palm Jumeirah, Dubai

THREE WAYS BUYERS ARRIVE, ALL INTRODUCED TO YOU

I
The Traveler-Investor
Discovers the region as a guest and returns to own a residence

II
The Buyer from Abroad
Buys by video and remote signing, without boarding a plane

III
The Institution
Funds, family offices and companies buying at scale

TWO CATEGORIES

Equal Standing, Side by Side

Every Territory has two Founding Partner categories, and each is its own appointment. An Agency and a Developer never compete for the same place: each holds its own, at the same fee, with the same prominence.

	I Luxury Real Estate Agencies *Representing buyers and sellers of the Territory's finest homes*	*II* Luxury Real Estate Developers *Creating the Territory's new communities and landmarks*
WHO IT IS FOR	The licensed agency that knows its Territory best: villas, penthouses, estates and off-market homes, for purchase and resale.	The developer shaping its Territory's skyline and shoreline: branded residences, towers, villa communities, islands and master plans.
WHAT BUYERS FIND	Your page, your advisers and your listings, each with its price, its permit and a direct way to inquire.	Your page, your communities and your launches: off-plan and completed projects, payment plans and handover dates.
WHAT YOU RECEIVE	Your own page, and "Presented by" your agency on the Territory's city guide, country guide and Luxury Real Estate page, with buyers sent straight to your team.	Your own page, and "Presented by" your company on the Territory's city guide, country guide and Luxury Real Estate page, with investors sent straight to your team.
BUYERS YOU MEET	Travelers who return to buy, and buyers abroad who want one trusted adviser to guide them from a screen.	All three: returning travelers, off-plan buyers abroad and institutions buying floors, buildings and portfolios.
WHY IT MATTERS	International buyers want one trusted adviser who speaks their language, from the first viewing to the keys.	Off-plan buyers abroad decide from a screen, months before they visit. Your page is where that decision is made.
THE STANDARD	A licensed brokerage (in Dubai with RERA, in Saudi Arabia with REGA), every listing carrying its required permit and an established sales record.	A registered developer in the Territory, each project approved and off-plan payments held in escrow where the law requires it, with projects already delivered.

Three	Founders	US$50,000
Founding Partner places for Agencies and three for Developers in every Territory, from the first day	Made only in Years 1 to 3, and Founders for as long as they renew each year	The same Year 1 fee for each, in every Territory

YOUR PAGE · CATEGORY I

The Agency Page

A sample Founding Partner page for a Luxury Real Estate Agency in Dubai. The firm, names and prices shown are illustrative; the page is built for you in exactly this style.



1998	RERA	14	24h
ESTABLISHED	LICENSED BROKERAGE	LANGUAGES SPOKEN	EVERY INQUIRY ANSWERED



SIGNATURE VILLA · PALM JUMEIRAH

The Frond Residence

From US$18,500,000

6 bedrooms · private beach



ESTATE · THE PALM

Crescent View Estate

Price on request

7 bedrooms · sea views



BEACH APARTMENT · JBR

Shoreline Collection

From US$2,900,000

3 bedrooms · on the sand

PRESENTED BY **Your Agency**

On the Dubai city guide, the United Arab Emirates country guide and the Dubai Luxury Real Estate page, in rotation with the other Founding Partners

YOUR PAGE · CATEGORY II

The Developer Page

A sample Founding Partner page for a Luxury Real Estate Developer in Dubai. The company, projects and prices shown are illustrative; the page is built for you in exactly this style.



2004	DLD	12	24h
ESTABLISHED	REGISTERED DEVELOPER	COMMUNITIES DELIVERED	EVERY INQUIRY ANSWERED



RESIDENCES · DOWNTOWN

The Crown Residences

From US$2,400,000

Payment plan 60/40 · handover 2029



VILLA COMMUNITY · DUBAI HILLS

The Grove Villas

From US$6,750,000

5 and 6 bedrooms · golf-course setting



BEACHFRONT · DUBAI HARBOUR

Harbour Beach Residences

From US$2,200,000

Payment plan 70/30 · waterfront living

PRESENTED BY **Your Development Company**

On the Dubai city guide, the United Arab Emirates country guide and the Dubai Luxury Real Estate page, in rotation with the other Founding Partners

ALWAYS A CHOICE

Three Places, for Founders Only

For fairness, and for legal reasons, a buyer must always be able to choose. So each Territory holds, at most, three Founding Partners for Luxury Real Estate Agencies and three for Luxury Real Estate Developers, open from the first day. Founding Partners are made only in Years 1 to 3; once a category has its three, no more are issued.

I

The First Founding Partner

Places are filled first come, after approval. Not every application is accepted.

The fee is paid within 10 days of written approval, or the place is released to the next applicant.

II

The Second

May be admitted at any time in Years 1 to 3. Requires an additional registration and the direct approval of The Middle East Company.

III

The Third, and Final

On the same conditions. After that, no further Founding Partners are issued in that category.

RENEWAL, AND NO WAITING LIST

Places are filled in the order complete applications are approved; a place cannot be bought, and there is no waiting list. Renew each year, with a 15-day grace period; on day 16 without payment, the place is released. In Years 1 to 3 it goes to a new Founding Partner; after Year 3, to a Partner, without the Golden Badge.

