

Reseller

MIDDLE EAST

THE VOICE OF THE CHANNEL

MEDIA INFORMATION 2022

Reseller

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THE VOICE OF THE CHANNEL



The Voice of the Channel

Reseller Middle East (RME) has been published by CPI Media Group, the Mena's leading IT publisher, for nearly two decades. While the IT industry has grown at an accelerated rate over the past few years, Reseller Middle East continues to play a dominant role as the voice of the channel. It has been the goal of the magazine to keep the channel community updated on vendor technology and product developments. The magazine also tells vendors about the biggest issues affecting its channel partners.

Today, the IT community faces some of its most dramatic transformations in IoT, cloud, storage, wireless, smartphones, touch screens, virtualisation and big data. Channel partners must adapt their business – sometimes 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 best way forward.

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

Under its umbrella brand tahawultech.com, Reseller Middle East continues to spin off more products, including its annual awards, surveys, rankings, regional supplements, roundtable forums, buyer sessions, e-newsletters and monthly supplements.

A NOTE ABOUT OUR MAGAZINE

RME has been redesigned for 2022. This decision was made to demonstrate our full-throated support for the enduring strength of this print product. We are doing everything digitally possible to grow our audience on tahawultech.com, on our social media platforms and on our YouTube channel, but we also understand that our magazine's loyal readership and faithful advertisers continue to grow. This redesign is an acknowledgement of their commitment to us.

Event Calendar
2022

RESELLER ME
Excellence
Awards
Nov

EDITORIAL CALENDAR 2022

Issue month	Topic 1	Topic 2
JANUARY	Channel personalities to watch out for	
FEBRUARY	Trends in the channel industry: Channel leaders on what they think drives the channel in 2022	Future of Work: Business Imperatives affecting 2022 and beyond
MARCH	Women in the channel	Omnichannel: Is this the way forward in the channel business?
APRIL	How can the channel build a stronger security framework in order to ensure stability and safety in their offerings?	Cloud computing: A channel perspective (vendors, partners, distributors)
MAY	Addressing distribution challenges: How is the industry coping up with the market changes?	
JUNE	AI & its impact on the channel	Ensuring business resilience in the channel: Tips & tricks for effective channel management
JULY	Incident Response: A Huge opportunity for MSPs & MSSPs	
AUGUST	Skills & The channel: How are channel partners upskilling themselves to face a competitive future?	How can the channel address the problem of growing skills shortage in the business?
SEPTEMBER	System Integrators and the channel	A Consumer-First Approach: Trends & challenges
OCTOBER	Growing the channel partner network: Strategies & Plans to maintain a channel-first approach in a changing, evolving market	How to create an effective channel strategy by maintaining price integrity and avoiding channel conflict
NOVEMBER	Creating value in a competitive market: Channel leaders speak	Channel Partner programs: An overview
DECEMBER	Movers & Shakers in the channel business: Top channel chiefs & Marketing heads	Taking stock: How has the year been for the channel industry and what are the areas for improvement?

NOTE: The editorial calendar is subject to change.



Our online platform



tahawultech.com

www.tahawultech.com

Our social media accounts



facebook.com/
tahawultech



twitter.com/
tahawultech



linkedin.com/in/
tahawultech



instagram.com/
tahawultech



http://bit.ly/youtube_tahawultech

DISTRIBUTION AND READERSHIP INFORMATION

CIRCULATION 10,400 copies



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



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

READERSHIP 35,000 readers per month

EDITORIAL

► 60%
of RME readers consider its editorial content to be good.

► 40%
of RME readers consider its editorial content to be excellent.

More than
► 55%
of readers consider RME editorial content to be good or better than other publications within the sector.

RELEVANCE

More than
► 80%
of readers agree that RME is relevant to their business.

RECOMMENDATIONS

More than
► 70%
of readers would recommend RME to their business associates.

