

**الإنشاء**

Identity..ambition..achievements

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**Profile**



# A Historical Glimpse of «alanba»

«alanba» is a Kuwaiti political comprehensive daily newspaper, founded by **Mr. Khalid Yousef Al-Marzook** (may Allah have mercy upon his soul), on 5 January 1976. During its career over the past **48** years, «alanba» has been known for its historical stances articulated at all stages of the contemporary history of Kuwait and the Arab world. «alanba» is considered one of the deep-rooted media institutions in the Arab world, known for its professionalism and constant search for scoops, news coverage, analyses and special reports.

## illuminations & milestones

### 1976

- The publication of the first issue of «alanba», from Sharq district (dawar al Magahwi), where in the same year, enemies of the press tried to assassinate it, through targeting its headquarters with explosives, unsuccessfully. But «alanba» was never put away from performing its journalistic role and responsibilities.
- Mr. **Naser Abdulaziz Al Marzook** was the first editor-in-chief of «alanba». He held the position of editor-in-chief since the publication of the first issue on January 5th 1976, until November 1st, 1978.

### 1979

- «alanba» offices move to the Press Street in Shuwaikh continuing its journalistic and media role as leader of the daily newspapers in Kuwait.

### 1978

- «alanba» opens an office in Paris and issues its weekly supplement in a new and original design.

### 1977

- «alanba» signs an agreement with the Paris Arab weekly Alnahar International.

### 1987

- A court ruling is issued to ban the publication of «alanba», for 7 days, in an unprecedented incidence of such a ruling to be issued from a Kuwaiti court, which only boosted the popularity of «alanba».
- During the same year, «alanba» earned the title of the premier newspaper all over Kuwait, according to research and studies, done by specialized companies and institutions through surveys and polls consequently leading to an increase in its distribution among all layers and spectrums of society.

### 1990

- Publication of «alanba» is moved to Cairo during the period of the occupation of Kuwait, upon the orders of its owner and founder, the departed, **Mr. Khalid Yousef Al Marzook**, may God have mercy upon his soul.
- «alanba» was thus the first Kuwaiti newspaper issued from outside Kuwait, to communicate the voice of Kuwait and Kuwaitis and their demands to restore their rights, until the Liberation was completed.
- The late, Mr. **Walid Khalid Al Marzook** (may God's mercy be upon his soul), held the position of Editor-in-chief of «alanba» for five years, starting from June 26th 1990 till May 1st 1995, a period that witnessed the crisis of the invasion of Kuwait, when he opposed such brutal invasion through the platform of «alanba» and issued writings that worked as missiles directed at the invader.

### 1992

- «alanba» issues its first Al-iman supplement making a qualitative first in Islamic journalism.

### 1991

- «alanba» resumes publication from liberated Kuwait on December 21<sup>st</sup>, 1991.

### 1994

- A remarkable editorial step for «alanba» with its first-48 page issue.

### 1995

- A ruling is issued, from the cabinet of ministers to ban the publication of «alanba», for 5 days, due to a series of bold interviews with Kuwaiti personalities, considered by the authorities as inconvenient to the national interest. But distribution numbers soared right after the ban period.
- Miss. **Bibi Khalid Al Marzook** takes charge of the position of editor-in-chief, on May 2nd, 1995, being the first female editor-in-chief for a daily newspaper in the whole of the Arab world, where she worked to make «alanba» the newspaper of all Kuwaitis, for the benefit of Kuwait.
- During her time, the newspaper witnessed major improvements in form and content, making it to the first place among newspapers in 1997, and issuing variety Supplements that are greeted with wide approval from readers.
- Also, during her time, the electronic website of the newspaper was first launched on the internet. She remained in charge till February 8th, 2009.

### 1998

- «alanba» occupies first position among Kuwaiti newspapers for the second year.

### 1997

- «alanba» celebrates its leading position among Kuwaiti newspapers.
- «alanba» maintains its leading position among local and Arab newspapers.

### 2001

- «alanba» comes out in a new look and new different supplement as well as introducing a new font exclusive to the newspaper.

### 2000

- «alanba» is honored by the Ministry of planning for its participation in overcoming the year 2K problem.





# » illuminations & milestones

«alanba» the forerunner in bold interviews, comprehensive coverages, distinguished analyses and honest reports, and one of the most circulated and comprehensive newspapers among all segments and layers of society.

## 2006

The launch of «alanba» website started a new era for the newspaper of communication with its audience and readers across the world.

### 2007

- The Arab Academy for Science & Maritime Transport bestows honors upon «alanba» newspaper.

### 2008

- H.H. the Crown Prince Sheikh **Nawwaf Al Ahmad** praises «alanba's» march and its sophisticated and professional performance.

### 2010

- «alanba» electronic website is included in Forbes list of the 50 most widely circulated Arab newspapers.

### 2011

- The launch of the new commercial brand of «alanba», after substantial modifications, starting with the logo and the classification of pages up till the production stage.

### 2009

- **Mr. Yousef Khalid Al Marzook** takes charge of the position of editor-in-chief, on February 8th, 2009, working with a youthful spirit filled with determination and enthusiasm to make all working sectors in the newspaper rise up, with his efforts reaching success as assured by results of opinion polls that confirmed the place of «alanba» as among the three most distributed newspapers in Kuwait.
- High among his priorities was the modernization of the commercial brand and the upgrading of many features of the electronic issue of the newspaper.

