



THE TRUSTED MEDICAL COMPANION DURING UNCERTAIN TIMES.

a comprehensive health and
wellness digital ecosystem.

Provides Arab readers with trusted medical
information to help improve quality of life.

WEBTEB.COM IS DESIGNED TO
SHARE MEDICAL KNOWLEDGE
ACROSS THE ARAB REGION.

Since its establishment, the platform has been
offering features that provide users with
symptom diagnostics, disease and medication
guides, and a vast selection of articles related
to medicine, general health, beauty,
pregnancy, and childbirth.

LIVE A HEALTHIER AND
HAPPIER LIFE WITH WEBTEB.

#1

source for health
and medical
content in the
MENA region

MEDICAL
CARE

WebTeb

is where healthcare professionals
meet curious Arab readers to present

**trustworthy, credible
medical information**

on a variety of medical, health care,
and wellness topics that

every Arab user

deserves in order to boost awareness
on health-related subjects.

HEALTH

Ranked

#2

as the
"Most Visited
Website"



One of

MAWDOO3 GROUP's

websites

موضوع

TRUSTED PLATFORM

WebTeb received recognition from regional associations praising the digital platform for its credibility in delivering medical information.

1st Place

Best App Award



His Highness Sheikh
Salem Al-Ali Al-Sabah
Informatics Award

1st Place

Most Influential
Health Social
Channel



مبادرات محمد بن راشد آل مكتوم العالمية
Mohammed Bin Rashid
Al Maktoum Global Initiatives

3rd Place

Best Website Award



His Highness Sheikh
Salem Al-Ali Al-Sabah
Informatics Award



WebTeb

Partner with
internationally
renowned medical
institutions.

