Reseller MIDDLE EAST
THE VOICE OF THE CHANNEL

CPI MEDIA GROUP
CPIMEDIAGROUP.COM

media information 2017

www.resellerme.com

Reseller MIDDLE EAST
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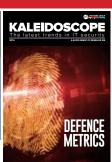
THE VOICE OF THE CHANNEL

Reseller Middle East has been published by CPI, the region's leading IT publisher, for close to two decades. While the IT industry has metamorphosed itself completely over the last few years, the publication continues to play its dominant role of voice of the channel. It has been the ambition of the publication to keep the channel community updated on vendor technology and product developments and vendors updated on the best interests of channel partners over the years.

Today, the IT community faces some of the most dramatic transformations taking place around IoT, cloud, storage, wireless, smartphones, touch screens, virtualisation and Big Data. Channel partners are having to adapt their business dramatically and radically to these changes. Many of the golden rules of engagement are being rewritten today based on the corporate user environment, technology dynamics, shrinking market opportunities and increased competition.

Reseller Middle East is facing this turmoil head on and continues to engage in dialogue with all sides to bring to its community of readers, both in print and online, valuable feedback, suggestions, opinions and advice on the optimal and best way forward.

The Reseller team is proud to be part of the regional channel community and play the role of an unbiased spokesperson and trusted advisor.

The publication continues to spin off brand extensions in the form of its annual awards, annual survey, top ten rankings, regional supplements, round table forums, buyer sessions, e-newsletters and monthly supplements.

We sincerely believe that 2017 will be a win-win period for both of us!

READERSHIP
35,000 readers per month

EDITORIAL
60% of RME readers consider its editorial to be good.
40% of RME readers consider its editorial to be excellent.
Over 55% of readers consider RME editorial to be good or better than other publications within the sector.

RELEVANCE
Over 80% of readers agree that RME is relevant to their business.

RECOMMENDATIONS
Over 70% of readers would recommend RME to their business associates.
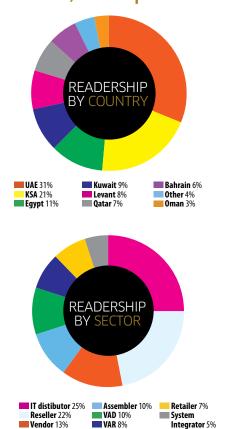
PURCHASING DECISIONS
50% of readers often use RME to make purchasing decisions based on its editorial and advertising content.
50% of readers use RME to make purchasing decisions, while 5% rely solely on editorial and advertising content of RME to make purchasing.

Feature

Cover Feature

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CIRCULATION
10,400 copies

READERSHIP BY COUNTRY

- UAE 31%
- KSA 21%
- Egypt 11%
- Kuwait 9%
- Levant 8%
- Qatar 7%
- Bahrain 6%
- Other 4%
- Oman 3%

READERSHIP BY SECTOR

- IT distibutor 25%
- Reseller 22%
- Vendor 13%
- Assembler 10%
- VAD 10%
- VAR 8%
- Retailer 7%
- System Integrator 5%

RESELLER MIDDLE EAST
EDITORIAL CALENDAR 2017

Issue month	Lead feature	Feature	Feature	Supplement
February	Measures to curb overcredit	Deploying Infrastructure-as-a-Service (IaaS)		
March	New vendors in the region	Delivering networking solutions to SMBs	Vertical focus: Banking and finance	
April	Importance of certifications	The rise of e-commerce	How to deliver video surveillance and security solutions efficiently?	Security
May	Top channel chiefs (channel and vendors)	Are we moving towards a creditless economy?	Prospects in storage solutions	
June	Reseller Awards 2017: Special issue	How can resellers build on marketing skills?	Vertical focus: Government	
July	Profitability in the channel	Prospects in digital signage and monitors market		
August	Top VARs	How is VR shaping retail?		SI Guide
September	Ways to increase margins from services	GITEX 2017: Players to watch out for (Vendors)	Securing Internet of Things	
October	Annual Industry survey and ranking	GITEX 2017: Players to watch out for (Distributors and SIs)	Vertical focus: Education	Handbook of Distributors
November	Staying ahead of customers' digital transformation	Maximising Big Data Analytics prospects	Leveraging MDFs effectively	
December	Relevance of SIs in the cloud era	Challenges for service providers	Reselling smart technology solutions	Hot 50
January	Outlook 2018	Battling the grey market	Market focus: Kuwait	Vision 2018

EVENTS CALENDAR 2017

April	Reseller MEet
May	Reseller MIDDLE EAST PARTNER EXCELLENCE AWARDS
November	Reseller HOT 50

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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

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THE VOICE OF THE CHANNEL

As an early entrant to the regional IT publishing scene, CPI has for the past two decades built itself around an innovative culture based on generating cutting-edge ideas. It has partnered with leading global players such as IDG for its IT titles, Northern & Shell for OK! and BBC Worldwide for BBC Good Food while also developing its own trade magazines for the banking, industrial and construction sectors.

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 Display Advertising

Type	Format	File size	Dimensions (Pixels)	File size	CPM Rate (US$)
Leader board	Banner	72dpi, 50kb	728x90	50kb	60
MPU banner	GIF, Jpeg	72dpi, 50kb	336x280	50kb	50
Tower banner	GIF, Jpeg	72dpi, 50kb	300x600	50kb	75
Ear Panel	GIF, Jpeg	72dpi, 50kb	200 x 90	50kb	40
Standard	GIF, Jpeg	72dpi, 50kb	468 X 60	50kb	35

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	433x1080	50kb	6,000 per issue

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

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