### 2012

- Adding many new pages and news services with advertising competences and enrolling new distinguished faces joining and organizing a large number of social activities contributed to making «alanba» the fastest growing and advancing newspaper, in both its paper and electronic issues.
- Forbes magazine classifies «alanba» as among the 25 most powerful Arab newspapers on the Internet, and comes in the 8th position among the list of most interactive arab newspapers on the Web

### 2014

- His Highness the Emir, **Sheikh Sabah Al-Ahmad** praises the solid National approach of «alanba» and its embracing of the issues of concern for the nation and the citizens.
- «alanba» website wins the Award of Excellence, as the best website among all other newspapers and magazines for the year 2014 in Dubai.

### 2013

- Publication of the book («alanba» Social and Human Responsibility 2012), comprising tens of activities in which «alanba» family participated in serving the Kuwaiti society.

### 2015

- «alanba» Account on Facebook reached a weekly interaction of up to 25 million visitors.
- «alanba» enters a new phase with the launch of the modern printing press to keep pace with the reader's expectations of having a different and luxurious quality of paper printing through its state-of-the art printing press.
- «alanba's» keenness to confirm its media role in various fields, extends to the sponsoring, of many activities and events, particularly the "Hala February Festival", and their accompanying musical concerts and other various events.

### 2016

- H.H. Deputy of the Emir congratulates «alanba» on the 40th anniversary of its issuance.
- The Information Minister expresses his appreciation of «alanba» newspaper at the conclusion of the "The Citizen Journalist" which was held under the auspices of «alanba».
- «alanba» celebrates its 40th anniversary amid a wide attendance from the Arab World, and honors major contributors in the scientific advancement of Kuwait.
- Beside its position at the forefront of all newspapers' websites, «alanba» excels to second place, with a wide margin above third place, and close to the forefront of all printed newspapers according to the survey of Gulf Opinions Center.
- «alanba» is the platinum sponsor of the activities of the 52nd annual conference of the National Union of Kuwait Students – the UK and Ireland branch under the motto "Together we make the glory of Future Kuwait".
- «alanba» continues its sponsorship of the 33rd conference of the National Union of Kuwaiti Students – the US branch in San Francisco.

### 2017

- «alanba» newspaper opens its own corner in the children entertainment city of Kidzania to inspire them the love of reading and Knowledge and to teach them the foundations and principles of journalism.
- For the third consecutive year «alanba» continued its participation as a platinum sponsor of the 34th conference of the National Union of Kuwaiti Students – the US branch, in Atlanta.
- «alanba» is the first daily newspaper that enables readers to access videos related to materials printed in the paper, to become fully interactive with it through the introduction of the Augmented Reality (AR) technology which makes the paper version of Alanba speaks to readers' mobile so that it creates a new life for itself in virtual reality as well.



- «alanba» launches a two-page section titled "My Little Children" in a meaningful guiding message to children to get them reading.
- For the fourth consecutive year, «alanba» continues its annual celebrations, of national holidays in a rally under the slogan: "Celebrate My Country" (Ayidi Ya Biladi) in Salmiya Market with various shows.
- April 26th, 2015, "Arab Media Forum XII" honors «alanba» newspaper, represented by its Editor-in-Chief, our colleague **Yousef Khaled Al-Marzook**, in the presence of His Highness the Prime Minister Sheikh **Jaber Al-Mubarak** and a large attendance of ministers,

- Sheiks and diplomats, media stars and social networks celebrities.
- «alanba» occupies the second place among the most read newspapers in Kuwait, according to a study by J. F. K. Media Research.
- «alanba» treats its readers to a wide range of new and enhanced specialized pages.
- «alanba» celebrates the International Day of the Elderly.
- «alanba» sponsors the activities of the 32nd annual conference of the National Union of Kuwaiti Students – the US branch in San Diego – California.



2023

- «alanba» wins as the best arts page at **The Arts and Media Stars Festival**.
- The «alanba» **Marketing Festival** concludes with a raffle for a Haval 2023 car.
- **The Saudi Radio and Television Corporation** honors «alanba» in Tunisia.
- «alanba» launches its account on the new platform (**Threads**).
- **The Arab-African Investment Conference** honors «alanba» in Sharm El-Sheikh.
- «alanba» keeps pace with the era of **Artificial Intelligence** by becoming the first newspaper to integrate AI technology into its website through Summarization Service for faster and easier reading.

2022

- His Highness **Sheikh Mishaal Al-Ahmad** praises the media role of Alanba on its 46<sup>th</sup> anniversary.
- The editor-in-chief discussed with the chief editors of Qatari newspapers the promotion of media cooperation.
- A mini-ceremony in Alanba newspaper for winning artists to receive **“Alanba Flame 4”** in the drama.
- «alanba» sponsors many events and festivals this year such as **«Your health in a picture»** competition, **«Kuwait Motor Show»**, **«Discover America»** festival, and the launch of **«the e-government forum»**.
- «alanba» honored by: **«General Fire Force»**, **«Ataa association for Social Responsibility in Bahrain»**, **«Conference on Arab-African Investment and International Cooperation»**.
- Launching the **“Falak Tayeb”** campaign by «alanba» with tens of thousands of instant gifts and for subscribers.
- Issuing a daily supplement for the **World Cup- Qatar**, and Qatari newspapers praise «alanba».
- Issuing the annual special supplements: **«Al-Anbaa Motors»**, **«economy supplement»**, **«Ramadaniyat»** Magazine, and **«High School Graduation»** results supplement.
- Issuing **special supplements** on the most prominent events of the year, **locally and globally** sponsored by **zain**.