PURCHASING DECISIONS

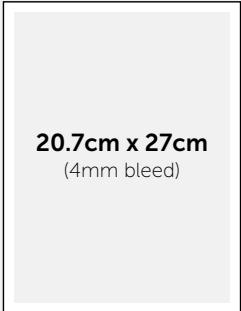
► 50%
of readers often use RME to make purchasing decisions based on its editorial and advertising content.

► 50%
of readers use RME to make purchasing decisions, while 5% rely solely on editorial and advertising content of RME to make purchasing decisions.

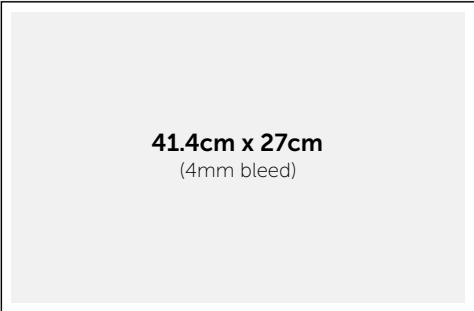
Print Advertising Rates

POSITION	SINGLE ISSUE	SIX SERIES	TWELVE SERIES
STANDARD ADVERTISING	PRICE (US\$)	PRICE (US\$)	PRICE (US\$)
Double-page spread	12,000	7,999	6,899
Full-page ad	8,500	4,899	3,799
Half-page spread	7,000	4,899	3,799
Half-page ad	5,500	2,799	1,699
Bottom-page strip	4,000	1,999	1,199
SPECIAL POSITIONS			
Inside front cover	12,000	6,799	5,599
Inside back cover	10,000	5,799	4,599
Outside back cover	13,500	7,699	6,599
Full-page advertorial	8,500	6,799	5,599
Belly band	9,000	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

Page Specifications



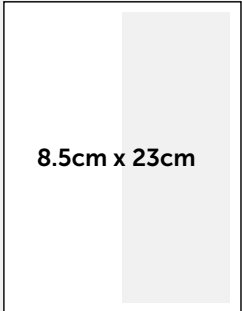
Full-page ad (FP)



Double-page spread (DPS)



Half Page Horizontal



Half Page Vertical

Print Advertising Specifications

TECHNICAL SPECIFICATIONS	TRIM SIZE WxH (MM)	BLEED SIZE WxH (MM)	TYPE SIZE WxH (MM)
Double-page spread	414 x 270	420 x 276	384 x 240
Full-page	207 x 270	213 x 276	177 x 240
Half-page spread	400 x 122	N/A	N/A
Half-page horizontal	192 x 122	N/A	N/A
Half-page vertical	90 x 255	N/A	N/A
Bottom-page strip	193 x 55	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

COVER FEATURE // DELL EMC



DELL EMC DISTRIBUTORS FOR GULF REGION

- Aptec, an Ingram Micro company
- Arrow ECS
- Mindware
- Redington Gulf
- StorIT Distribution

26 FEBRUARY 2017 // Reseller Middle East // www.resellermiddleeast.com

POLE POSITION

James Reicheim speaks to the new Channel Sales Director for Dell EMC's partner-led business in MEA, Javier Haddad, to learn how resellers can win the race by taking advantage of the new company's combined strength.

A channel partner is the key to success in the cloud era. It's not just about the technology, it's about the people who can help you understand and implement it. That's why Dell EMC is so focused on building a strong channel partner program. And that's why we're excited to have Javier Haddad, our new Channel Sales Director for MEA, join the team. Javier has a wealth of experience in the cloud industry, and he's got a proven track record of building successful channel partner programs. He's got a deep understanding of the market, and he's got a strong network of relationships. He's got a passion for the cloud, and he's got a vision for the future. He's got a lot to offer Dell EMC, and we're excited to have him on board. We're excited to have him on board because he's got a lot to offer Dell EMC, and we're excited to have him on board.

"We cannot do without our distributors who really take the products and solutions to market and can offer the reach and drive, especially for our diversified territories."

