

# DUROV'S CODE

# / Durov's Code — Technology Media



UAE based  
company

Media License  
Number:  
2836950

Durov's Code mission is to cover the hottest and relevant stories from the world of technology and innovation. Our journalism includes deep-dive research and meticulous analysis — we go the extra mile to keep our readers timely and thoroughly informed.

Our range of focus includes prospective startups, modern gadgets, technological breakthroughs, top tech events and so much more — from all parts of the world. Our formats include everything from news, interviews with top influencers, articles, to op-eds and videos.

# / Media Partner

Durov's Code is a media partner of international exhibitions in the fields of IT, technological development, and the future

## منتدى دبي للمستقبل DUBAI FUTURE FORUM







The Dubai Future Forum is an annual event organized by the Dubai Future Foundation in Dubai, at Museum of the Future

## GITEX GLOBAL

GITEX (abb. of Gulf Information Technology Exhibition) is a computer expo held annually in Dubai, at Dubai World Trade Center.

# / The Audience

## Top 5 Countries:

 UAE .....	40%
 USA .....	23%
 India .....	15%
 Germany .....	6%
 UK .....	5%
 Others .....	11%

Our core audience have a general interest in the world of technology. Significant part of our readership are individuals who are directly involved in the tech field.

These people are changing the way we think about technology on a daily basis.

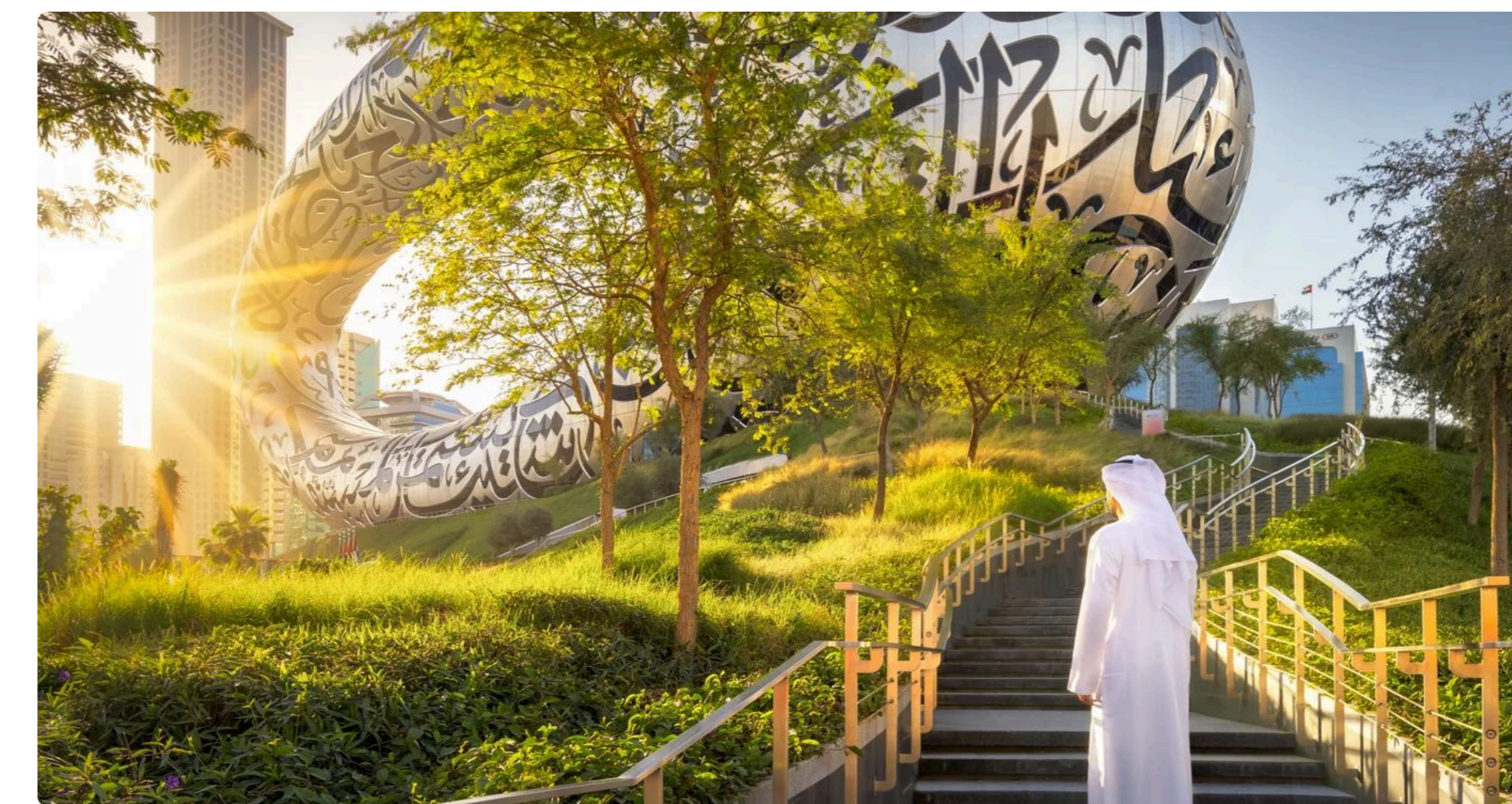
For this audience, staying informed and up-to-date on the latest news, trends, and innovations is not just a hobby, but a crucial part of their professional and personal lives.