2021

- Launching **“Falak Tayeb” – “Your Luck Is Good”** - campaign to winners of tens of thousands of instant and valuable gifts from Al-Anba newspaper
- «alanba» hosts a meeting for local newspaper editors to discuss proposed amendments to the media laws.
- «alanba» issues the daily supplement of **“Euro 2020”** which attracted wide sports interest.
- Launching **“Diamonds For All”** Campaign.
- «alanba» sponsors several occasions: **“World Education Day”**, **“World Cancer Day”**, **“International Women’s Day”**, **“International Day of Braille and Down Syndrome.”**
- «alanba» distributes prizes for the golden list in 2021 to the winners of its **“Al-Anba Flame”** Award for Drama.

2020

- «alanba» celebrates its 44<sup>th</sup> anniversary with a grand ceremony that turned into a media, artistic and cultural event, and witnessed the distribution of the second copy of the **«alanba Flame»** award, in the presence of top superstars from Kuwait and the Arab world.
- «alanba» is the first daily political comprehensive newspaper to obtain the **ISO 9001/2015** certificate for Quality Management and **10002/2018** certificate for Customer Service.
- «alanba» is the first entity in Kuwait to obtain the global **S.A.F.E** certificate for following health requirements and health precautions against Coronavirus.
- «alanba» signs a joint cooperation agreement with the United Nations High Commissioner for Refugees.

2019

- «alanba» celebrated its 43<sup>rd</sup> anniversary with a splendid ceremony that turned into a demonstration for media, arts and cultural aspects. The ceremony witnessed the distribution of the first edition of **«alanba» Flame Prize**, in the presence of celebrity stars from Kuwait and the Arab world.
- «alanba» contracted the **BBC**, which is one of the oldest media organizations in the whole world, in an exclusive collaboration that enhanced the leadership of «alanba» website as the best website among all of Kuwaiti newspapers.
- In a new chapter in its pioneering development that integrates technologies of paper journalism with electronic journalism, to produce a comprehensive and unified media, «alanba» launched its news podcasting service in **“Listen to Al-Anbaa”** service.
- «alanba» received honouring at the opening of the second forum of the monodrama theatre **“Sole Actor”** that was organized by the Omani Cultural Club at the city of Salalah.
- Publishing a special issue of «alanba» for the children of Kidzania about dinosaurs.

2018

- His Highness **Sheikh Abdullah bin Salem bin Sultan Al Qasimi**, Deputy Ruler of Sharjah, gives tribute to «alanba» newspaper for its role in supporting children’s issues.
- «alanba» newspaper launches the prize of **“Flame of Al-Anba”** for televised **Drama during Ramadan** to be bestowed by art critics to best drama works and actors of the marathon of drama during the month of Ramadan.



- **Arab Women’s Council** honours «alanba» newspaper for its leading role in supporting women’s issues.
- «alanba» newspaper includes in its sponsoring during this year many activities and conferences such as the **Conference of the National Union of Kuwaiti Students in USA**, **Discover America Week**, **Kuwait Aviation Show**, **Kuwait International Automobile Exhibition**, **Hala February Festival**, **Aidi-ya-Kuwait (be festive Kuwait)**, **15th Arab media forum**, along with many other activities.



## The values of «alanba»

«alanba» is keen on maintaining its basic values since its establishment in 1976, mainly those of professionalism, credibility, moderation and objectivity in communicating the news without bias or manipulation.

«alanba's» history testifies to its shining record in practicing the freedoms enshrined in Kuwait's Constitution and defending them in the context of national responsibility.

«alanba» is aware of its responsibility towards society as well as its basic informative role.

**That is why we continue to intensify our efforts in the area of social and humanitarian service and build bridges**

of understanding with all members of our society through the sponsorship and support of scores of activities and events that serve the citizens, the residents and friends of Kuwait in the international community, focusing mainly on the youth and their projects and ambitions out of the belief that they are the pillars of the future.

**«alanba» Message**  
Commitment to keeping an equal distance from all with total objectivity without manipulation or steering of the news







