Security ADVISOR
MIDDLE EAST

MEDIA INFORMATION 2025

CPI MEDIA GROUP
CPIMEDIAGROUP.COM

tahawultech.com

THE FINAL WORD IN SECURITY

Since its inception in 2016, Security Advisor ME (SAME) has emerged as the most credible source in the MENA region connecting security buyers, sellers and decision makers. SAME comprehensively covers all past and present aspects of security such as operational risk management, IT and physical security, governance, business continuity and more, aiming to empower readers overcome their most complex security challenges.

Security Advisor Middle East stands as the region's most authoritative and comprehensive security source, representing the epitome of knowledge and insights in the realm of security. As the final word in everything related to security, the magazine takes a pioneering approach, providing readers with unparalleled expertise and a thorough understanding of the dynamic landscape of threats and countermeasures.

With a dedicated editorial team at the forefront of the industry, Security Advisor Middle East delivers cutting-edge content that encompasses a wide spectrum of security domains. What sets it apart is its commitment to fostering a community of security professionals and decision-makers. Through its engaging print and digital platforms, including the umbrella brand tahawultech.com, the magazine creates an interactive space where industry leaders, experts and enthusiasts can exchange knowledge and best practices and benefit from strategic insights.

In an era where security challenges are constantly evolving, Security Advisor Middle East remains the steadfast beacon guiding readers through the intricacies of safeguarding their assets and operations. Whether it's in-depth features, expert analyses or the latest trends, Security Advisor Middle East is not just a publication; it's the definitive guide and indispensable resource for anyone seeking to effectively navigate the complex landscape of security.

A NOTE ABOUT OUR MAGAZINE

SAME has undergone a redesign for 2025, a strategic move demonstrating our unwavering commitment to the enduring strength of our print product. While we actively pursue digital avenues to expand our audience on tahawultech.com, social media platforms and our YouTube channel, we recognize the continued growth of our magazine's loyal readership and faithful advertisers. This redesign serves as an acknowledgment of their steadfast commitment to us.

Editorial Calendar 2025 - SECURITY ADVISOR MIDDLE EAST	
Month	**Topic 1**
JANUARY	**Next-Generation Threats: Anticipating and Addressing Emerging Cybersecurity Challenges** Identify and discuss emerging threats such as attacks on IoT devices, AI-driven threats and vulnerabilities associated with new technologies.
FEBRUARY	**AI in Cybersecurity: Leveraging Artificial Intelligence for Threat Detection** Explore how machine learning and AI technologies are revolutionising cybersecurity by enhancing threat detection and response capabilities.
MARCH	**Looking Beyond XDR-Exploring the Future** Explore next-generation Endpoint Protection, Cloud Security, DevSecOps, Threat Intelligence and human-centric security, in a nutshell.
APRIL	**Securing the Future: The Crucial Role of Security Operations Centers (SOCs) in ensuring organisational cybersecurity** Discuss how SOCs have emerged as the frontline defence for organisations, playing a pivotal role in identifying, mitigating and preventing cyber threats.
MAY	**The Password Dilemma: Strengthening Authentication in the Digital Age** Examine the challenges associated with traditional password-based authentication and discuss innovative approaches such as multi-factor authentication and biometrics.
JUNE	**Zero Trust Architecture: Redefining Security Perimeters** Delve into the concept of Zero Trust and how it challenges the traditional security model by assuming no trust, even within the internal network, and its impact on the overall cybersecurity posture.
JULY	**Cyber Immunity: Strengthening Digital Defences Beyond Resilience** Explore the concept of cyber immunity, going beyond resilience to create systems that actively prevent, adapt to and resist cyber threats.
AUGUST	**Role of Compliance in Cybersecurity: Navigating Regulatory Frameworks** Explore the intersection of cybersecurity and regulatory compliance, discussing how organisations can align their security practices with industry regulations to enhance overall resilience.
SEPTEMBER	**Decision Makers in Cybersecurity: Profiles of Industry Leaders** Feature interviews and profiles of key decision-makers in the cybersecurity industry, showcasing their insights, experiences and strategies for navigating the complex cyber threat landscape.
OCTOBER	**Securing the Digital Gateway: Best Practices in Email Security** Significance of email security in the overall cybersecurity strategy, covering topics such as phishing and email encryption.
NOVEMBER	**Cybersecurity for Critical Infrastructure:** Protecting Vital Systems Examine the unique challenges and security considerations for critical infrastructure including energy, healthcare and transportation and highlight strategies for safeguarding these essential systems against cyber threats.
DECEMBER	**The State of Cybersecurity: A Comprehensive Industry Roundup** Provide an overview of the current cybersecurity landscape, highlighting emerging trends, notable breaches and advancements in cyber defence technologies.

