

**MEA BUSINESS**

## WHY MEA BUSINESS MAGAZINE?

### MEA BUSINESS

MEA Business is a monthly business magazine committed to reporting positive business developments in the Middle East and Africa. MEA Business is also the regions first Augmented Reality (AR) Business Magazine. Each issue includes in-depth business news, analysis, country reports and opinion pieces. It also includes monthly updates on the **Aviation, Finance, Hospitality and Technology** business sectors. MEA Business is printed and distributed to 8,000\* regional business leaders as well as 50,000 digital readers. Our digital platforms include our website, e-magazine, AR App, e-newsletter and social media platforms.

ISSUE DATE	FEATURE /SPECIAL REPORTS*	EVENT COVERAGE
FEB – MAR 2021	<ul style="list-style-type: none"> <li>- Digital Payment Services and Solutions</li> <li>- RISE MIDDLE EAST (Aviation Special)</li> <li>- 10 Companies to Visit at Gulf Foods</li> </ul>	<ul style="list-style-type: none"> <li>Gulf Foods (FEB)</li> <li>Aviation Achievement Awards (Mar)</li> <li>MEA Biz Aviation &amp; Logistics Round Table (Mar)</li> </ul>
APR – MAY 2021	<ul style="list-style-type: none"> <li>- Free zones and Business Setup</li> <li>- 2021 Business Anniversaries</li> <li>- Travel and Tourism Innovators</li> <li>- Banking and Finance Technology</li> </ul>	<ul style="list-style-type: none"> <li>Arabian Travel Market (Apr)</li> <li>Airport Show (Apr)</li> </ul>
JUN– AUG 2021	<ul style="list-style-type: none"> <li>- Middle East Health Industry</li> <li>- 20 companies to visit at the Hotel Show</li> <li>- Sustainability (Industry Update)</li> <li>- GCC Banking Landscape</li> </ul>	<ul style="list-style-type: none"> <li>Hotel Show (May/Jun)</li> <li>Middle East Energy (Jun)</li> <li>Arab Health (Jun)</li> </ul>
SEPTEMBER 2021	<ul style="list-style-type: none"> <li>- Women in Business</li> <li>- GCC Construction</li> <li>- FinTech (Sector Review)</li> <li>- Expo 2020 Preview</li> </ul>	<ul style="list-style-type: none"> <li>Big 5 (Sep)</li> <li>Seamless Middle East (Sep)</li> <li>MEA Business Awards (Sep)</li> <li>MEA Finance Awards (Sep)</li> </ul>
OCTOBER 2021	<ul style="list-style-type: none"> <li>- Future Tech Trends (Gitex Special)</li> <li>- Special Report (Business Africa)</li> <li>- UAE 50th Anniversary Special</li> <li>- Expo 2020 Preview</li> </ul>	<ul style="list-style-type: none"> <li>EXPO 2020 (Oct)</li> <li>GITEX 2020 (Oct)</li> </ul>
NOV - DEC 2021	<ul style="list-style-type: none"> <li>- 25 companies to visit at Dubai Airshow</li> <li>- Oil and Gas Sector review</li> <li>- Real Estate Market (special Report)</li> </ul>	<ul style="list-style-type: none"> <li>Dubai Airshow (Nov)</li> <li>Aviation Annual Gala Evening (Nov)</li> <li>ADIPEC (Nov)</li> <li>Cityscape (Nov)</li> </ul>

\* Print Run subject to Covid-19 Distribution Restrictions

FOR THE MIDDLE EAST AND AFRICAN BUSINESS PROFESSIONAL

# MEABUSINESS

UNLOCK THE FUTURE

FOR THE MIDDLE EAST AND AFRICAN BUSINESS PROFESSIONAL

# MEABUSINESS

News, Reviews and Interviews.

December 2020 Issue

The cover features several portraits of industry leaders with their names and titles:

- Sami Al-Qasbi, Director General of Dubai Economy
- Marcello Baricordi, VISA GM for Middle East and North Africa
- Kyoto Technologies, Pankaj Singh, Regional VP
- Basil Patel - Co-Founder & MD - Finesse
- Younus Al-Nasser, Assistant Director General of Smart Dubai, & CEO of the Dubai Data Establishment
- Danny Altan, CTO and SVP Product Strategy, Veom
- Boaz BA, Chief Executive Officer, SAMENA Telecommunications Council
- Money J. Haber, CTO & Chief Information Security Officer - BeyondTrust
- Nidal Abou-Elraj, President, Avaya International
- Elje J.P - Director & Chief Business Officer - Finesse

Text on the cover: "Technology Trends", "Leaders and Experts discuss the emerging technology trends that will define the future", "We also highlight companies Exhibiting at Gitex Technology Week (6-10 Dec) 2020.", and a QR code with the text "Scan to view AR front cover".