## The strategy of «alanba»

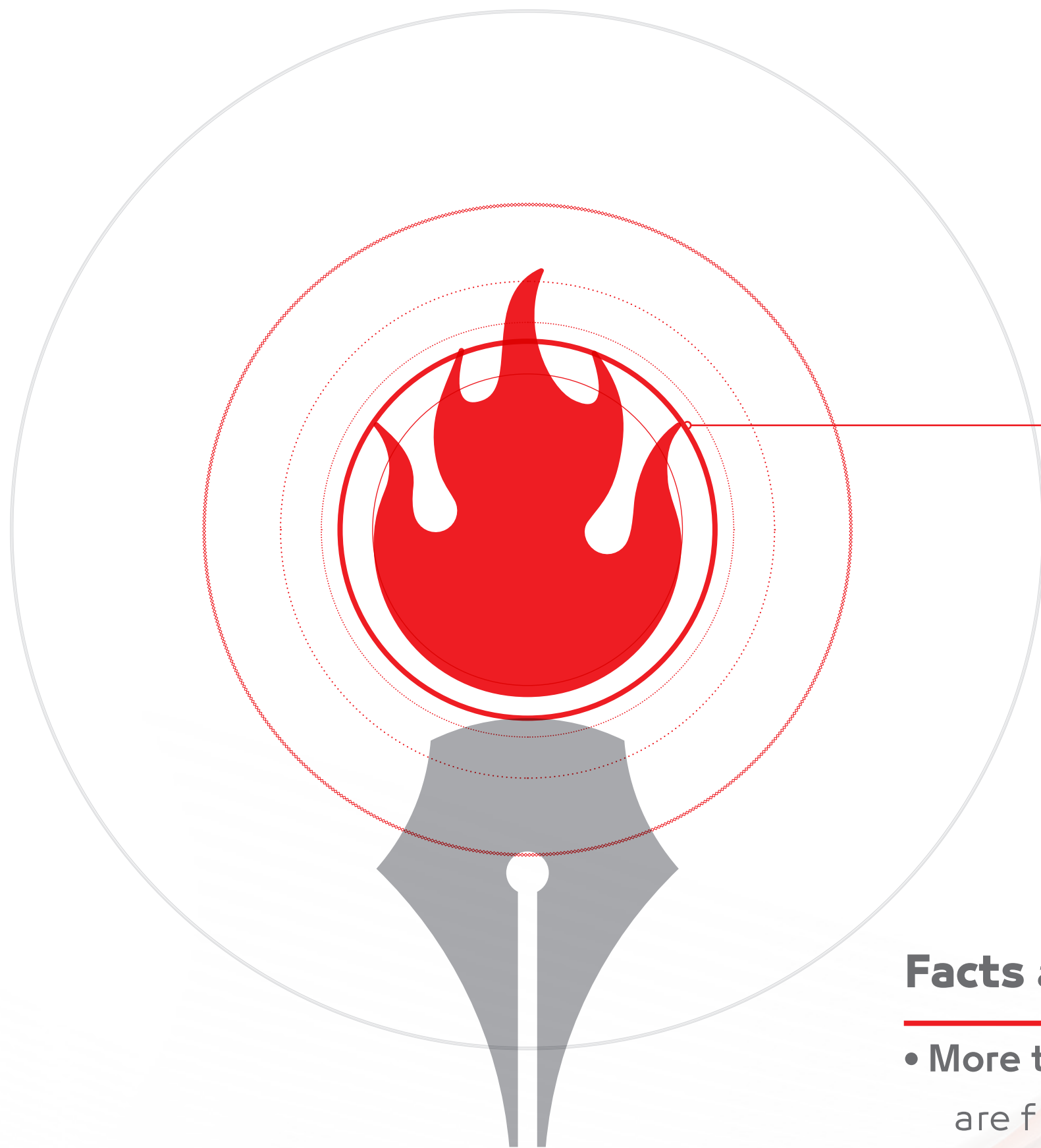
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Being a widely-circulated newspaper, «alanba» endeavors to meet the expectations of all segments of its readers, striving to be "the newspaper for all of Kuwait" where everyone can find their needs and satisfy their tastes in journalistic material and coverage.

Continuous innovation is the driving force behind the work of «alanba» family, both on the technical level equipped with the latest printing and technological facilities, and on the media services level offered to «alanba's» audience in both print and electronic versions.

**In both its print and electronic copies «alanba» looks to encourage reading and learning as a basis for developing culture in our society and enhancing communication and awareness to maintain our beloved Kuwait as a shining beacon of freedom and democracy in the region.**





**«alanba»**  
strengthens  
its superior position  
and widens  
its spread

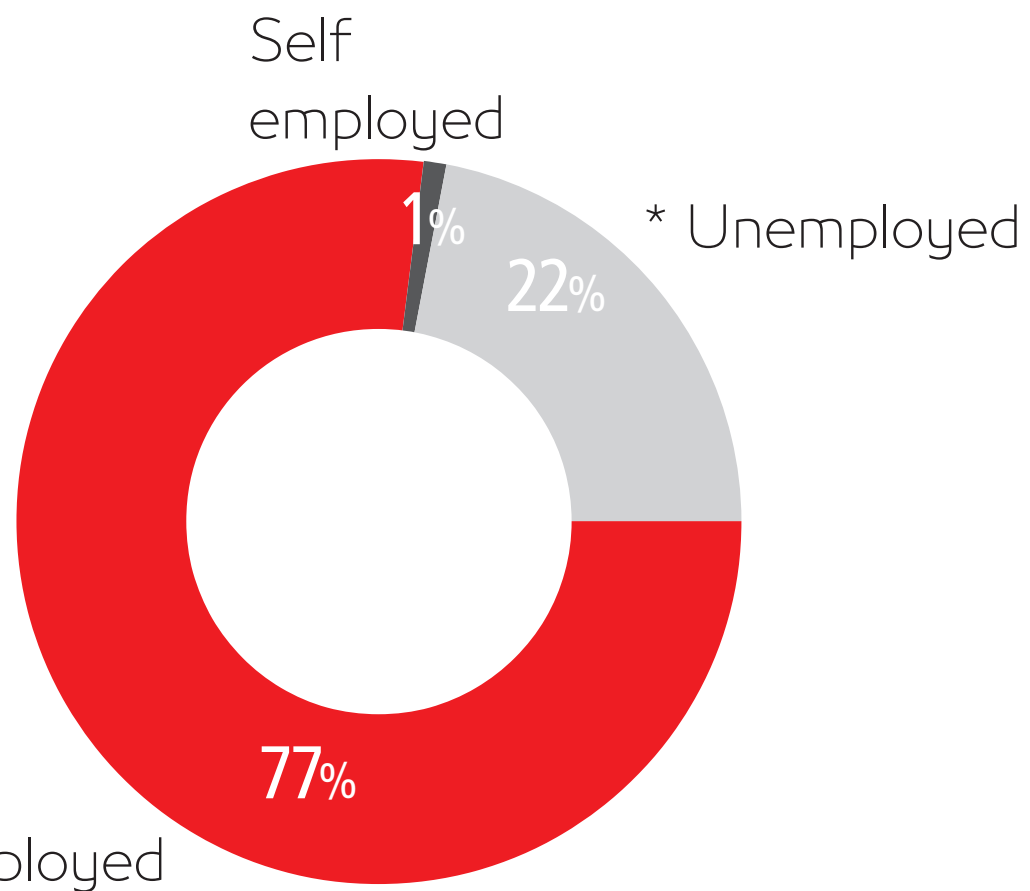
**Facts** about «alanba» readers:

