MEDIA PACK 2015

cnme
computer news middle east

WHERE TECHNOLOGY MEANS BUSINESS

CABLING**PLANNER**

SECURITY FOCUS

CABLING**PLANNER**
MAKING THE RIGHT CONNECTIONS

INDUSTRY FOCUS

ICT INSIGHT

TOP TWENTY
Systems Integrators 2013

FLYING HOME
HOW PATRICK NAEF, SENIOR VICE PRESIDENT OF IT, EMIRATES AIRLINE, LANDED IN DUBAI

BUILDING FOUNDATIONS

www.cnmeonline.com

CPI
MEDIA
GROUP

Senior IT leaders in the Middle East subscribe to CNME to help them identify and understand emerging IT trends and transformational technologies. Published monthly, the publication offers valuable insights that help readers formulate strategy and make crucial purchasing decisions.

For about 25 years, CNME has led the way in delivering content that is unmatched in an industry saturated with vendor perspectives. By putting users first and leveraging the experience of IT decision makers, we have earned an unprecedented level of trust and loyalty in the IT community. In each issue of CNME, readers can discover real-world strategies for implementing technology solutions that drive business value, as well advice for advancing their careers.

Choose CNME and you gain credibility with an influential audience of IT leaders and visibility in a publication that delivers the highest concentration of senior IT management at regional enterprises. Having undergone a major overhaul in 2012, the new-look CNME sports seven sections in the magazine, and is uniquely positioned to deliver a comprehensive audience of all key stakeholders responsible for making technology purchase decisions in the enterprise.

As part of our efforts, CNME continued to organise a series of end-user focused events in various cities including KSA, Qatar and the UAE, providing a unique opportunity to generate leads and promote brand visibility in an intimate setting.

For CNME, 2014 was a great year, but 2015 promises to be better.

Be a Platinum Technology Partner

Total cost of $300,000
- Sponsorship of all technology events - over 20 events in year
- Creation of branded resource centre on CNME website
- Branding on eNewsletter each week for 1 year
- 2 CIO Council Roundables during the year
- Sponsorship of CIO Council
- 12 x double page spread advertisments in CNME
- Year long banner advertising on CNME website (banner to be confirmed)
- Monthly html sent to CNME database for 1 year
- Unique lead generation activities
- CPI to appoint dedicated Account Manager

Be a Gold Technology Partner

Total cost of $200,000
- Sponsorship of 10 technology Events
- Creation of branded resource centre on CNME website
- Branding on eNewsletter each week for 1 year
- 1 Round Table in 2015
- 12 full page advertisements in CNME
- Year long banner advertising on CNME website (banner to be confirmed)
- monthly htmls sent to CNME database
- CPI to appoint dedicated account manager

Be a Strategic Technology Partner

Total cost of $120,000
- Sponsorship of 6 Technology Events
- 12 Full Page Advertisements in CNME
- 1 Round Table in 2015
- 6 htmls sent to CNME database)

Be a Section Sponsor

Total cost of $90,000
- Logo sponsorship of section both in CNME magazine and online
- 12 full page advertisements in the corresponding section of CNME
- 6 htmls sent to CNME database)

CNME EDITORIAL CALENDAR 2015

	Solutions world	Security advisor	Telecom world	Network world
January	From cost centre to profit centre	Learning from the past breaches	Is 5G really on its way?	The future of M2M
February	The seamless cloud	Hacktivists – what do they want?	Monetising LTE	Harnessing Gigabit wireless
March	Green IT	Mobile security best practices	Fibre– the best bet for your backhaul?	Data centre trends
April	Big Data & analytics	How to protect your online transactions	Small cells	SDN migration strategies
May	Enterprise mobility management	Big Data and cyber security	Spectrum efficiency	Optimising application performance
June	Software licensing and support	Protecting personal privacy in an M2M world	Network virtualisation	Near field communications
July	Consumerisation of IT	Bad Behavior – what habits are threatening your defenses	Broadband on copper	Network optimization
August	Project management	Cyber espionage	OTT — friend or enemy?	Managing the physical layer
September	The Internet of Things	Banking security	Becoming a digital telecom	Unified communications
October	Business/IT alignment	Data loss prevention	Mobile payments	25/50 Gigabit Ethernet
November	Software–defined everything	Building a secure data centre	New revenue opportunities	Managed network services
December	Outlook 2016	2016 Outlook	Outlook 2016	Outlook 2016