FOR THE MIDDLE EAST AND AFRICAN BUSINESS PROFESSIONAL

# BUSINESS

November 2020 Issue

The cover features a man standing in front of a Rolls-Royce simulator. Text on the cover: "The Future of Flight", "Rolls Royce showcase their groundbreaking Future Systems Simulator and the world's fastest all- electric aircraft", and a circular logo for "Augmented Reality" with the text "Featured content page - go to page #5 for details".

# MAGAZINE READERSHIP & CIRCULATION

## ADVERTISING RATES

<b>Full Page</b>	<b>\$9,000</b>
<b>Double Page Spread</b>	<b>\$17,500</b>
<b>Inside Front Cover</b>	<b>\$13,500</b>
<b>Outside Back Cover</b>	<b>\$14,500</b>
<b>Inside Back Cover</b>	<b>\$13,500</b>
<b>Inside Cover DPS</b>	<b>\$22,500</b>
<b>Half Page – vertical/horizontal</b>	<b>\$7,000</b>

## ROLE DESIGNATION

- **CHAIRMAN - 2%**
- **CEO - 5%**
- **Other C suites (CIO, CFO, CRO etc.) - 18%**
- **Managing Directors, SVP, GM - 22%**
- **Directors, Department heads - 23%**
- **Managers - 18%**
- **Business owners - 3%**
- **Other - 9%**

## TECHNICAL SPECIFICATIONS



**DOUBLE PAGE SPREAD**  
 Type area - 40 cm x 21.9 cm  
 Trim size - 42 cm x 27 cm  
 Bleed size- 42.6 cm x 27.6 cm



**FULL PAGE**  
 Type area - 18.5 cm x 21.9 cm  
 Trim size - 21 cm x 27 cm  
 Bleed size- 21.6 cm x 27.6 cm



**HALF PAGE**  
 Type area - 18.5 cm x 11.5 cm  
 Trim size - 21 cm x 13.5 cm  
 Bleed size- 21.6 cm x 14. cm

### FORMAT FOR SENDING FILES

**PDF**

Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.

**EPS**

Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.

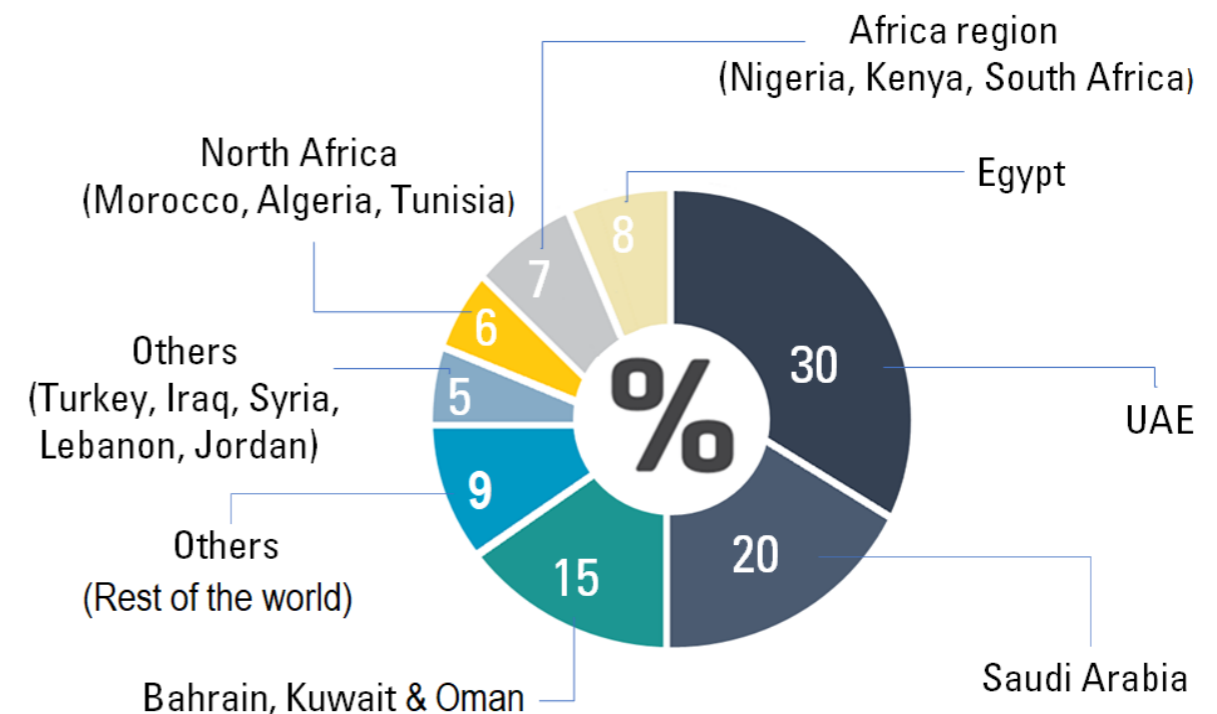
**JPEG**

Must be in high resolution (300 dpi) and in CMYK (not RGB). Crop marks should be positioned outside the printed area.