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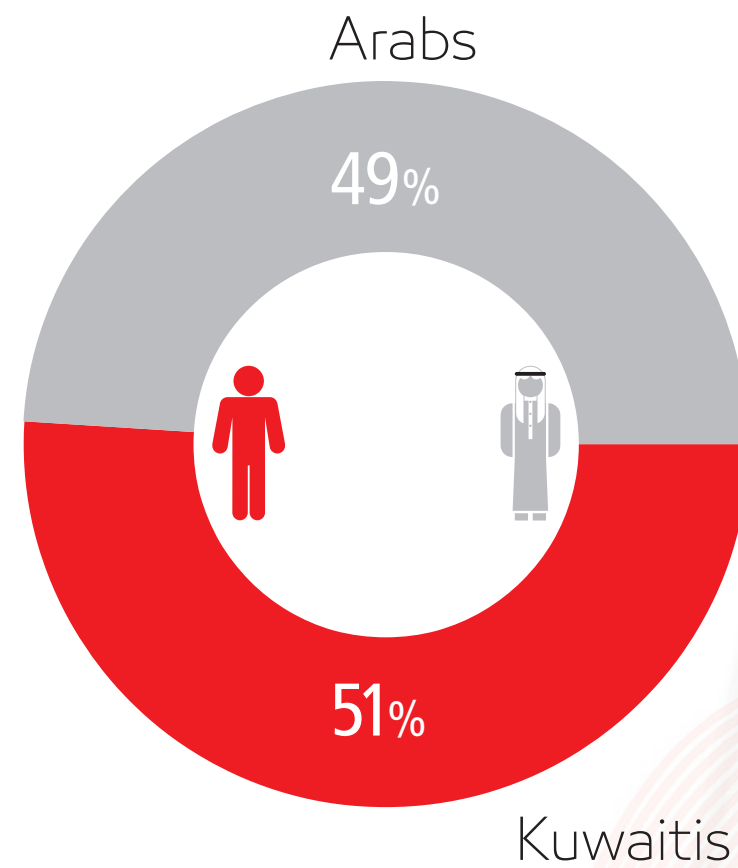
- More than **75%** of the Kuwaiti readers of the paper version of «alanba» are from the Professionals category.
- More than **half of the readers** of «alanba» are from the high income and holders of educational degrees categories.
- **51%** of «alanba» readers are Kuwaitis