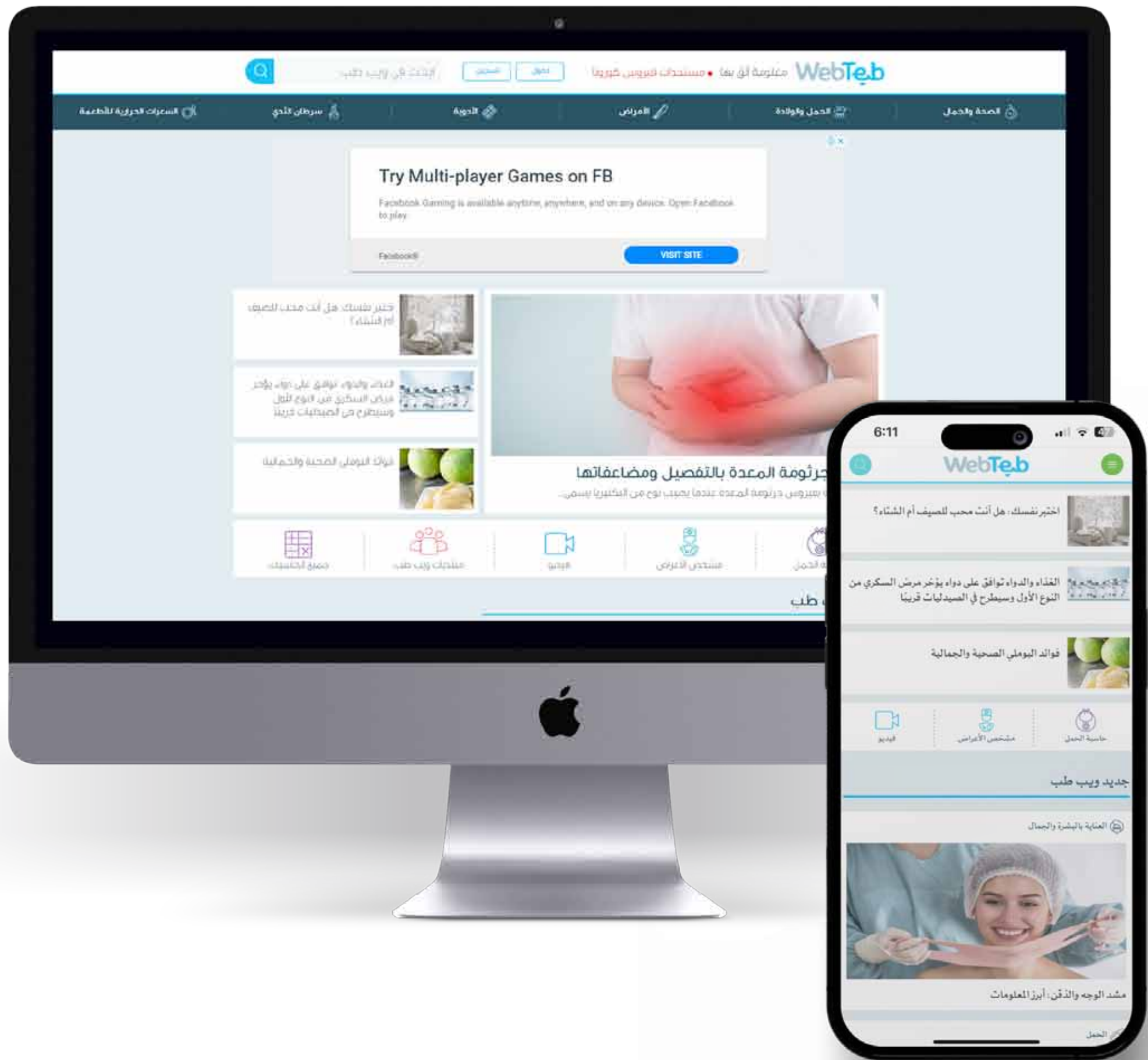
WEBTEB IN NUMBERS

INTERNET TRAFFIC

Leading to WebTeb

Organic Searches
24M
Users
91.1%

Direct Visits
1.5M
Users
6%



5.5 MIN.
AV. TIME
SPENT

60M+
MONTHLY
PAGE VIEWS

600+
EXPERT
WRITERS

26M
MONTHLY
USERS

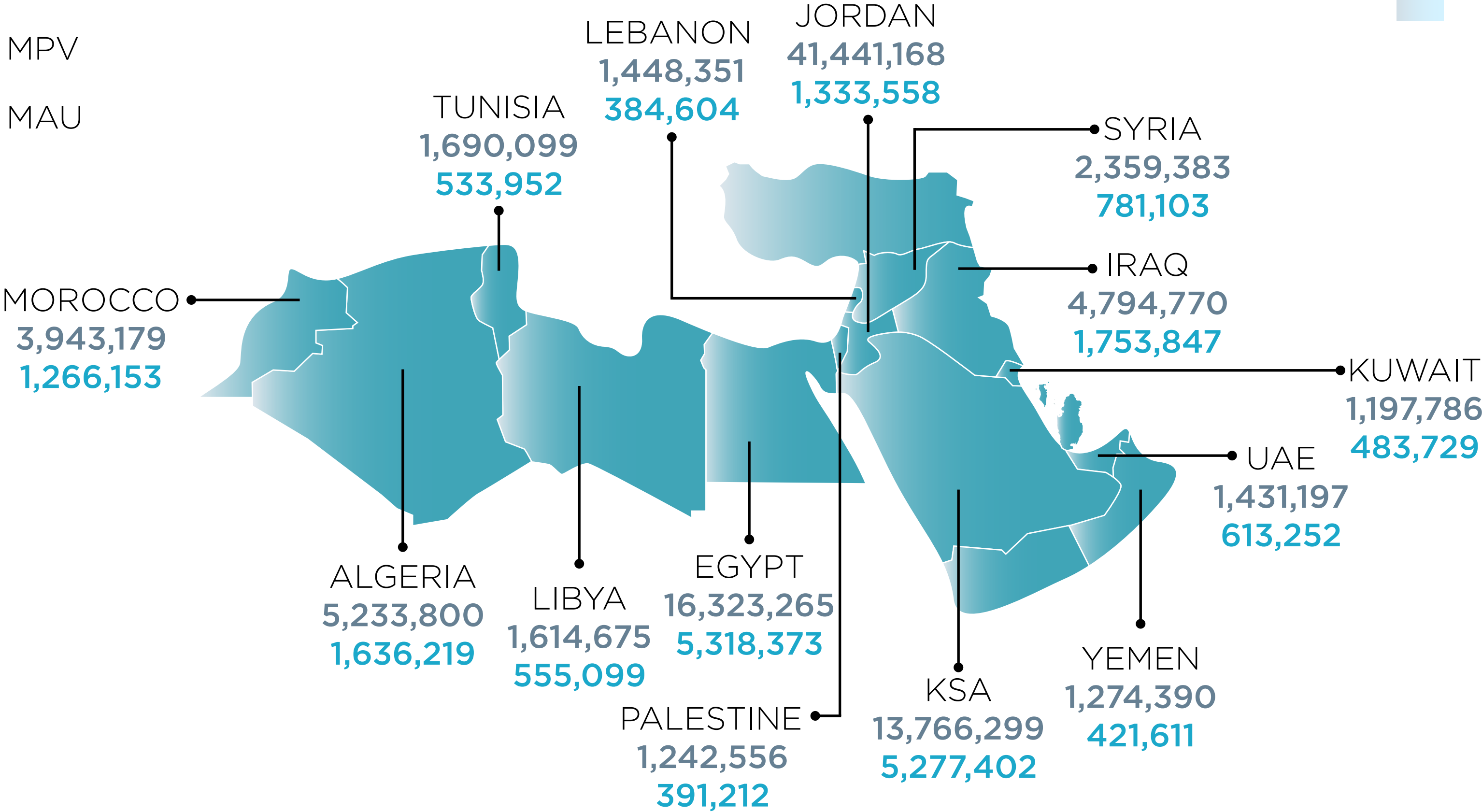


WEBTEB IN NUMBERS

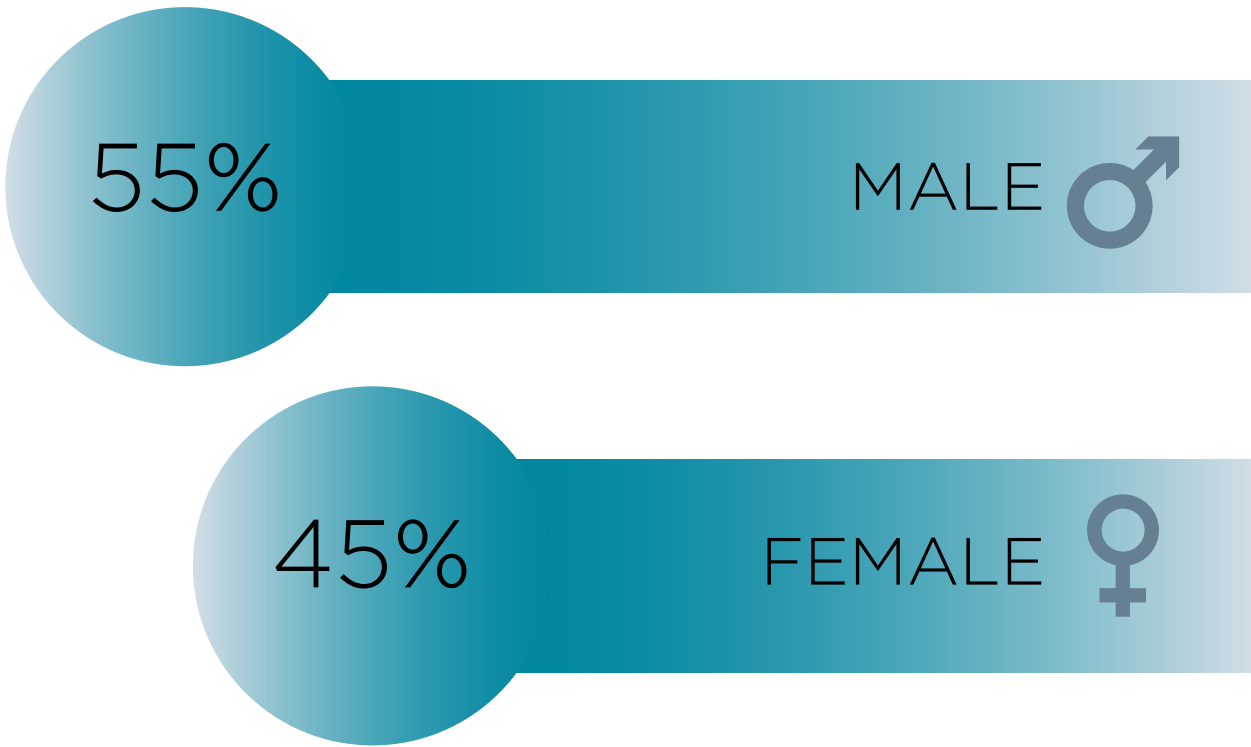
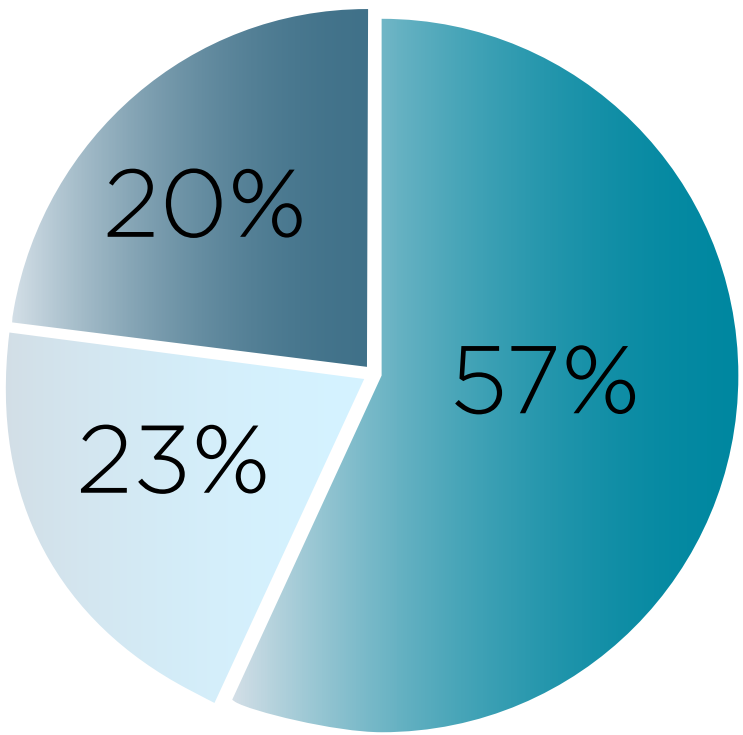