DISTRIBUTION AND READERSHIP INFORMATION
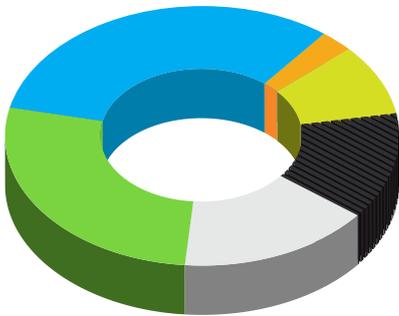
Top readership by country

- KSA 29%
- UAE 22%
- Egypt 15%
- Bahrain 14%
- Levant 12%
- Kuwait 8%
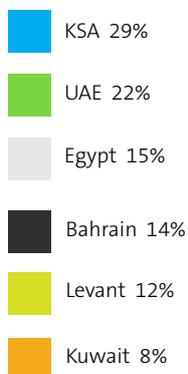
Editorial

70%
of CNME readers consider its editorial to be great

Over
25%
of CNME readers consider its editorial to be excellent

Over
85%
of readers consider CNME editorial to be good or better than that of other publications within the sector.

Relevance

Over
90%
of readers agree that CNME is relevant to their business

75%
of CNME readers consider it as their primary source of information for purchasing decisions

Recommendations

Over
80%
of readers would recommend CNME to their business associates.

65,000
readers per month

Over
30%
of CNME subscribers have their copy read by three people or more

Purchasing decisions

50%
of readers often use CNME to make purchasing decisions based on its editorial and advertising content.

15%
of readers rely solely on the editorial and advertising content of CNME to make purchasing decisions.

Advertising rates

Position	Single Issue Price (US$)	Six Series Price (US$)	Twelve series Price (US$)
Double page spread	9,299	7,999	6,899
Full page	6,499	4,899	3,799
Half page spread	6,499	4,899	3,799
Half page	4,299	2,799	1,699
Bottom page strip	3,299	1,999	1,199

Special positions

Position	Single Issue Price (US$)	Six Series Price (US$)	Twelve series Price (US$)
Inside front cover	8,499	6,799	5,599
Inside back cover	7,499	5,799	4,599
Outside back cover	11,299	7,699	6,599
Full page advertorial	8,499	6,799	5,599
Belly band	8,499	6,799	5,599
Cover mount	Price on application	N/A	N/A
Inside front/Back cover gatefold	Price on application	N/A	N/A
Inserts	5,520 (4 grams)	N/A	N/A
Guaranteed position	+10%	N/A	N/A

Technical specifications

Specification	Trim size WxH (mm)	Bleed size WxH (mm)	Type size WxH (mm)
Double page spread	414x270	424x280	384x240
Full page	207x270	217x280	175x240
Half page spread	384x110	N/A	N/A
Half page horizontal	175x110	N/A	N/A
Half page vertical	85x230	N/A	N/A
Bottom page strip	175x55	N/A	N/A
Cover mount	Specs on application	Specs on application	Specs on application
Belly band	Specs on application	Specs on application	Specs on application

Web Display Advertising

Type	Format	File size	Dimensions (Pixels)	File size	CPM Rate (US$)
Leader board	Banner	72dpi, 50kb	728x90	50kb	45
MPU banner	GIF, Jpeg	72dpi, 50kb	336x280	50kb	40
Super Board	GIF, Jpeg	72dpi, 50kb	728x90	50kb	30
Half Banner	GIF, Jpeg	72dpi, 50kb	336 x 60	50kb	35
Ear Panel	GIF, Jpeg	72dpi, 50kb	200 x 90	50kb	40
Standard	GIF, Jpeg	72dpi, 50kb	468 X 60	50kb	35

eNewsletter banners

Type	Format	File size	Dimensions (Pixels)	File size	Rate (US$)
Leader board	GIF, Jpeg	72dpi, 50kb	728x90	50kb	3,000 per issue
MPU banner	GIF, Jpeg	72dpi, 50kb	336x280	50kb	2,500 per issue
Bottom banner	GIF, Jpeg	72dpi, 50kb	728x90	50kb	2,000 per issue
Tower banner	GIF, Jpeg	72dpi, 50kb	160x600	50kb	2,500 per issue

Special banners (Exclusive)

Type	Format	File size	Dimensions (Pixels)	File size	Rate (US$)
Eyeblaster	GIF, Jpeg	72dpi, 50kb	640x480	50kb	10,000 per issue
Page peel	GIF, Jpeg	72dpi, 50kb	640x480	50kb	7,500 per issue
Floating	GIF, Jpeg	72dpi, 50kb	160x600	50kb	6,000 per issue

Dedicated eMarketing

Type	Format	Dimensions	File size	Rate (US$)
E-mail shots	GIF, Jpeg, HTML, Text	Variable width up to 640px	100KB	300 CPM

*Web banner can also be supplied in Swf, I-frame or Javascript tag formats

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