



ISCTH Media Report

Presented by
Middle East Media Corp.



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MEMC DRIVES STRATEGIC VISIBILITY FOR ISCTH

Through a targeted and impactful PR campaign, MEMC successfully amplified the International Spiritual Council Urges Peace and Compassion in the UAE. MEMC's media relations and narrative leadership ensured strong coverage across key industry outlets, elevating ISCTH thought leadership and market positioning within the UAE.



15
TOTAL PUBLISHED PIECES



12
WEB



2
SOCIAL (TWITTER, INSTAGRAM)



1
PRINT



PR VALUE AND AD VALUE

USD 27,700



PR VALUE EARNED



USD 11,850



AD VALUE EARNED



MAJOR MEDIA

Gulf Today

MENAFN

 pressreader™

 **UAE NEWS4U**
UAE News Blog



SNAPSHOT

4 www.gulftoday.ae Instagram / Facebook / Twitter @gulftoday

Sunday, July 5, 2020 Gulf Today

UAE



The summer season begins with the 18th Sharjah Museums Authority Programme, which runs from July 10 to 15, with a closing ceremony on July 15.

Sharjah Museums Authority launches summer programme

SHARJAH

It features a line-up of museum educational programmes, training initiatives, family activities, interactive experiences, and exhibitions designed for children, youth and families

Sharjah Museums Authority (SMA) has announced the launch of its Summer Season 2020, featuring a comprehensive line-up of museum educational programmes, training initiatives, family activities, interactive experiences, and temporary exhibitions designed for children, youth and families.

The summer programme reflects SMA's ongoing commitment to strengthening the role of museums as centres for learning, discovery and inquiry while reinforcing their position as cultural and professional institutions and destinations throughout the summer holidays.

The summer season begins with the 18th Sharjah Museums Authority Programme, which runs from July 10 to 15, with a closing ceremony on July 15.

The programme offers participants a unique opportunity to discover the fascinating world of marine life through immersive practical ex-

periences, including learning about the role of marine conservation, marine biodiversity, understanding the support systems and water management and exploring the marine ecosystem operations, and participating in a range of educational and interactive workshops that deepen their understanding of marine ecosystems and inspire a lasting appreciation for the marine environment.

The summer season also features a series of specialised workshops and activities for children, including the "Heart of the Home" at the Sharjah Museum of Islamic Arts, where children will discover the beauty of Arabic calligraphy and Islamic art through hands-on workshops and interactive activities designed to nurture their artistic and creative abilities.

Further enriching activities will continue throughout August with "Summer's Better with Family" at the Sharjah Museum of Islamic Arts, offering a rich programme of scientific and artistic workshops, educational demonstrations, interactive games, and family-friendly experiences that combine learning with entertainment for visitors of all ages.

SMA will also present the "Huda Story" workshop on 22 August 2020 at the Bechtel Museum, where participants will explore the history and evolution of stone masonry before creating their own handcrafted decorative glass using pencils, adding personal artistic touches that reflect their creativity.

In addition to its seasonal programme and workshops, SMA is committed to offering a diverse range of permanent interactive experiences for visitors throughout the summer. Among these experiences is the "Little Scientist" at the Sharjah Archaeology Museum, the first interactive archaeological hall to be launched in the UAE.

Designed for children aged 5 to 8, the gallery features young visitors can explore history through Sharjah's ancient history, learning hands-on activities with immersive educational experiences that stimulate curiosity, exploration, and a passion for discovery.

Gulf Today, Gulf Reporter



FEATURED

International Spiritual Council Urges Peace and Compassion



INTERNATIONAL SPIRITUAL COUNCIL FOR TRANSFORMING HUMANITY

One World . One Family

International Spiritual Council for Transforming Humanity (ISCTH) Logo

Date: July 5, 2020 UAE Humanitarian Leader Joins Global Call for Peace as International Spiritual Council Urges Dialogue Over Conflict

MENAFN

UN leader joins global call for peace

DURAI Sridhar Shree, Head of the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) in the UAE, has joined a growing chorus of global leaders, parliamentarians, faith representatives and humanitarian organisations calling for greater dialogue and renewed efforts towards peace and sustainable global recovery. Speaking as part of a global appeal coordinated by the International Spiritual Council for Transforming Humanity (ISCTH), Shree stressed the importance of working together at the centre of decision-making during a period marked by armed conflict, geopolitical tensions and deepening divisions across regions.

"The world is on fire. World leaders must take the time to listen to the voices of the people, to understand the needs of the people, and to work together to find solutions. Dialogue is not a luxury, it is a necessity. Dialogue is the only path forward," he said.