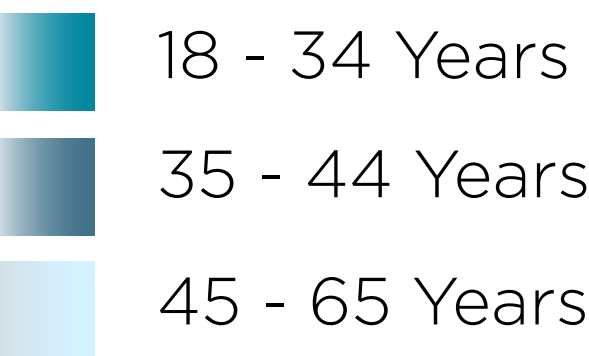
DIVERSE REGIONAL AUDIENCES

Page views and Active Users

MPV
MAU



Age Groups



WebTeb

SOCIAL MEDIA PRESENCE

TOP COUNTRIES

KSA
Jordan
Syria
Iraq
Egypt
Algeria
Morocco
UAE

70%
Females

60%
Millennials

30%
Males



7.3M+
Followers



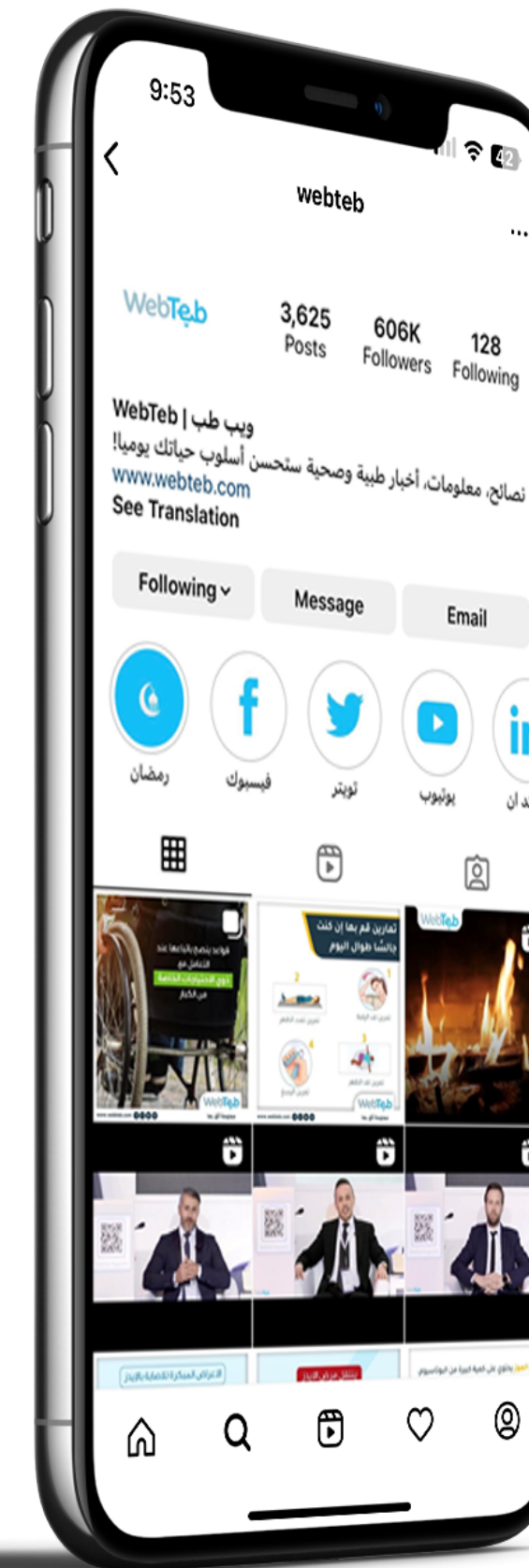
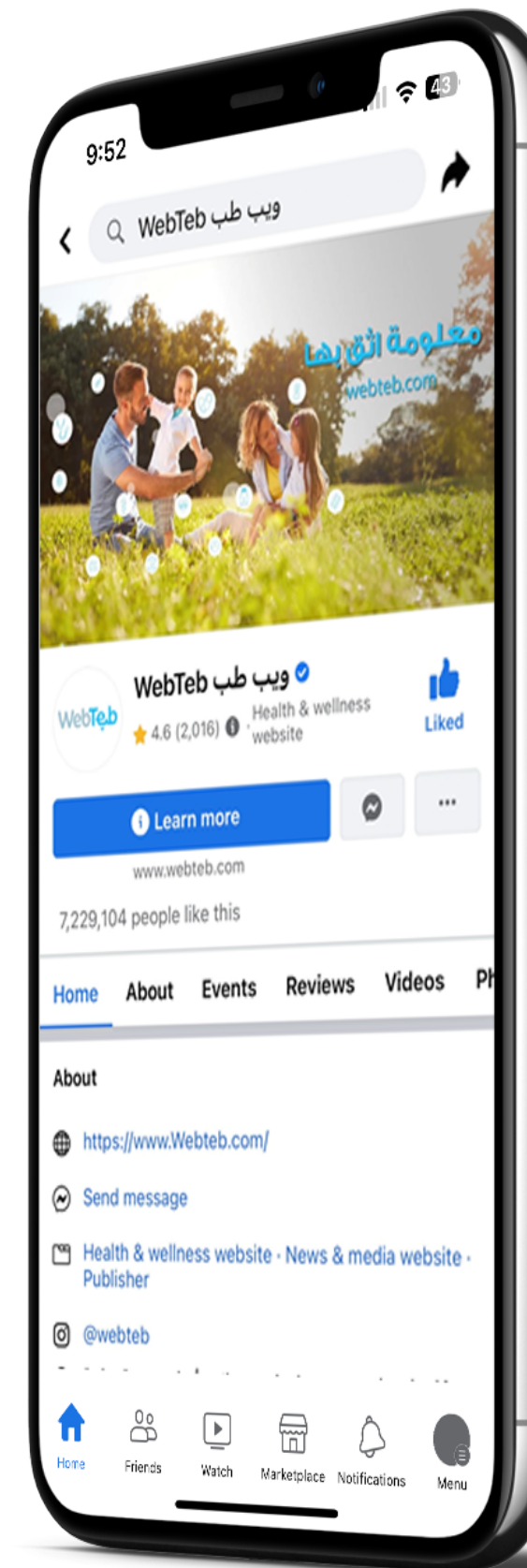
606K+
Followers