OUR ADVICE

To be part of the future growth of TheMiddleEast.com, we advise Founding Partners to secure their place early, while the first place in their Territory is still open.

Decisions on who may become a Founding Partner lie entirely with TheMiddleEast.com and The Middle East Company. Every place is personal and never transferable without the written consent of The Middle East Company.

THE INVESTMENT

A Simple, Published Schedule

The same fees in every Territory, for Luxury Real Estate Agencies and Luxury Real Estate Developers alike, and each category is its own appointment. Every partner pays the fee of the program year, joining or renewing.

YEAR 1	YEAR 2	YEAR 3	YEAR 4 AND BEYOND
US$50,000	US$75,000	US$100,000	To be announced

- **Paid in full, in advance,** by bank wire, within 10 days of written approval. No payment plans.
- **Written approval comes first.** Every Founding Partner must receive written approval, by email, from The Middle East Company and TheMiddleEast.com. No Wire Instruction Details are given before that approval, and they come only from advertise@TheMiddleEast.com. Never send funds on instructions from any other source.
- **One year at a time.** Renewal is applied for at the end of each year, within a 15-day grace period, and takes effect once The Middle East Company confirms it; on day 16, the place is released.
- **The same fee for everyone** in each program year, joining or renewing: US$75,000 in Year 2 and US$100,000 in Year 3.
- **Fees are exclusive of taxes.** Bank and wire charges are paid by the partner, so that the full fee is received.
- **Today is the lowest price there will ever be.** Joining first costs least.

FOR AN AGENCY

One Sale Pays for the Year

US$5,000,000 (ONE VILLA) × 2% (COMMISSION) = US$100,000 (TWICE THE FEE)

A single US$5 million sale covers the complete Year 1 fee twice over.

FOR A DEVELOPER

One Residence Pays for the Year

US$2,500,000 (ONE RESIDENCE) × 4% (BROKER FEE) = US$100,000 (TWICE THE FEE)

One buyer introduced directly, rather than through an outside broker, saves twice the Year 1 fee.

The commission and broker fee shown are illustrations, not a forecast or a promise of sales. The fee is a flat advertising fee, never a commission: TheMiddleEast.com is an advertising and media platform, not a real estate broker, agent or finder. The Founding Partner Terms govern every appointment.

45 Territories, Fourteen Countries

Each Territory follows its country's own map: an Emirate, a Province, a Governorate, a whole country or a great city. Each has three Founding Partner places for Luxury Real Estate Agencies and three for Luxury Real Estate Developers: separate appointments, at the same fee.

United Arab Emirates 7

Abu Dhabi · Dubai · Sharjah · Ajman · Umm Al Quwain · Ras Al Khaimah · Fujairah

Qatar 1

Qatar

Bahrain 1

Bahrain

Egypt 6

Cairo · Giza · Matrouh · Red Sea · South Sinai · Alexandria

Cyprus 0

Jordan 0

Morocco 0

Saudi Arabia 13

Riyadh · Makkah · Madinah · Eastern Province · Tabuk · Asir · Qassim · Ha'il · Jazan · Najran · Al-Baha · Northern Borders · Al-Jawf

Kuwait 1

Kuwait

Oman 11

Muscat · Dhofar · Musandam · Ad Dakhiliyah · Al Wusta · North Al Batinah · South Al Batinah · Ash Sharqiyah North · Ash Sharqiyah South · Adh Dhahirah · Al Buraimi

Türkiye 5

Istanbul · Muğla · Antalya · İzmir · Ankara

Israel 0

Lebanon 0

Tunisia 0

Territory not listed? Write to advertise@TheMiddleEast.com.

HOW TO JOIN

Apply to Become a Founding Partner

1
Register
Choose your Territory on the Founding Partners page of TheMiddleEast.com

2
We review
Every application within two business days

3
Written approval
By email, before any Terms or wire details are sent

4
Within 10 days
Your wire arrives, your place is confirmed and we build your page

THE STANDARD FOR AGENCIES

- A licensed brokerage in the Territory (in Dubai with RERA, in Saudi Arabia with REGA)
- Every listing carrying its required permit
- An established record in Luxury Real Estate

THE STANDARD FOR DEVELOPERS

- A registered developer in the Territory
- Each project approved, with escrow where the law requires it
- Projects already completed and delivered

FOR BOTH

- A multilingual team, ready to welcome international buyers
- Two references, on request
- Every inquiry answered within 24 hours
- Able to complete a purchase for a buyer abroad: video viewings, remote signing and secure payment
- A strict standard of ethics, responsibility, good standing and professionalism. The Middle East Company may accept or reject any application, for any reason, to keep TheMiddleEast.com a luxury site

TheMiddleEast.com

REQUEST A CONVERSATION

advertise@TheMiddleEast.com

+1-561-543-6625

THE MIDDLE EAST COMPANY, LLC · P.O. BOX 543 · HOBE SOUND, FL 33475

This Media Kit describes the Founding Partner program as published on TheMiddleEast.com. It does not promise results; the Founding Partner Terms govern every appointment. October 2026.