**demographics**  
«alanba» reader's

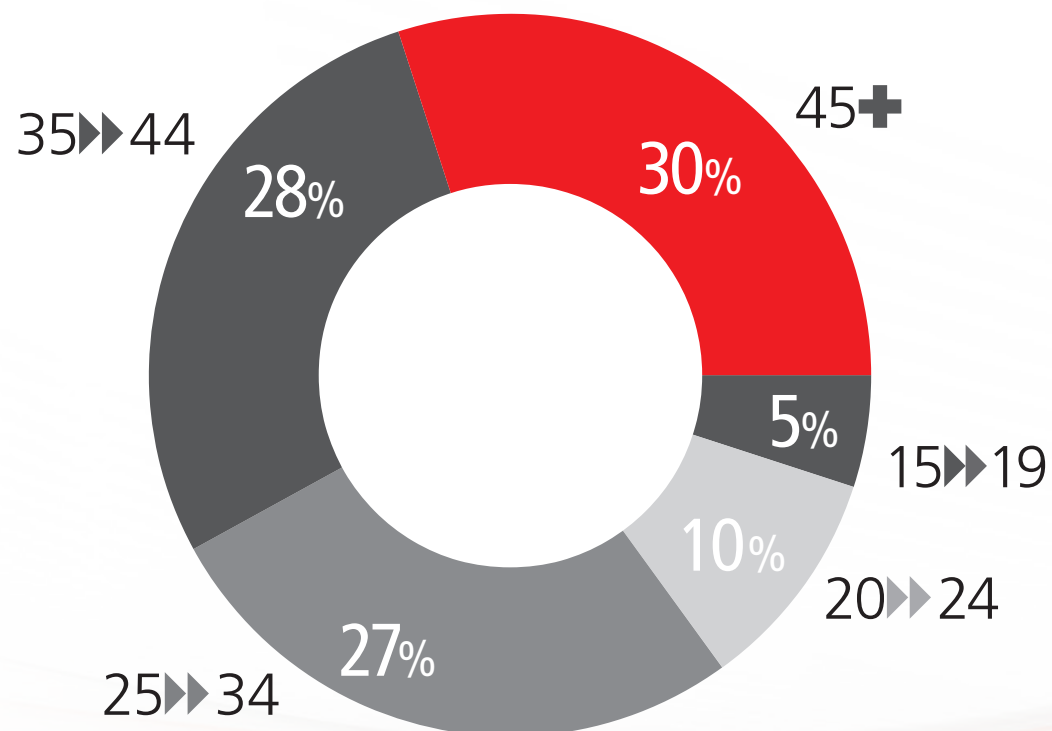


**profession**

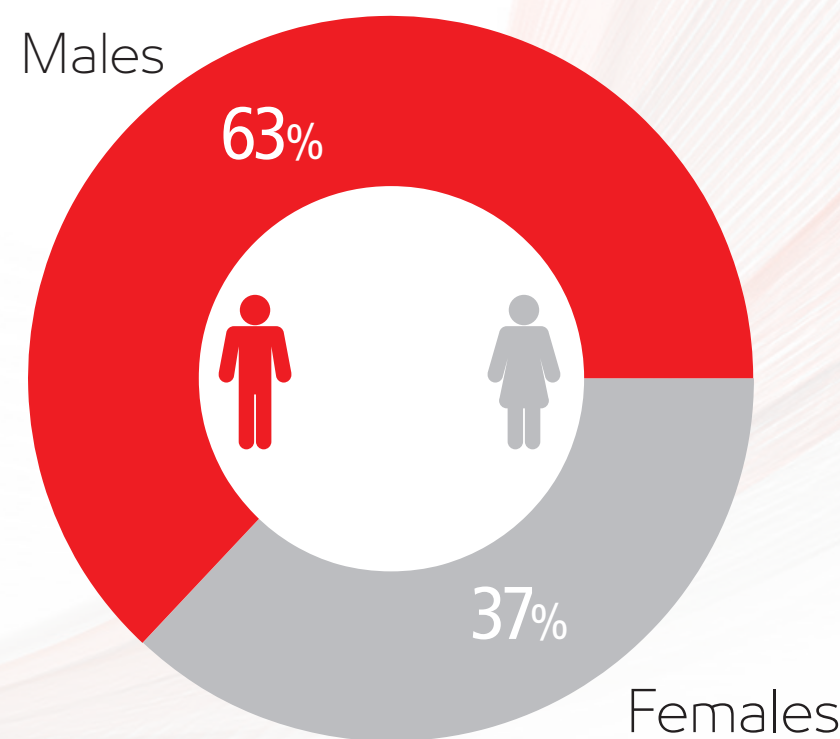


**nationality**

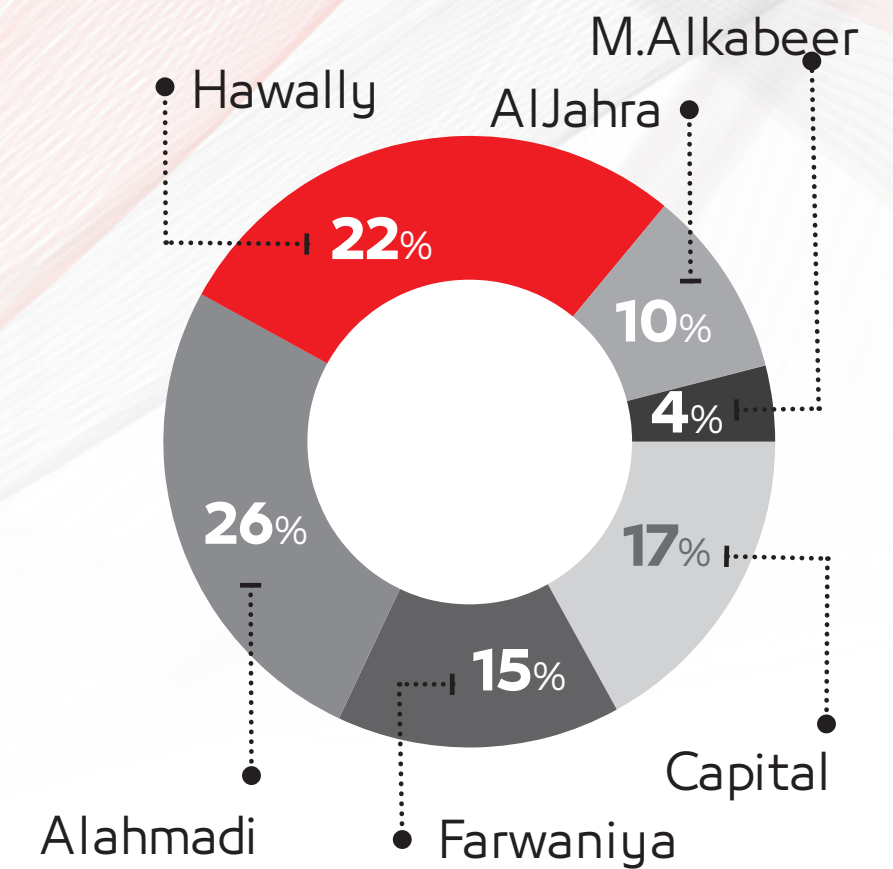
\* students/housewives/retired    \*\* Managers /Employed//etc..