118K+
Followers

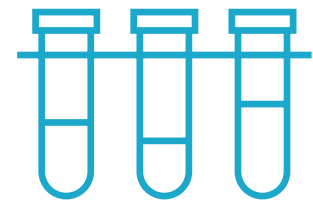


14K+
Subscribers



WebTeB

TOP SECTIONS



87K Users

interested in
Pharmaceutical/Drugs



550K Users

interested in
Diabetes



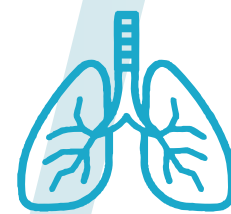
527K Users

interested in
Mental Health



830K Users

interested in
Skin Care



6.1M Users

interested in
Body Organs



2.3M Users

interested in
Pregnancy



507K Users

interested in
Oral & Dental Health



750K Users

interested in
Sexual Education



274K Users

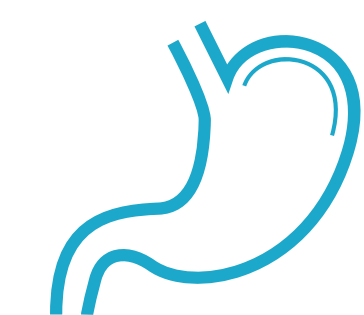
interested in
Cardiovascular Diseases

Users
read up to
4 articles
related to the
subject they are
searching for

Users
dive deep
into details about
different symptoms
and potential
diagnosis

SYMPTOMS CHECKER

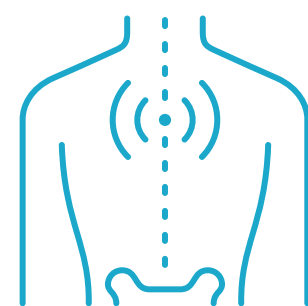
Top consumed categories by topic



175K PVs
Gastronomy



41K PVs
ENT



47K PVs
Chest and Back



15K PVs
Dermatology



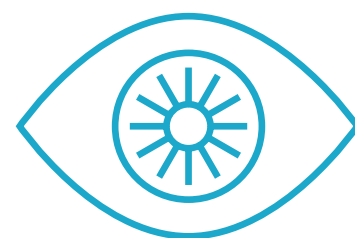
15K PVs
Cardio



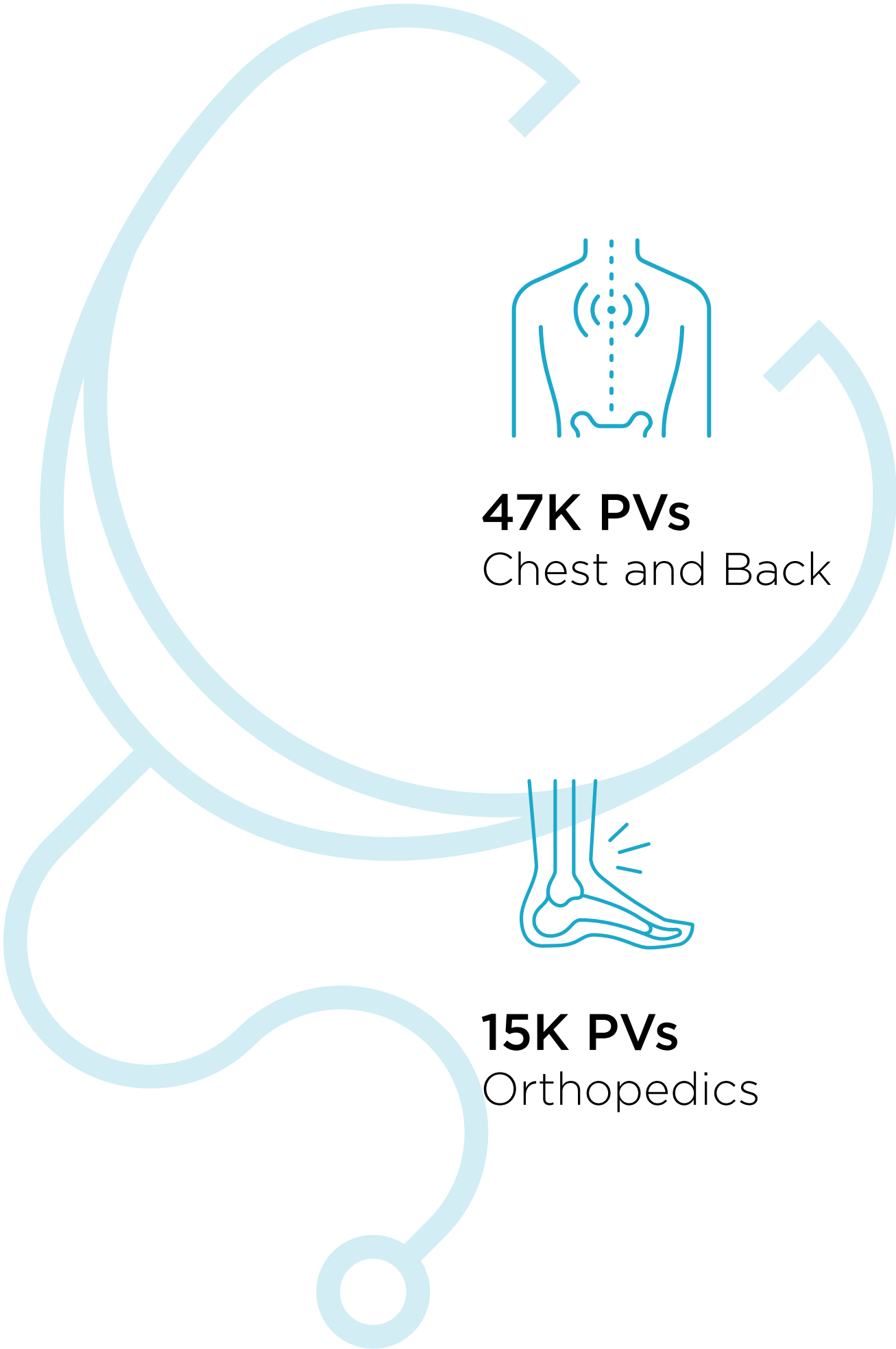
15K PVs
Baby and
Child Care



15K PVs
Orthopedics



12K PVs
Eyes



COMMERCIAL SOLUTIONS

NATIVE ARTICLES

STATIC INFOGRAPHICS

SECTION SPONSORSHIP

NEWS PUBLISHING

TIPS SPONSOR

VIDEOS

CAROUSEL/SLIDE SHOW

CATEGORIES SPONSOR

SOCIAL MEDIA ENGAGEMENT



SM INFOGRAPHICS

SOCIAL MEDIA
LIVES/WEBINARS/
PODCASTS/ARTICLE WRITING

QUIZZES & TESTS

STAGED DEVELOPMENT
GUIDELINES

“CHECKING FOR SYMPTOMS”
SPONSOR

LEADS GENERATION

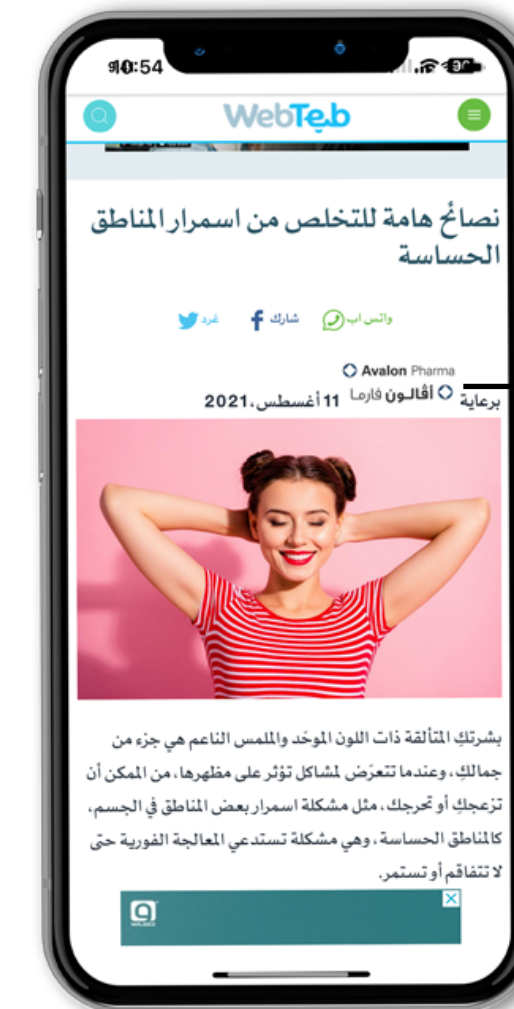
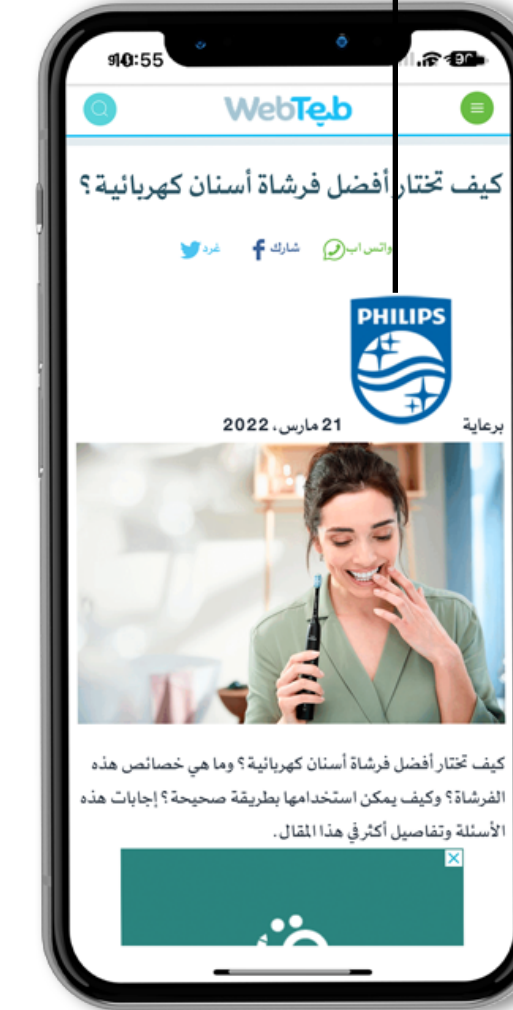
WebTeб

NATIVE ARTICLES

COMMERCIAL SOLUTIONS

Publishing expert-approved articles on multiple medical subjects.

Brands can utilize this informative feature by sponsoring relevant articles.



Click on the logo to visit the article



WebTeb

STATIC INFOGRAPHICS

COMMERCIAL SOLUTIONS

Infographics are an effective way to explain and display information; WebTeb's clients can prepare, publish, and sponsor a branded static infographic with native.



kinder



meridol



Click on the logo
to visit the article



WebTeb

SPONSORSHIP

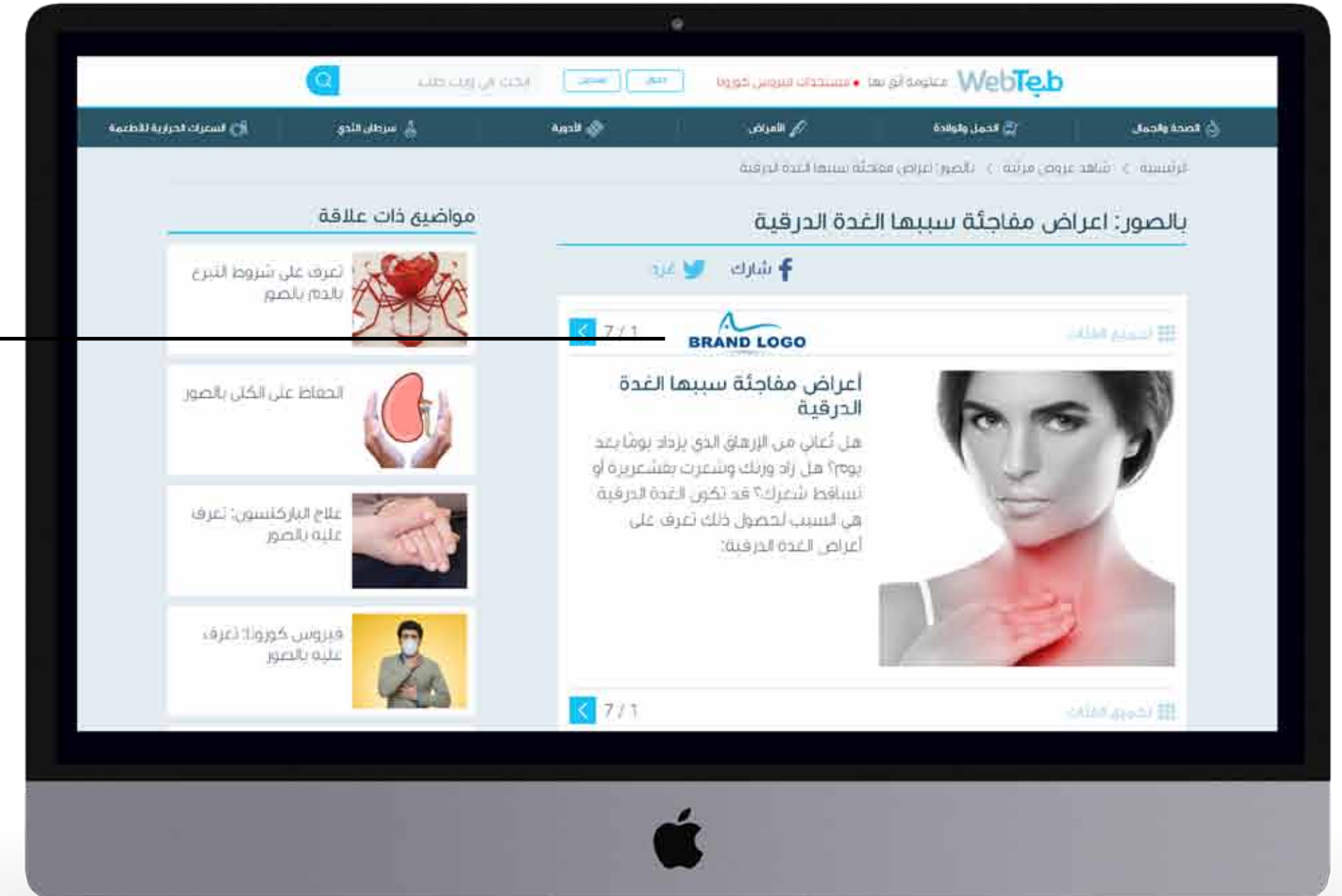
COMMERCIAL SOLUTIONS

Sponsoring relevant **SECTIONS** based on the communication.

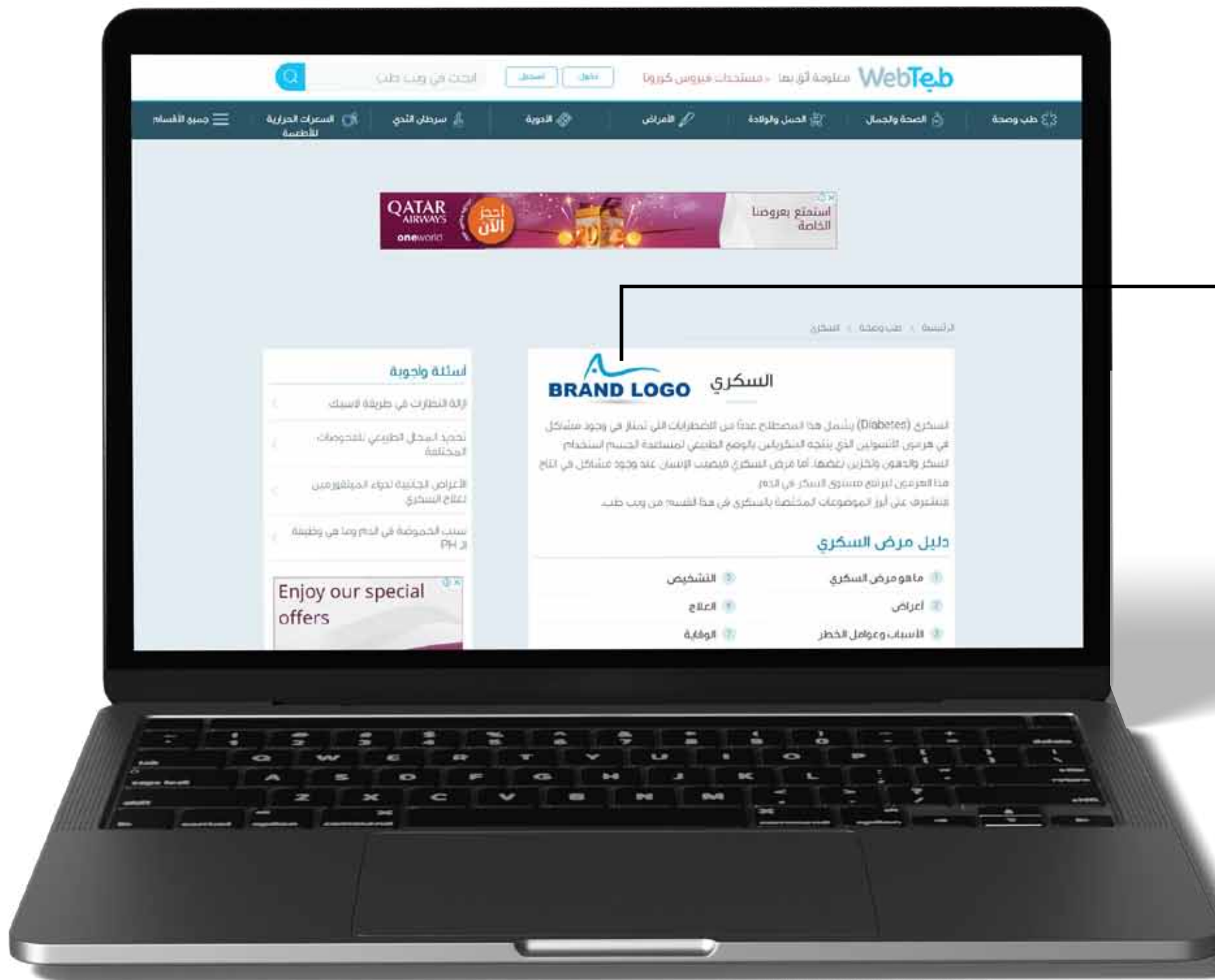
Click on the screen to visit the article