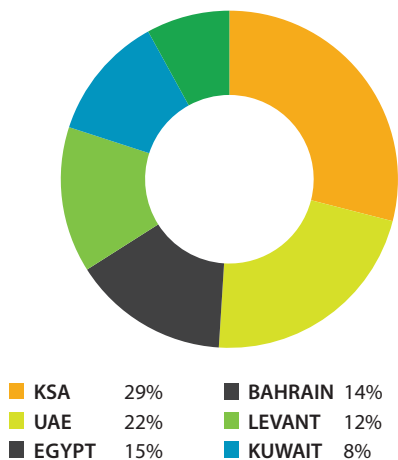*NOTE: The editorial calendar is subject to change.*

DISTRIBUTION INFORMATION

22,000 copies per month

CIRCULATION BY COUNTRIES

- **KSA** 29%
- **UAE** 22%
- **EGYPT** 15%
- **BAHRAIN** 14%
- **LEVANT** 12%
- **KUWAIT** 8%

READERSHIP BY JOB TYPE

- ARCHITECT 11.50%
- INFORMATION SECURITYMGR / SR.MGR / VP / DIRECTOR /ENGINEER / CONSULTANT 22.80%
- CEO / CFO /CISO / CIO 30.20%
- CYBER SECURITY CONSULTANT/LEADER 18.40%
- HEAD OF CRITICAL INFRASTRUCTURE PROTECTION / CYBER RISK INTELLIGENCE 8%
- VP - HEAD OF INFORMATION SECURITY /DIGITAL TECHNOLOGY TRANSFORMATION 5.30%
- IT - PROJECT ENGINEER / PROJECTS ENGINEER / SALES CONSULTANT/ SECURITY ANALYST / SECURITY ENGINEER/ DIRECTOR IT, SECURITY & OPERATIONS 4.10%

Our online Platform

tahawultech.com

www.tahawultech.com

Our social media accounts

- facebook.com/ tahawultech
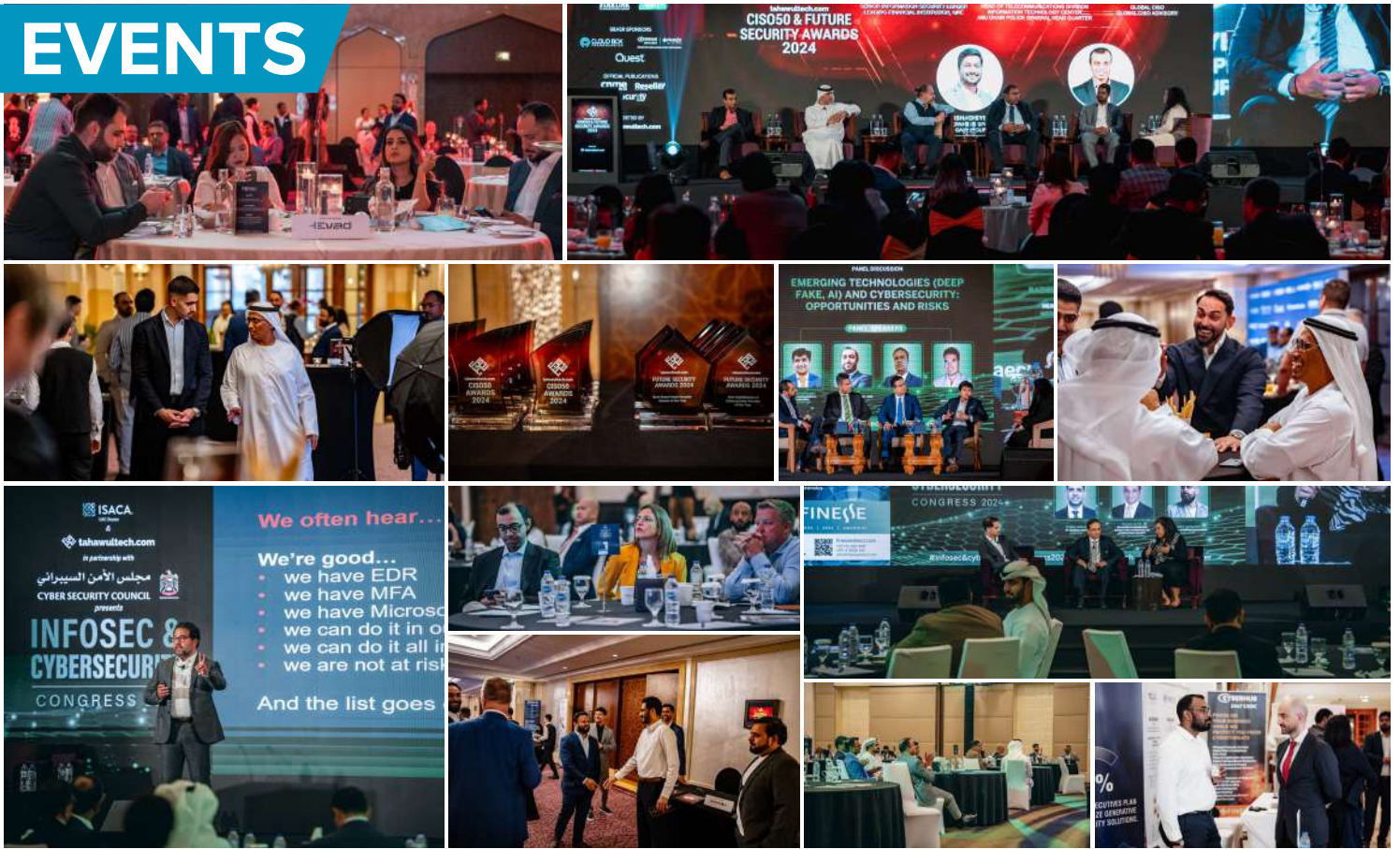- twitter.com/ tahawultech
- linkedin.com/in/ tahawultech
- instagram.com/ tahawultech
- http://bit.ly/youtube_ tahawultech