**age group**

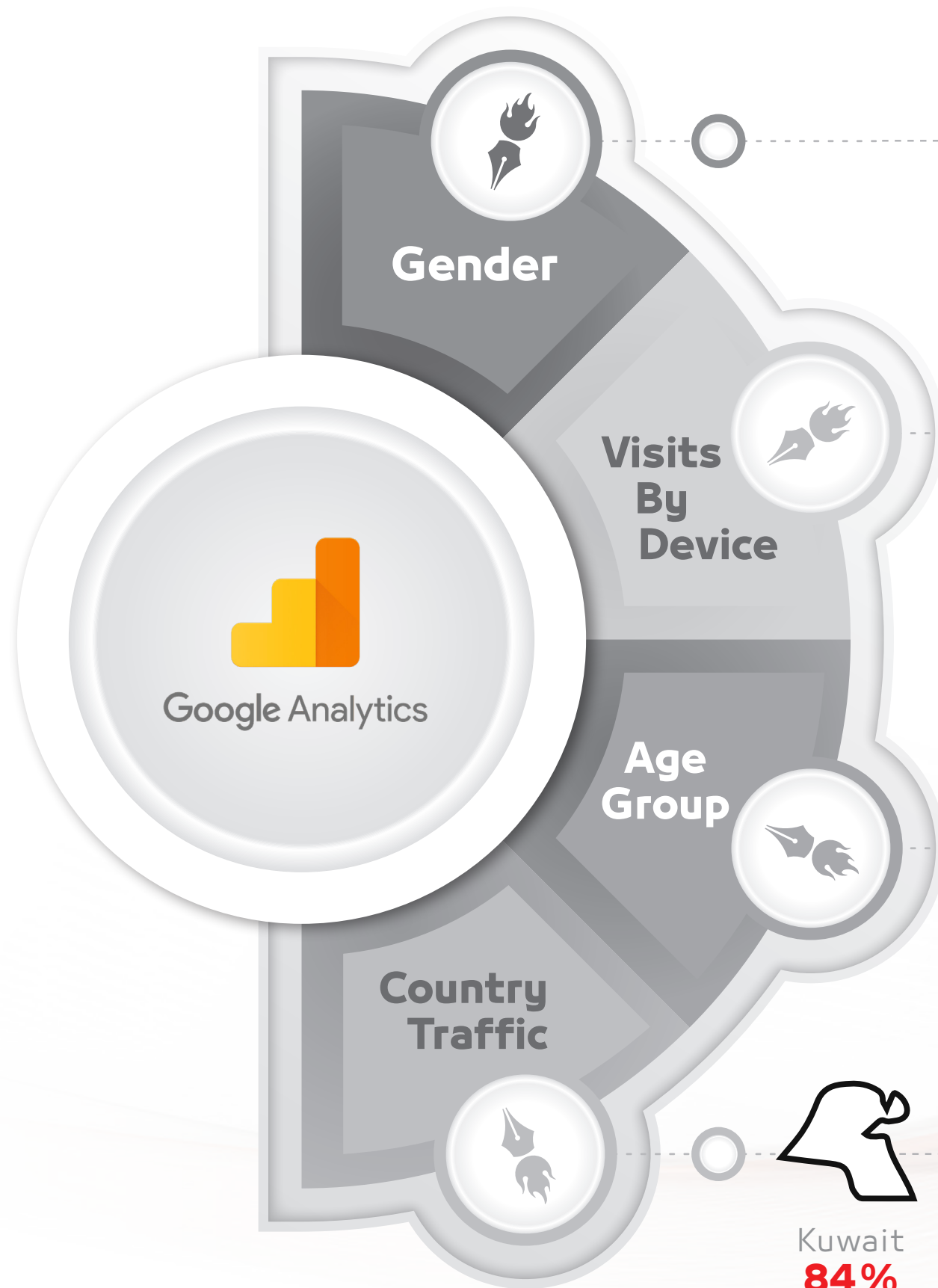


**gender**



**governorates**





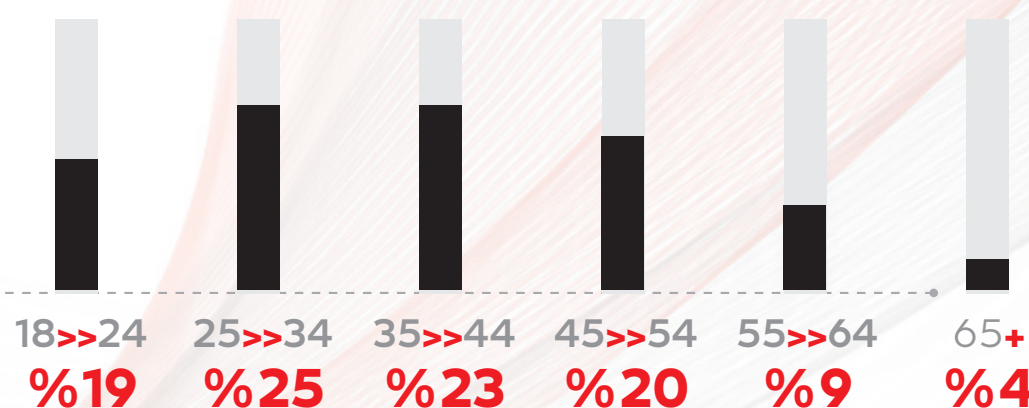
**Gender**



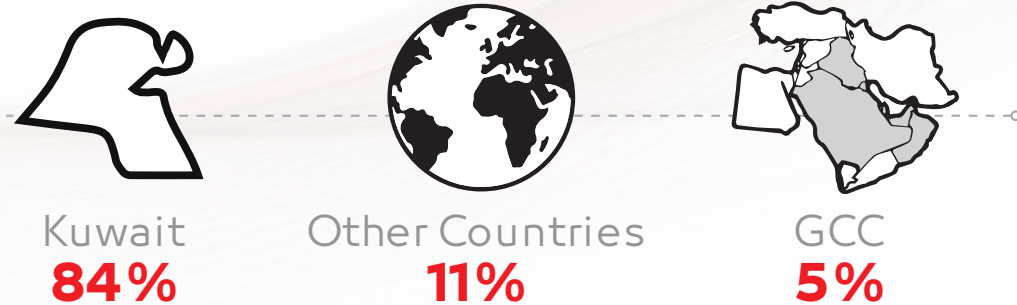
**Visits By Device**



**Age Group**



**Country Traffic**



Users **1.3 M+**    Page views **9.4 M+**  
\*Average monthly

«alanba» digital soars high with it's outstanding performance and enhance its leading position on the **website** and **social media channels 2023.**

<https://www.alanba.com.kw>







@alanbanews

- **38%** of Instagram followers prefer to watch videos (Reels).
- **93%** of Instagram followers are above **25** years old.
- **19,724,000** Avg monthly Impressions.



@alanba\_news\_kw

- **97%** of Twitter followers are above **25** years old.
- **16,900,000** Avg monthly organic Impressions.

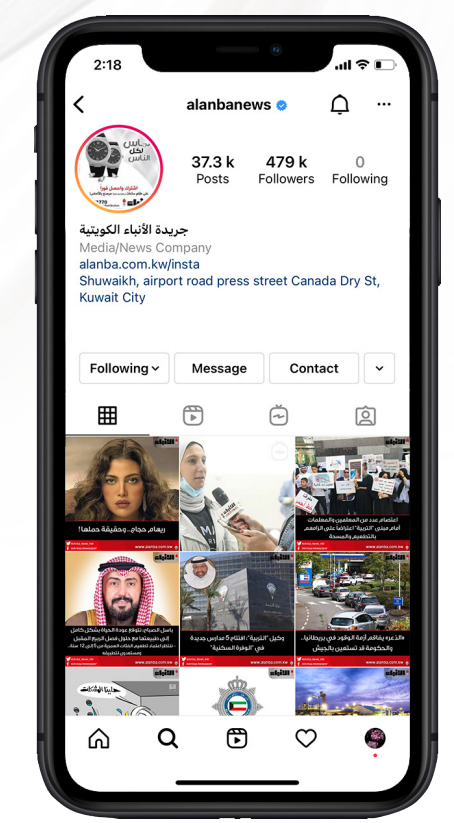


/alanbaa.newspaper

- **93%** of Facebook fans living in Kuwait geographical location.
- **77%** of Facebook fans are above **25** years old & **30%** are between **25-28** years.
- **24,788,000** Avg monthly Impressions.



+965 50351115



Insights brought from the social media accounts



## «alanba»AugmentedReality

In 2017 «alanba» introduced the **Augmented Reality** application for all its pages making it possible to view all the printed material augmented with pictures, and to conduct live experiments of the ads materials such as watches, furniture and jewelry etc... in an **unprecedented** move by any other newspaper.





«alanba» expresses  
all the appreciation  
to its **Readers** for their  
**constant trust**

«alanba» is the newspaper for all the people of Kuwait, reaching all segments of Kuwaiti society without exception. It continues to advance steadily and successfully with more wonderful ideas every year, which enhance its communication with its readers and society in all different fields.