SECTION sponsored by



SECTION sponsored by



TIP brought to you by



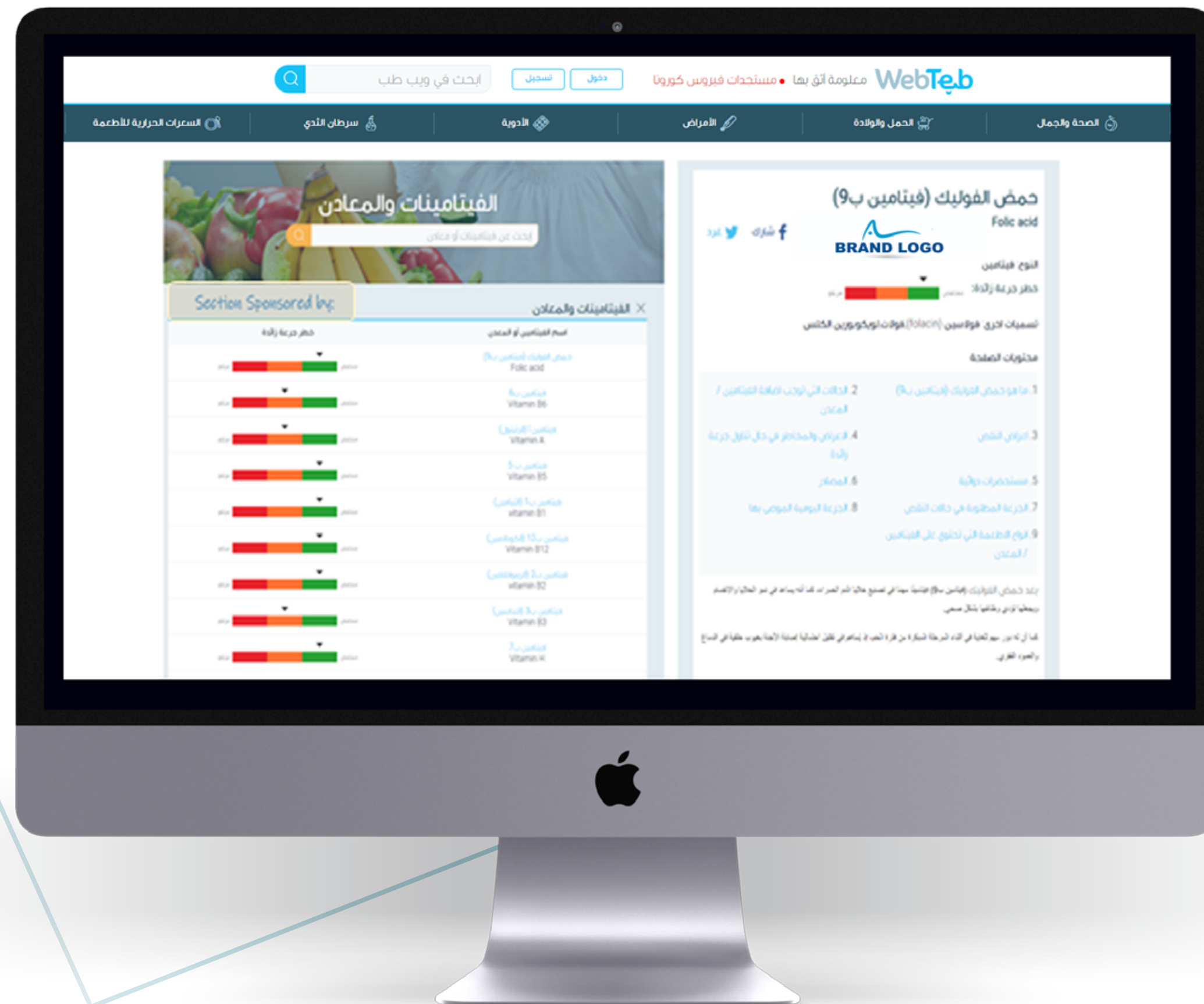
Medical information can be displayed through a **CAROUSEL** or a slide show with graphics and images relevant to the topic in discussion.

Brands can sponsor general and customized **TIPS** under their relevant sections and/or topics.

WebTeb

SECTIONS SPONSORSHIP

COMMERCIAL SOLUTIONS



1. Drugs & Drug Interaction:

This category contains a diverse list of drugs and their uses; in addition to explanations on drug interactions and medication reactions users would find beneficial.

2. Vitamins & Minerals:

Vitamin and mineral manufacturers can sponsor this section by displaying the uses and benefits of the nutrients they provide.

3. Nutritional Facts:

Brands can sponsor their products by explaining the nutritional facts and benefits provided.

WebTeB

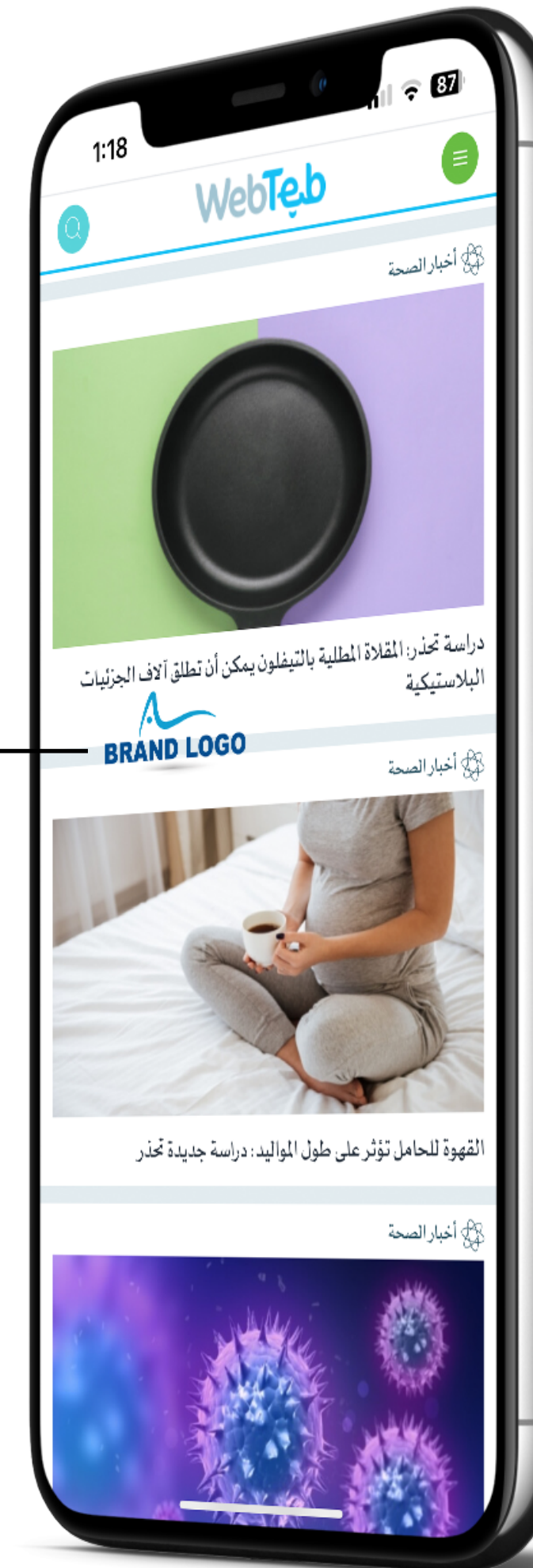
NEWS PUBLISHING

COMMERCIAL SOLUTIONS

WebTeb shares
weekly
MEDICAL NEWS.
Brands can share and
announce their latest
medical updates in
this section.

This news section is
linked to
Google News and
Brands updates
appears on google's
news feed.

