cnme
computer news middle east

Media
Pack 2016

January	**CIO100** AWARDS & FORUM www.cnmeonline.com/cio100
March	**NETWORKWORLD** THE CONNECTED ENTERPRISE MIDDLE EAST **AWARDS** www.cnmeonline.com/nwmeawards
May	**ENTERPRISE SECURITY 360** www.cnmeonline.com/enterprise360
September	**DATA CENTRE** BUILD www.cnmeonline.com/datacentrebuild
October	**ict** achievement awards 2015 www.cnmeonline.com/ictawards
November	**IOT** INTERNET OF THINGS ROADSHOW
	CIO Council Roundtables

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, 2015 was a great year, but 2016 promises to be better.

Our online platforms

cnme computer news middle east
www.cnmeonline.com

CIO Council UNITY IS STRENGTH
www.ciocouncilme.com

Our social media

facebook.com/computernewsme

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instagram.com/computernewsME

CNME EDITORIAL CALENDAR 2016

	Telecoms World	Network World	Solutions adviser	Technology Mega Trends
February	Digital customer experience	Mobility management	Enterprise data management	
March	Pre-integrated OSS/BSS	Software-defined WAN	Open source	
April	IoT infrastructure	Virtualisation 2.0	Artifical intelligence	
May	Fixed broadband	100G	Predictive analytics	
June	NFV	Open source networking	Virtual desktop infrastructure	For details about the corresponding month's feature please contact our editorial team.
July	Digitasation	Video collaboration	Education IT	
August	5G	IoT-ready networks	Hyperconverged infrastructure	
September	Carrier Ethernet	Modular data centre	Healthcare IT	
October	Network outsourcing	DevOps for networks	BFSI solutions	
November	Dealing with mobile data	Fog networking	IoT architecture and platforms	
December	2017 outlook	2017 outlook	2017 outlook	
January	VoLTE	Network-as-a-Service	Log management	

DISTRIBUTION AND READERSHIP INFORMATION
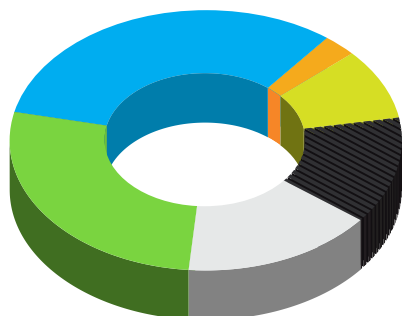
Top readership by country

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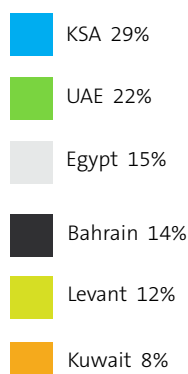
Editorial

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.

75,000
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

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

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

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

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

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