**The success of «alanba» is a culmination of a set of distinguished efforts at all levels, starting with the Editorial, which is known for its objectivity and moderation, reaching to Marketing and its innovative ideas, and to Distribution which is keen to deliver «alanba» in the best way possible.**

All these factors combined continue anchoring the image of «alanba» and its leading position among all Kuwaiti media.

«alanba» is proud of keeping up with every development in the field of media, while being keen on accuracy and honesty in broadcasting the news and paying attention to reporting and the issues that concern citizens and residents in the State of Kuwait.

«alanba» is also proud of the testimony made for it by political leadership,

headed by His Highness the Emir Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah, and His Highness the Crown Prince Sheikh Meshal Al-Ahmad Al-Jaber Al-Sabah, and their highness's praise for alanba's professionalism and its balanced policy in dealing with national issues and its approach to them.

We are also proud of the trust and appreciation by the diplomatic community in Kuwait and our efforts in the Arab world, which follow us through our website, PDF version, and the social media channels.

In addition to its focus on content, «alanba» is always working on improving the layout, whether in its print or digital versions known for its distinction and excellence, which encourages tens of thousands of additional subscribers and followers of «alanba» to join in every year.



Kuwaiti political and comprehensive daily newspaper Issued by Bab Al-Kuwait Press Company.

**Editor-in-Chief**  
**Yousef Khalid Al-Marzook**

# Thank you for your trust

## «alanba» the Newspaper for all of Kuwait



shuwaikh, airport road, press street  
p.o.box 23915 safat, 13100 kuwait

t.(+965)22272727-729

editorial t.(+965)22272828-829 f.22272830 editorial@alanba.com.kw

marketing&sales t.(+965)22272766-746 f.22272747 marketing@alanba.com.kw

distribution t.(+965)22272733-734 f.22272736 distribution@alanba.com.kw

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