ARTICLE ●
brought to
you by



WebTeb

VIDEOS PRODUCTION

COMMERCIAL SOLUTIONS

About **750+ VIDEOS** are produced yearly and published on WebTeb; each discussing a various medical topic. Under "Expert Videos", doctors explain and discuss medical information with the audience.

Brands can use **VIDEO CONTENT** to showcase their products.

Click on the screen to check the video



Whiteboard



Expert video with Scenery inserts and 2D Animation



Animated Infographic



Expert Video



Stop Motion

WebTeb

QUIZZES & TESTS

COMMERCIAL SOLUTIONS

WebTeb develops customized quizzes for users to better understand certain aspects about themselves. These quizzes come in two formats; either in True & False questions or a series of “Test Yourself” questions.



Brands can be involved either by sponsoring a quiz or have their product as the subject of the test.

WebTeb

SOCIAL MEDIA ENGAGEMENT

COMMERCIAL SOLUTIONS

WebTeb has a social media presence across several platforms; sharing medical and health care information through engaging multimedia.

Instant Articles

Content & Animated Video Posts

Infographic Posts

Sponsoring infographics on social media platforms is another effective way brands can be involved and expand exposure.



WebTeb

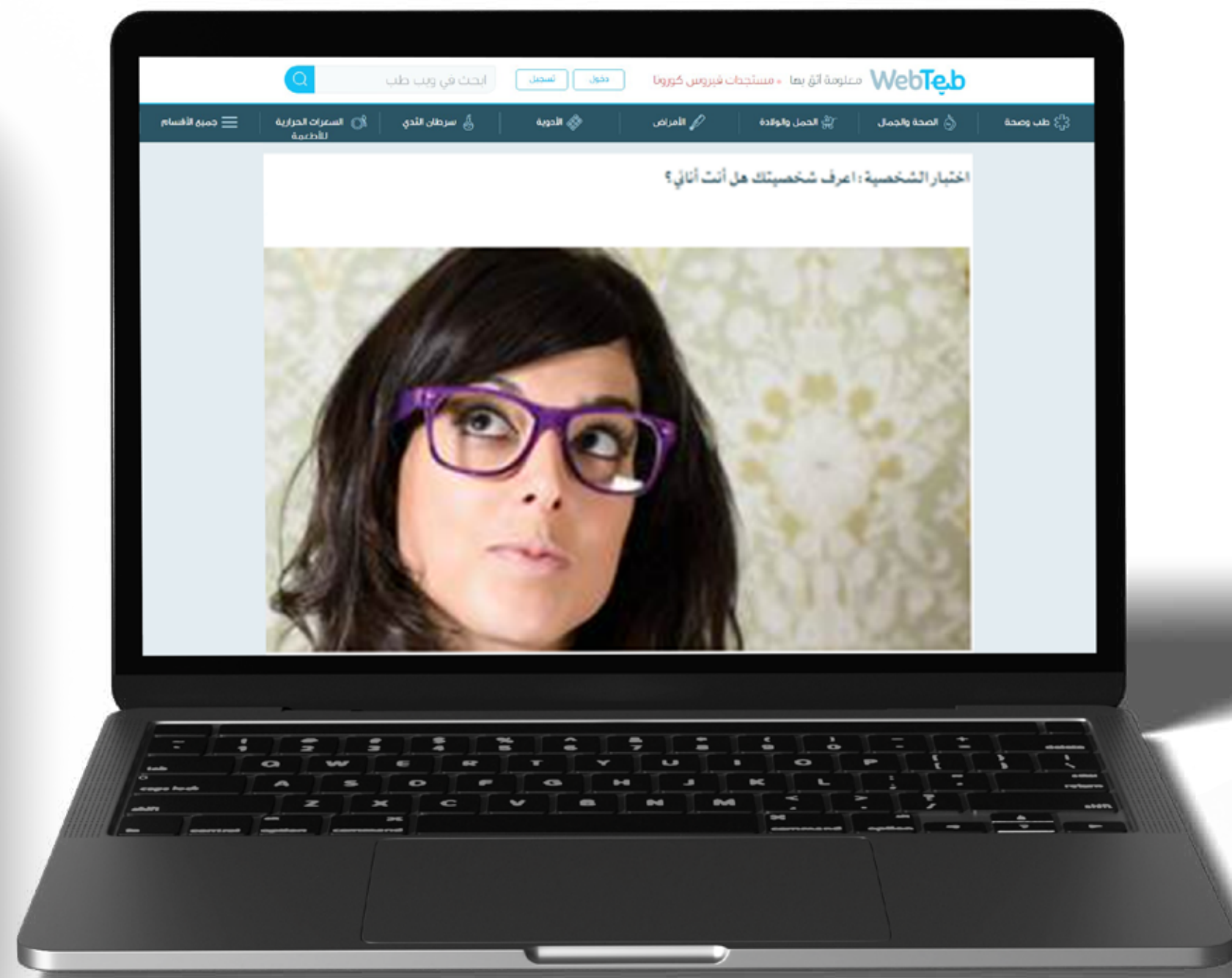
SOCIAL MEDIA ENGAGEMENT

COMMERCIAL SOLUTIONS

WebTeb social media platforms can be utilized to interactively engage audiences through quizzes, tests, and polls.



Quizzes



Test yourself



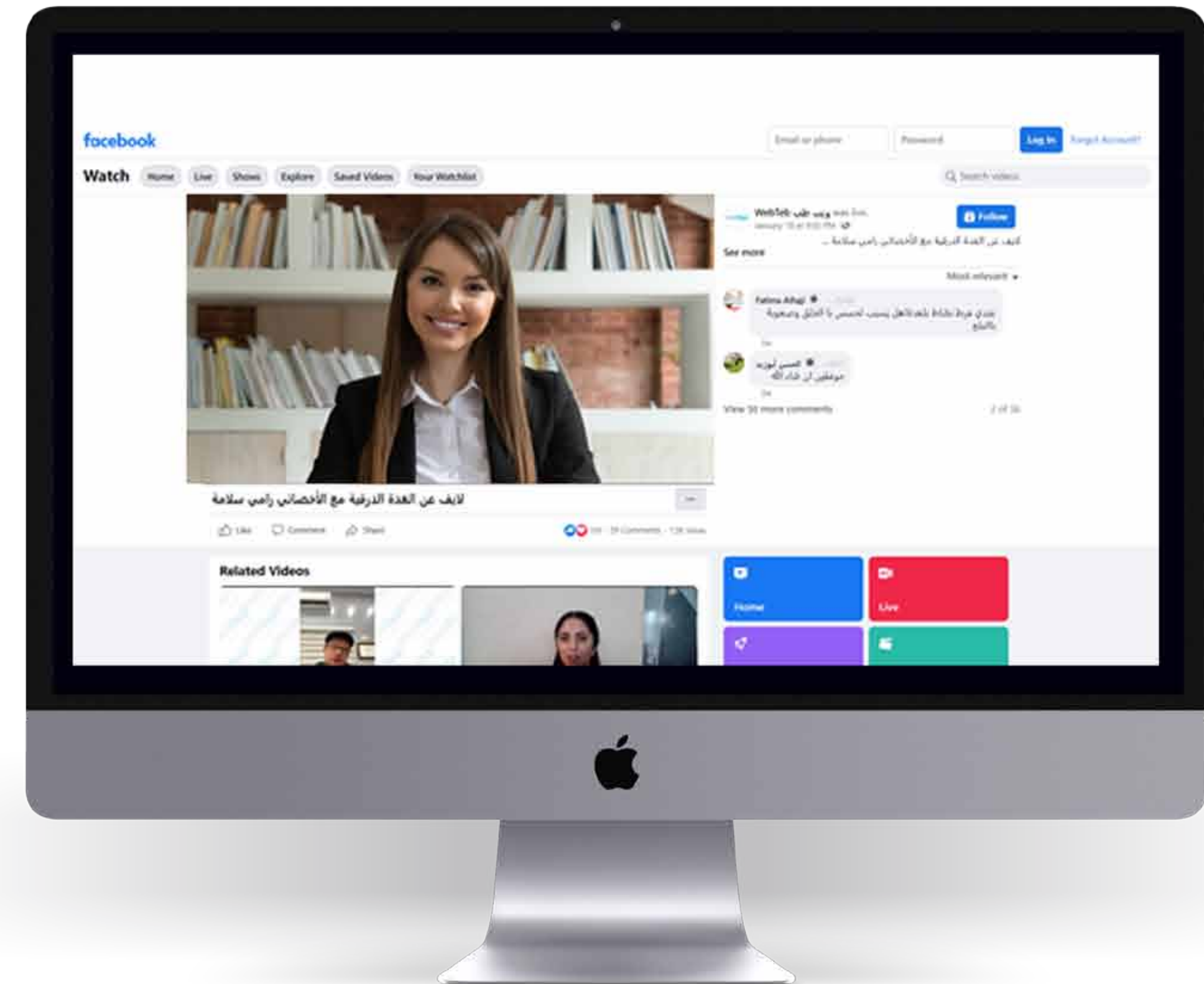
Polls

WebTeb

LIVES/WEBINARS/PODCASTS/ ARTICLE WRITING COMMERCIAL SOLUTIONS

Putting medical experts
at the forefront.

Holding the status of being
a credible source of medical
information, WebTeb expands its
wings into social media by
organizing online talks, webinars,
and podcasts where doctors and
medical professionals lead
discussions and lectures on health
care topics.



