



IMMEDIATE RELEASE

Pulse Media MENA partners with Realtimes Network to represent GPFans commercial proposition as part of its broader sports media offering for brands in the Middle East

Dubai, UAE – April 18, 2025 – Pulse Media MENA, a dedicated sports and entertainment media partner, is proud to announce a new commercial partnership with **Realtimes Network**, a premium sports and lifestyle media publisher. As part of this strategic alliance, Pulse Media will take on exclusive commercial representation for advertisers in the Middle East and Africa of **GPFans.com**, Realtimes flagship motorsport platform focused on F1.

This collaboration marks a significant step in Pulse Media’s growth strategy and reinforces its commitment to delivering high-quality, targeted opportunities for brands across the global Formula 1 audiences.

GPFans.com, with its multilingual presence and deep editorial focus on Formula 1, has rapidly grown into one of the most trusted destinations for motorsport fans around the world. The site serves millions of users monthly across key markets including the UK, US, UAE, Netherlands, Spain, Italy and Latin America with plans to launch an Arabic edition in the current F1 season.

Through this deal, Pulse Media MENA will leverage its commercial expertise and market reach to maximise brand partnerships and monetisation opportunities across GPFans’ digital channels, including its website, mobile platforms, and social media.

“We’re excited to team up with Pulse Media, whose track record in digital media sales and brand partnerships makes them the ideal commercial partner for GPFans as we enter our next phase of growth,” said Bart Hillen, Managing Director at Realtimes. “GPFans has a passionate and highly engaged global community, and this partnership will help unlock new value for advertisers in the Middle East and Africa looking to connect with Formula 1 fans in meaningful ways.”

“We’re thrilled to represent such a dynamic and fast-growing property like GPFans,” said **Salika Mustafa**, GM at Pulse Media MENA. “Motorsport is a booming vertical both globally and in the Middle East, and GPFans delivers premium content and audiences that regional advertisers are eager to reach”

With the 2025 Formula 1 season in full swing and fan interest at an all-time high, this partnership sets the stage for exciting commercial innovation and growth within the motorsport media landscape for brands in the Middle East and Africa.

About Realtimes Network

Realtimes is a digital media company specialising in sports, entertainment, and lifestyle content. With a global network of owned platforms, Realtimes reaches millions of users monthly across its digital ecosystem.



About Pulse Media

Pulse Media is a MENA based sports and entertainment media representation firm specialising in premium digital inventory and offering brand partnerships across major sports through its exclusive publisher network. The company partners with high-quality publishers to deliver impactful brand solutions, connecting advertisers with passionate sports and entertainment audiences at scale.

Media Contact:

Salika Mustafa

General Manager

salika.mustafa@puslemedia-mena.com

0528826813