**300K** Total audience  
per month

**3.2M** Total impressions  
per month

# / Editor's Choice

You can also read all the [Interviews](#), [Articles](#) and [News](#) on our website



[ INTERVIEW ] [ DUROV'S CODE EXCLUSIVE ]

/ [Museum of the Future is not a traditional museum, it is a living museum](#) →

**Majed Jakka Al Mansoori**  
Deputy Executive Director  
Museum of the Future



[ INTERVIEW ] [ DUROV'S CODE EXCLUSIVE ]

/ [Engineering the Future: How Dubai Future Labs Is Shaping the City of Tomorrow](#) →

**Khalifa Al Qama**  
Executive Director  
of Dubai Future Labs



[ ARTICLE ] [ DUROV'S CODE EXCLUSIVE ]

/ [Urbi prefers to be referred to not as a data aggregator, but as the creator of this data](#) →

**Pavel Mochalkin**  
CEO Urbi

# / Reviews

You can also read all the [Interviews](#), [Articles](#) and [News](#) on our website



[ REVIEWS ]

## [/ Your Last-Minute New Year Gift: Yasmina Speaker Review →](#)

For those still scrambling to find the perfect gift for loved ones, we've got a timely suggestion: Yasmina, the smart speaker from Yango Group.



[ REVIEWS ]

## [/ First look at the Samsung Galaxy Z Fold 6 and Z Flip 6 →](#)

The foldable Samsung Galaxy Z Fold 5 was the revelation of the year.



[ REVIEWS ]

## [/ Review of Meta Quest 3: the first step towards mixed reality →](#)

When Meta unveiled its latest VR headset, the Quest 3, it positioned it as a revolutionary tool for immersive meta-universe experiences.

# / Exclusive Dubai Data & Analytics

You can also  
read all the  
Interviews,  
Articles and  
News on  
our website



[ DUBAI ] [ DUROV'S CODE EXCLUSIVE ]

/ The most popular cuisine  
of public catering institutions  
in Dubai →



[ DUBAI ] [ DUROV'S CODE EXCLUSIVE ]

/ Number of traffic cameras  
on UAE roads: statistics →



[ DUBAI ] [ DUROV'S CODE EXCLUSIVE ]

/ New roads appeared in  
the UAE over the past year:  
Statistics →

# / Startups

You can also read all the [Interviews](#), [Articles](#) and [News](#) on our website



[ INTERVIEW ] [ DUROV'S CODE EXCLUSIVE ] [ STARTUPS ]

## / I Don't Feel Awkward in Front of the Camera Anymore: Thanks, self.space →

Photography has long been associated with discomfort for many who aren't used to being in front of a camera.



[ INTERVIEW ] [ DUROV'S CODE EXCLUSIVE ] [ STARTUPS ]

## / Drinkit: per IT ad astra →

"Durov's Code" recently talked about the opening of the first smart coffee shop in the UAE, Drinkit, in which the entire system of receiving, creating and dispensing coffee is based on modern IT technologies.



[ INTERVIEW ] [ DUROV'S CODE EXCLUSIVE ] [ STARTUPS ]

## / Refsee: from Automating Monotonous Work to Helping Students →

Process automation not only simplifies work, but also saves time, which we can later invest in creating new products and projects. Peter Bondarenko and Mitia Muravyov kept that in mind when creating a reference search service — Refsee.



# / ESG

You can also read all the [Interviews](#), [Articles](#) and [News](#) on our website



[ INTERVIEW ] [ DUROV'S CODE EXCLUSIVE ]

## / Women in Science: How Suaad Al Harthi is Preserving Oman's Marine Ecosystems →

As we kick off the new year, we're turning our attention to the people working behind the scenes to protect our planet. That's why we sat down with Suaad Al Harthi, Executive Director of the Environment Society of Oman (ESO) — the country's only non-profit dedicated to preserving its natural heritage.

**Suaad Al Harthi**  
Executive Director of the Environment Society of Oman (ESO)



[ INTERVIEW ] [ DUROV'S CODE EXCLUSIVE ]

## / SPARKLO: Revolutionizing the eco-industry for a better future →

Sparklo is a global cleantech company producing and operating innovative solutions for plastic and aluminium recycling — Reverse Vending Machines (or Sparklomats).

**Max Kaplevich**  
Founder and CEO of Sparklo

# / Retainer

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Annual  
subscription →

## Price on request

4 publications on the website (content is provided by the Partner)  
with amplification posts in all our social networks.

# / Special Project

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Cost per  
material →

## Price on request

The editorial board prepares the material (formats include interview, review, article, etc.) on a topic of the Partner's choice, working in close collaboration, ensuring that the material will be successful with the readership.

# / Exclusive Project

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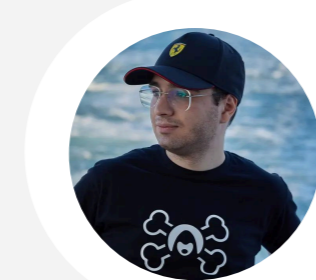
## Price on request

Exclusive advertorial project created by the editorial board in cooperation with the Partner, with the possibility to involve niche Experts.

# / Contact Us

## PR, Advertising

Collaborations, Special projects,  
Exclusive materials and Interviews



Gaik Dallakyan

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