WebTeb

TOOLS & CALCULATORS

COMMERCIAL SOLUTIONS

Brands can sponsor the available calculators:

- BMI Calculator
- Pregnancy Calculator
- Calorie Calculator

WebTeb can also offer customized tools for clients. For example; formula milk brands:

Baby Age	ml of milk	Frequency
Newborn - 1 month	1.5-3 Ounce (45 -90 ml)	Every 2-3 hrs
1-2 months	4-5 Ounce (120-150 ml)	Every 3-4 hrs
4-6 months	4-6 Ounce (120-180 ml) every meal	Every 4-5 hrs
6-12 months	8 Ounce	Every 6 hrs with meals



STAGED DEVELOPMENT GUIDELINES

COMMERCIAL SOLUTIONS

New mothers and moms-to-be can find this feature very insightful as it displays all developmental milestones and information throughout the baby's first year.



مراحل تطور الطفل في شهره الاول	مراحل تطور الطفل من 1 - 3 أشهر	مراحل تطور الطفل من 3 - 6 أشهر	مراحل تطور الطفل من 6 - 9 أشهر	مراحل تطور الطفل من 9 - 12 شهرًا	مراحل تطور الطفل من 12 - 18 شهرًا	مراحل تطور الطفل من 18 - 24 شهرًا
-----------------------------------	-----------------------------------	-----------------------------------	-----------------------------------	-------------------------------------	--------------------------------------	--------------------------------------

SYMPTOMS CHECKER

COMMERCIAL SOLUTIONS

Brands can sponsor sections under which users can check and analyze their symptoms.

Main section: أنف أذن حنجرة ●

Sub-section: البرد والانفلونزا ●

Diagnosis Sponsored by ●

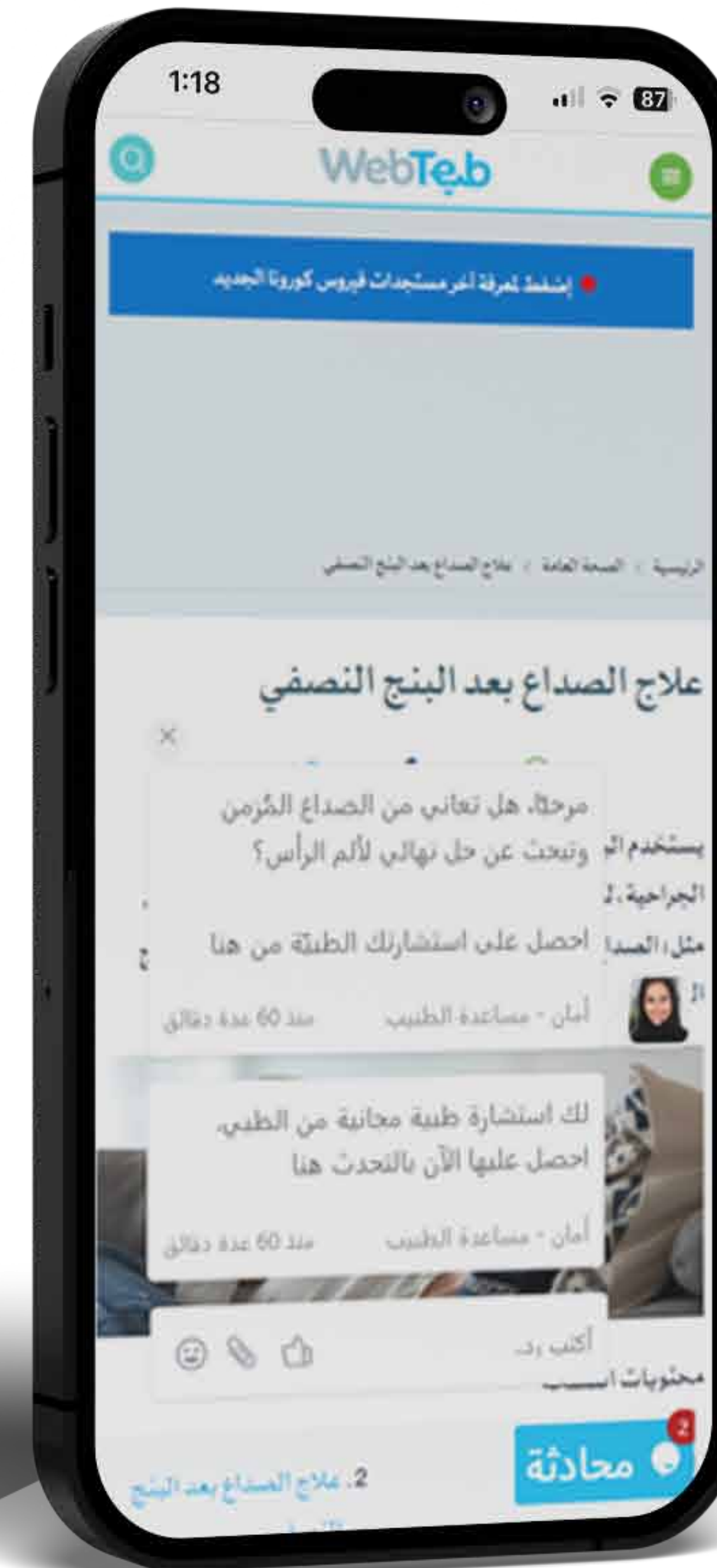
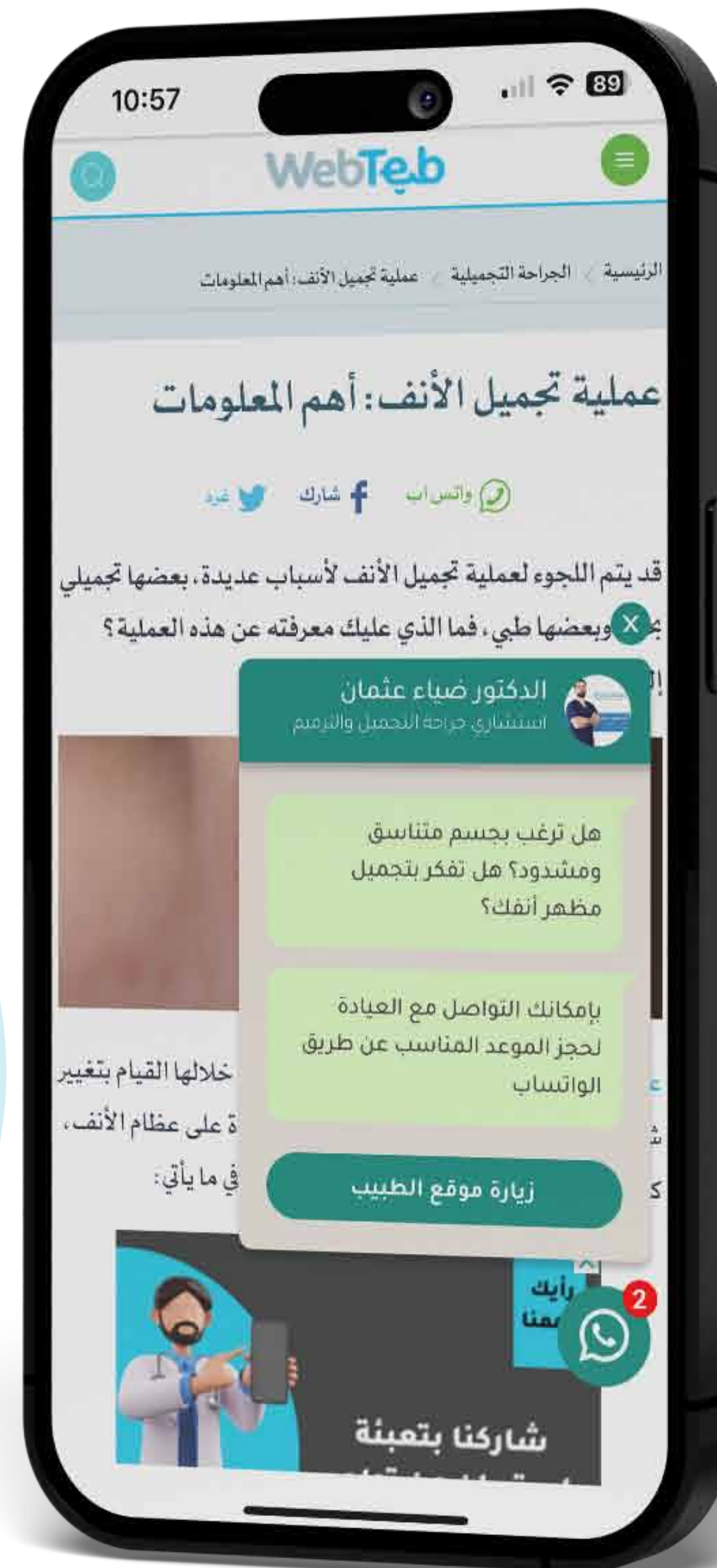


WebTeб

LEAD GENERATION

COMMERCIAL SOLUTIONS

Click on the
screen to view
demo



With quality-driven,
valuable data every
brand is bridged with
an audience
interested in their
product.

WebTeb

TEBBABY

COMMERCIAL SOLUTIONS

Brands can sponsor Tebbaby; the application that informs a mom-to-be of what and when to expect when she's expecting.