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INTERVIEW // ALJAMANA DISTRIBUTION

SOARING TO THE CLOUDS

Amin Said Aljamana, VP, Aljamana Distribution, shares insights into partner, cloud journey and how to successfully grow cloud adoption in an old form to create business.

Cloud has been a popular term over the last couple of years. How do you define cloud adoption in your business?

What are the biggest challenges you face in your business?

What are the biggest opportunities you see in your business?

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COVER STORY // BULKWIT

SCANNING THE FUTURE

UK-based distributor BulkWit MD Jon Thomas, Mervyn discusses regional security demands and how the firm is in a strong position to cater to it.

Understanding the security landscape is a complex task. It's not just about the technology, it's about the people who can help you understand and implement it. That's why BulkWit is so focused on building a strong channel partner program. And that's why we're excited to have Jon Thomas, our new MD, join the team. Jon has a wealth of experience in the security industry, and he's got a proven track record of building successful channel partner programs. He's got a deep understanding of the market, and he's got a strong network of relationships. He's got a passion for the security, and he's got a vision for the future. He's got a lot to offer BulkWit, and we're excited to have him on board. We're excited to have him on board because he's got a lot to offer BulkWit, and we're excited to have him on board.

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Web Display Advertising

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PIXELS)	CPM RATE (US\$)
Leaderboard	GIF, JPEG	50KB	728x 90px	75
Billboard banner	GIF, JPEG	100KB	1400x250px	75
MPU	GIF, JPEG	50KB	336x280px	75
Video MPU	GIF, JPEG	50KB	Supplied by client	75
Overlay/Eyeblaster	GIF, JPEG	50KB	900px (W)x500px(H) max.	110
Interstitial	GIF, JPEG	100KB	Full screen 750px x 450px	110
Roadblock (exl. Homepage)	GIF, JPEG	50KB	220x550, 728x90(x2), 300x250(x2)	110
Smart Links	GIF, JPEG	N/A	Banner size 200x200px max.	110
Microsite	GIF, JPEG	N/A	Upon request	POA

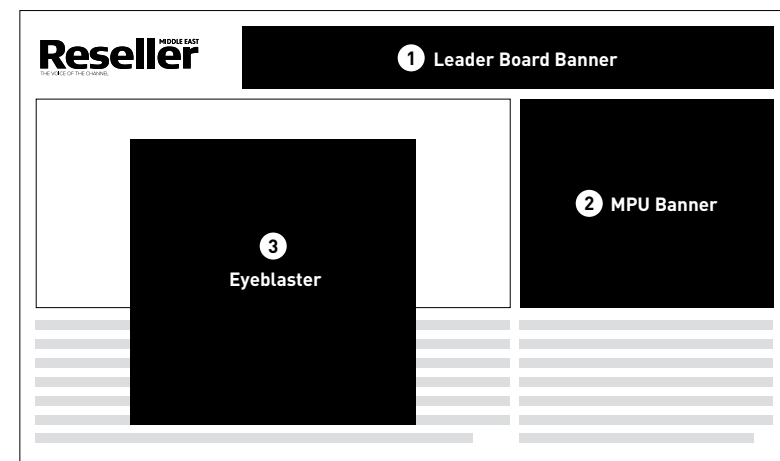
Top Leader Board Banner	GIF, JPEG	72DPI, 50KB	728 X 90	\$3,000 PER ISSUE
MPU Banner	GIF, JPEG	72DPI, 50KB	336 X 280	\$2,500 PER ISSUE
Bottom Leaderboard banner	GIF, JPEG	72DPI, 50KB	728 X 90	\$2,000 PER ISSUE

E-mail shots	GIF, JPEG, HTML TEXT	100KB	VARIABLE WIDTH UP TO 640PX	300 CPM
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**Web banner can also be supplied in Swf, I-frame or Javascript tag formats*

Online Specifications

- All artwork must be supplied in either GIF or JPEG formats (in case of animation) along with the links
- Maximum file size for all these banners should not exceed 50kb



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