THE TAHAWULTECH CONFERENCE

The Tahawultech Conference is a cutting-edge knowledge platform spotlighting five pivotal facets of contemporary technology: Artificial Intelligence, Security, Sustainability, Smart Mobility, and 5G.

This event will bring together industry stakeholders, thought leaders, decision/policy makers and top technology innovators to facilitate vibrant discussions on the current and future landscape of technology.

INFOSEC & CYBERSECURITY CONGRESS

The rapid evolution of the cybersecurity landscape in recent years and its increasing vulnerabilities have left organisations vulnerable and exposed to threat actors. The various digital initiatives implemented from time to time have also made them prone to cybersecurity risks. To add to this, the sophisticated attack vectors and techniques used by adversaries have also contributed to denting the digital growth of these organisations.

Then again, it is evident that existing security models are outdated and flawed, and this is not just because traditional infrastructure is fast disappearing and IoT/OT boundary lines have blurred. Studies show that organisations have still not successfully solved some of their most basic problems, such as email security, vulnerability management, open ports, password management and cloud misconfigurations, to name a few. Add to this, the role of the CISO, which is ever expanding and acquiring new dimensions every day.

So, what is the future of Information & cybersecurity? Are the current solutions and processes enough? How much security would companies wish to deploy, going forward? What skillsets would security professionals need to have, in order to deal with the most sophisticated threats?

The Infosec & Cybersecurity Congress will address all of these questions and attempt to reassess the security narrative of companies as they hurtle into an unpredictable future.

THE CISO 50 & FUTURE SECURITY AWARDS

The security industry has always been in a never-ending race against its adversaries, but in the last three years in particular, the rate of change has accelerated. While companies continue to invest in new and emerging technologies and layer more systems into their IT networks, this has resulted in potential new vulnerabilities, and adversaries have been leveraging powerful, integrated tools and capabilities with artificial intelligence and machine learning to cause irrevocable loss of critical data and information. The scope of the threat is growing, and no organisation is immune. In fact, the unfortunate reality is that even today's most sophisticated cyber controls, no matter how effective, will soon be obsolete.

The awards have been introduced keeping in mind this dynamic threat-security scenario. These awards recognise decision makers, businesses and vendors that have risen above challenges and delivered ground-breaking business value through innovative application of security technologies. It seeks to honour industry visionaries who have shown dedication and prowess in creating a cyber secure world. It acclaims the best security minds and projects in the region whose technologies, products or solutions are deemed to have significant potential in meeting the needs of the rapidly transforming digital era.

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

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

Page Specifications

20.7cm x 27cm
(4mm bleed)

Full-page ad (FP)

17.5cm x 11cm

Half Page Horizontal

8.5cm x 23cm

Half Page Vertical

41.4cm x 27cm
(4mm bleed)

Double-page spread (DPS)

PRINT CREATIVE MEDIA

6 Page Rolling Gate

Full page insert card

Report card

Right hand Gatefold

Tab Unit (1 Inch tab)

Double page butterfly Gate

Right hand 1/2 pageGatefold

French Door Unit

Poster 8 page fold out (front and back)

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

eNEWSLETTER BANNERS

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PIXELS)	CPM RATE (US$)
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

Dedicated eMarketing

E-mail shots	Gif, JPeG. HTML TEXT	100KB	Variable width up to 640px	300 CPM

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

CONTACT US

Advertising and sponsorship enquiries

Kausar Syed
Group Publishing Director
kausar.syed@cpimediagroup.com
+971 50 758 6672

Sabita Miranda
Sales Director
sabita.miranda@cpimediagroup.com
+971 50 778 2771

Schnelle D'Souza
Database and Operations
schnelle.dsouza@cpimediagroup.com
+971 50 927 7832

Print & online editorial enquiries

Mark Forker
Editor - CNME and Tahawultech.com
mark.forker@cpimediagroup.com

Sandhya D'Mello
Editor - Reseller and Security Advisor
sandhya.dmello@cpimediagroup.com

Daniel Shepherd
Online Editor
daniel.shepherd@cpimediagroup.com

Subscription enquiries

Keith Lobo
Distribution & circulation
keith.lobo@cpimediagroup.com

To subscribe online please go to:
http://subscribe.cpimediagroup.com/

Or visit us at
https://www.tahawultech.com

CPI Media Group Head Office - Dubai, United Arab Emirates,   PO Box 13700   info@cpimediagroup.com   www.cpimediagroup.com

tahawultech.com   **CPI MEDIA GROUP**
CPIMEDIAGROUP.COM