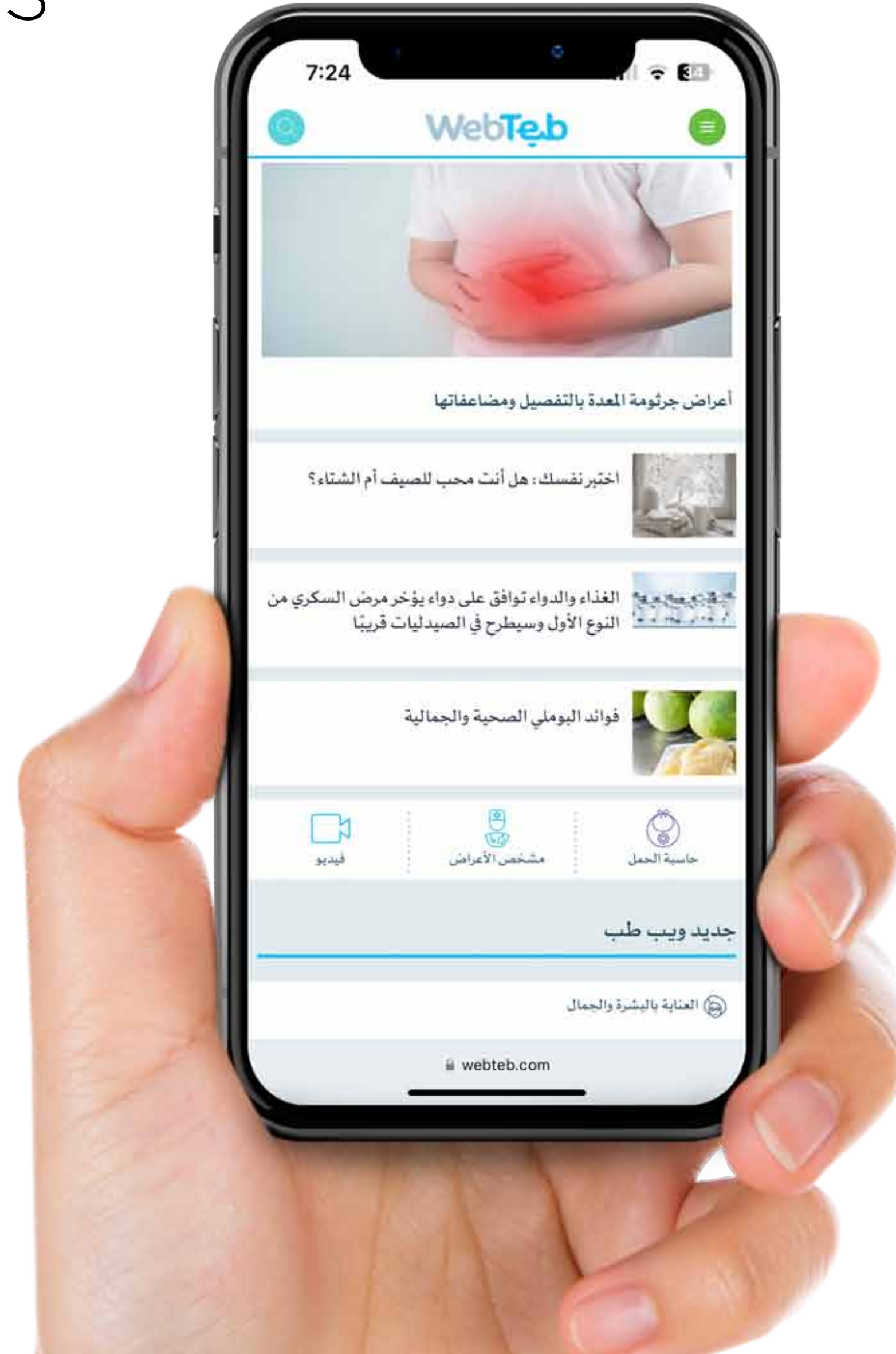


WebTeb

TAILORED SOLUTIONS

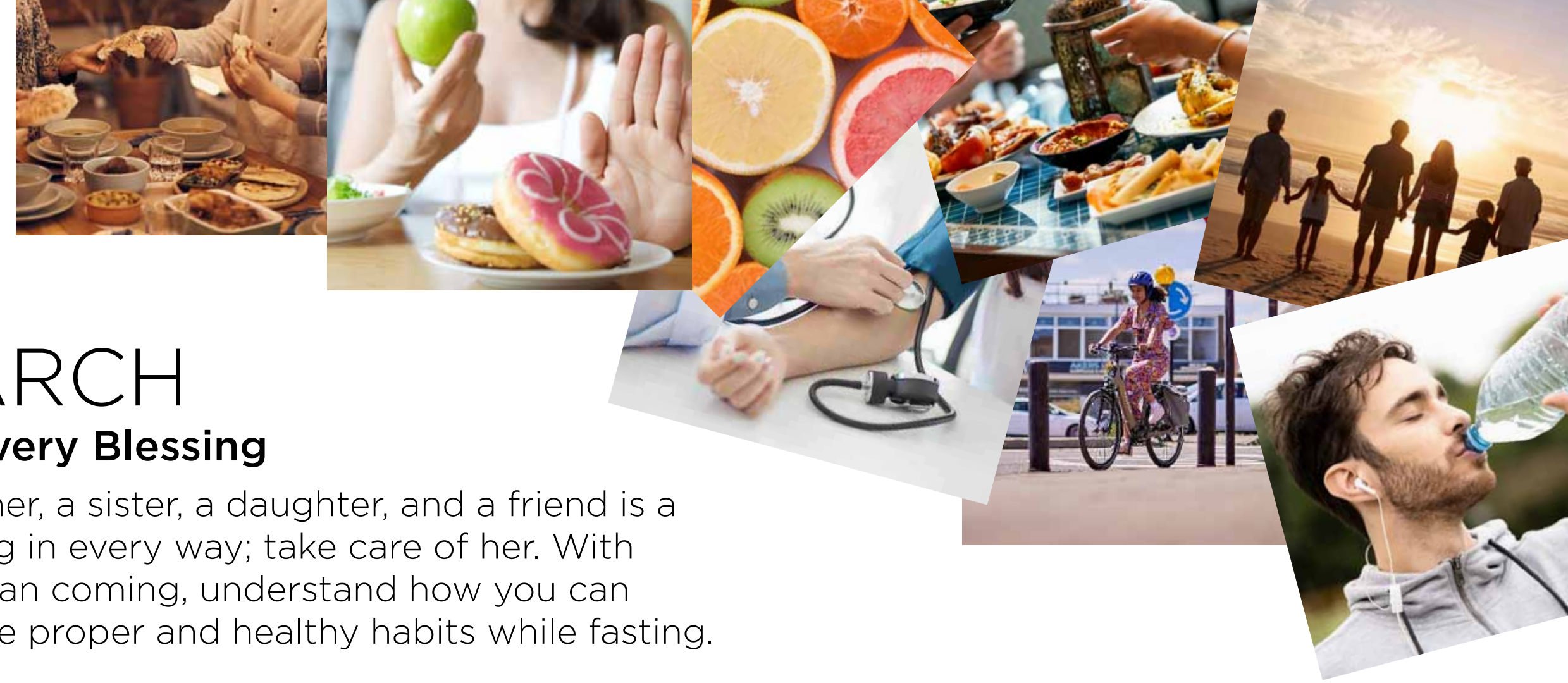
COMMERCIAL SOLUTIONS

WebTeb can offer **customized media solutions** tailored to clients' unique needs, specifications, and preferences.



WebTeb

EDITORIAL CALENDAR



JANUARY

New Year, New me

Begin the year with a positive attitude, a balanced diet, and a productive routine that keeps you going.

FEBRUARY

Love is Care

Take extra care of yourself and your family's wellbeing by following nutritious diets and staying active during the cold days of winter.

MARCH

For Every Blessing

A mother, a sister, a daughter, and a friend is a blessing in every way; take care of her. With Ramadan coming, understand how you can regulate proper and healthy habits while fasting.

APRIL

A Blissful Spring

Starting the season with the blessings of Eid and the allergies of spring. It's also the month where we put on the Puzzle Ribbon to raise awareness about Autism and what we can do to support this community.

MAY

The Great Outdoors

Enjoy the refreshing outdoor adventures but don't forget the First Aid kit!

JUNE/JULY

Sunshine Rays

Keep your hair, skin, and body hydrated by keeping up with self-care routines throughout the hot months of summer. Understanding marriage life and sexual education are a necessity if you're tying the knot this summer!

AUGUST

Skip a Beat

Skip junk food, skip fatty snacks, skip smoking, and skip all the bad habits that have a negative impact on your heart. Exercise, hydrate, sleep well, and eat well.

SEPTEMBER

Back to School Routines

Vitamin C, check! Proper backpack, check! Quality sleep, check! Nutritious lunch box, check! Ready for school, check!

OCTOBER

Beat the Disease

Spreading awareness, undergoing screenings, getting checked, and learning more about breast cancer can either save your life or the life of a loved one.

NOVEMBER

Get Checked, Men

Some diseases may have symptoms, others don't show any at all; some diseases are physically paralyzing while others are mentally numbing. Be more aware of health conditions, raise awareness, help one another, and always get checked whether there's something wrong or not.

DECEMBER

The Joyful Bump

Learn about the milestones you'll be experiencing when you're expecting; whether it's your first born or third born, there's always something new to learn in this extraordinary journey.

WebTe**b**

A doctor in a white coat with a stethoscope around their neck is shaking hands with a patient wearing a grey sweater. They are standing in a clinical setting with medical equipment in the background. A blue clipboard with papers is visible on a table in the foreground.

**CONTACT US TO REACH
A MEDICALLY-CURIOUS
AUDIENCE.**

Advertising Inquiries | Advertising@mawdoo3.com

WebTeb****