Shree also referenced recent remarks by Secretary of State, Joe Biden, who called for compromise and dialogue in the wake of the conflict in Myanmar. "The world is on fire. World leaders must take the time to listen to the voices of the people, to understand the needs of the people, and to work together to find solutions. Dialogue is not a luxury, it is a necessity. Dialogue is the only path forward," he said.

Wadi Wurayah on path to World Heritage List

FUJAIRAH Deep in the Hajar Mountains of Fujairah, the Wadi Wurayah is a hidden gem, a place of natural beauty and historical significance. It is a place where the past meets the present, where the natural world meets the human world. The Wadi Wurayah is a place of natural beauty and historical significance. It is a place where the past meets the present, where the natural world meets the human world.

The wadi is distinguished by its permanent natural water flow and springs, which have been a source of life for the local community for centuries. The wadi is also a place of natural beauty and historical significance. It is a place where the past meets the present, where the natural world meets the human world.

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Gulf Today, Gulf Reporter

STATE LIFE
INSURANCE CORPORATION OF PAKISTAN

Pakistan's Largest Life & Health Insurer

TENDER NO. PO/CPD/UND/33/2026

HIRING OF RETAKAFUL SERVICES FOR SLIC-WTO HOME BUSINESS

Technical & financial bids are invited in accordance with PPRA rules (through EPADS), under "Single Stage - Two Envelope Procedure" from well recognized national / international insurance firms for the services as mentioned above (details as per the tender document) for State Life Insurance Corporation of Pakistan Window Takaful Operations (Principal Office) Karachi. Tender Notice along with tender document can be sent/downloaded from PPRA/SLIC website i.e. www.ppra.gov.pk www.statelife.com.pk and the EPADS system. Bids will be received only from those firms who are registered with PPRA for E-Procurement on EPADS system. Filled tenders must be submitted through EPADS system latest by 10-06-2026 before 11:00 a.m. Technical Bids will be opened on the same day at 11:30 a.m.

Secretary (CPD),
Central Procurement Division,
State Life Insurance Corporation of Pakistan,
Window Takaful Operation, 50th Floor, State Life Bldg, No. 99 Dr. Ziauddin Ahmed Road, Karachi.
Phone # +92-021-99204521

FOR RENTING OF OFFICE SPACE IN STATE LIFE BUILDINGS, PLEASE CONTACT THE GIVEN TELEPHONE NUMBERS
(021-992011703 / 021-99204519 / 021-99204520 / 021-99204521 / 021-99204522)

UAE-Based UN Humanitarian Chief Joins Global Appeal for Dialogue and Peace



S.No	Publication	Language	Media Type	Link	Ad Value (USD)	PR Value (USD)	Monthly Page Views/ Followers/ Circulation
1	MENAFN	English	Digital	Link	1000	2000	198K
2	Gulf Today	English	Print	Shared	2000	8000	15K
3	Press Reader	English	Digital	Link	5000	10000	6.7M
4	UAE News 4U	English	Digital	Link	200	400	60K
5	MENAFN	Arabic	Digital	Link	1000	2000	198K
6	NAS News	Arabic	Social (Twitter)	Link	500	1000	224K
7	UAE Now News	Arabic	Social (Instagram)	Link	200	400	40K
8	UAE News 24/7	English	Digital	Link	250	500	80K
9	Buzzzing	English	Digital	Link	250	500	60K



S.No	Publication	Language	Media Type	Link	Ad Value (USD)	PR Value (USD)	Monthly Page Views/ Followers/ Circulation
10	Akhbar-Alkhaleej	Arabic	Digital	Link	250	500	52K
11	Middle East News 247	English	Digital	Link	300	600	49K
12	My Mall News	Arabic	Digital	Link	200	400	32K
13	Mid-East Info	English	Digital	Link	300	600	72K
14	Headline	English	Digital	Link	200	400	40K
15	Alwahda News	Arabic	Digital	Link	200	400	50K
TOTAL					11,850	27,700	7.87M

*These are only estimates according to our metrics. The actual figures are always 30-40% higher



SUMMARY

- In July 2026, ISCTH secured strong media traction across leading regional platforms. The major publications included: MENAFN, Gulf Today, Press Reader, UAE News 4U.
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- The campaign generated 26 media hits, resulting in a PR value of USD 27,700 (Dh 1,01,742) and an Ad value of USD 11,850 (Dh 43525).



**THANK
YOU**
