



**FOR IMMEDIATE RELEASE**

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## **ITP Media Group announces advertising-free day in honour of the Year of Zayed**

ITP Media Group has announced it will only carry the official banners for the Year of Zayed across its digital portals for the first 24 hours of 2018.

Ali Akawi, CEO of ITP Media Group, said: “We believe in upholding national occasions and recognizing the opportunities we have been given by our Founding Father and this country. This announcement is a small contribution towards many great initiatives, events and programmes taking place throughout 2018, in honour of the vision, leadership and wisdom of our late Father Zayed.”

2018 was declared the “Year of Zayed” by the UAE’s President, His Highness Sheikh Khalifa bin Zayed Al Nahyan, to mark 100 years since the birth of the country’s Founding Father. The year will see several events and celebrations to honour His Highness Sheikh Zayed bin Sultan Al Nahyan’s vision and leadership; reflecting the foundations, traditions and values he instilled in the country and its people.

**ENDS**

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## **Notes to editors**

### **About ITP Media Group**

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller ME.

ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a 360 degree approach.

ITP Live, which was designed to extend the company's digital footprint as well as enhance its total reach on social media, has five key business areas - the region's largest social influencers' agency, video content creation, digital sales representation, ecommerce and live events.

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations. ITP works in collaboration with a number of leading international partners including Condé Nast, Dennis Publishing, Dubai World Trade Centre, Epoch Messe Frankfurt, Hearst, Hola!, Mondadori, Northern & Shell, Revolution International, Rodale, Shortlist Media and Time Out International Limited.

ITP's newest division, ITP Ignite, has been created to offer the full range of the group's services and expertise to clients, offering a one stop solution for media projects. It works across the following divisions: social media management, content creation, brand enhancement and customer publishing.

ITP was founded in 1987 in the UK, and to reflect the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 400 staff are based. The company also has offices in Mumbai and London.