**AI (Native Adobe Illustrator File)**

Artworks must be packaged with fonts and images/links, images/links must be in CMYK not RGB. **Note: If advert is too large to be sent as email, please send it through wetransfer**

## COUNTRY BREAKDOWN



**8,000**  
 Standard Print Run\*

**40,000**  
 Digital copies

\* Print Run subject to Covid-19 Distribution Restrictions

## WHY MEA-BIZ.COM

### WWW.MEA-BIZ.COM

[www.mea-biz.com](http://www.mea-biz.com) is updated regularly to deliver news and relevant content on a variety of business sectors in the region. The scope of coverage includes Aviation, Business news, Banking & Finance, Travel & Hospitality, Technology, and Wealth Management sector news. Thought leadership content on industry trends and challenges are also offered via exclusive in-depth interviews, opinion pieces and video interviews with executives within various regional markets and sub-sectors.

### AUDIENCE

[www.mea-biz.com](http://www.mea-biz.com) audience are senior business decision makers and influencers in the Middle East and Africa. These include C-level executives, SVP's, VP's, Directors, Managers and General Managers. Our users also include business regulators, associations & trade bodies, consultants, and entrepreneurs.

### BANNER ADVERTISING

[www.mea-biz.com](http://www.mea-biz.com) offers advertisers the opportunity to run monthly tenancy display campaigns across its website applying various creative options ensuring a continuous and constant presence throughout the website. In addition to banner advertising, we also offer webinars, video posts, and editorial opportunities.

### CAMPAIGN MANAGEMENT

Type	Billboard	Leaderboard Banner	Custom Mid Unit	Right Column MPU	Right Column Half Page
Desktop Screen	970X250px	970x90px	835x150px	300x250px	300x600px
Mobile	320X50px	300x100px	300x100px	300x100px	300x250px

Campaigns are displayed on rotation, guaranteeing excellent visibility of all the creative formats across all content pages. We can also offer bespoke digital campaign services



## E NEWSLETTERS

Our weekly E-newsletters deliver essential news directly to senior executives and thought leaders. By sponsoring our newsletters, you can continuously remind current and potential customers that you exist. Many consumers get busy and forget about a company they are interested in without meaning to divert their attention. By staying top of mind, you increase your chances of being the brand of choice when a customer decides to make a purchase. MEA Business E-newsletter is distributed to 40,000 multisector business leaders on a weekly basis. The E-Newsletter includes Aviation, Finance, Technology, Hospitality and Business sector news updates

BANNER OPTIONS	CREATIVE SUBMISSION	WEEKLY BANNER COST
Same sizes as web banners	Minimum of 3 days before the campaign	<b>\$2,500 (weekly)</b>

## EDM

Our EDM marketing enables campaigns to be delivered directly to 30,000 subscribers. Email marketing provides a reliable form of communication between your brand and your customers. It is a cost-effective solution to reach customers to a place they visit every day — their inbox.

EMAIL SPECIFICATIONS	REQUIRED DETAILS	EDM COST PER SEND
width: 620px (standard size)	Senders name, Subject line for the email and Date of email blast release	<b>\$3,500</b>
<b>File format:</b> html / .htm package which includes the images Total size limit – 100kb	<b>SUBMISSION LEAD TIMES</b> Minimum of 3 days before the release date	

## AUGMENTED REALITY SERVICE

MEA Business Magazine offers readers the option to access hidden digital content via our APP Creative AR. Our augmented reality APP based platform also allows businesses to transform their own printed material into dynamic digital displays. AR superimposes computer generated content on to real-world objects leading to an enhanced perception of reality. AR content can be viewed in real time via smart phone or smart pad. For more information, please contact us at [info@cme-media](mailto:info@cme-media)

TYPE	CAMPAIGNS PER MONTH	CAMPAIGN DETAILS	PRICE PER MONTH
<b>Single AR Campaign</b>	1	Client to supply content (image, video or 3d model), our team will upload your content onto our AR Platform (within 7 days)	\$2,500
<b>Multiple AR Campaigns</b>	Up to 5	Client to supply content (images, videos and/or 3d models), our team will upload your content on our AR Platform (within 5 days)	\$5,000
<b>Bulk AR Campaigns</b>	Up to 10	Client to supply content (images, videos and/or 3d models), our team will upload your content on our AR Platform (within 3 days)	\$7,500
<b>Bulk AR Campaigns</b>	Up to 20	Client to supply content (images, videos and/or 3d models), our team will upload your content on our AR Platform (within 3 days)	\$10,000

## PRODUCTION AND DESIGN SERVICES

If you require content creation services including video production, graphic design and 3d model creation, please contact us at [info@cme-media](mailto:info@cme-media) for a quotation.

## CONTACT US

**Kenneth Mitchen, Executive Director**

[kenneth@cme-media.com](mailto:kenneth@cme-media.com)

Tel: +971 58 518 8080

**For Information Requests:**

[info@cme-media.com](mailto:info@cme-media.com)

**Dubai office:**

# 404, Building B, Al Saaha Offices, Old Town Island Burj Khalifa District,  
PO Box 487177, Dubai, United Arab Emirates