tahawultech.com

MEDIA INFORMATION 2025

ABOUT TAHAWULTECH

tahawultech.com is a 24/7 service that provides our readers with all the breaking news from the IT and technology industry from across the Middle East and beyond.

All the biggest tech stories both regionally and globally, are covered on tahawultech.com.

All the interviews that we conduct in our monthly CNME, SAME and Reseller magazines are all featured on tahawultech.com.

In addition to this, we also feature independent commentary from prominent IT thought leaders on all the trends and technologies that are shaping the public discourse within the IT ecosystem.

We also have DigiTalks, which is a special series of video interviews that we present on tahawultech.com - and that provides our readers with another platform to gain valuable insights and information on the technologies that are disrupting the status quo within the sector.

tahawultech.com is a hugely broad outlet in terms of the variety of content that we publish on the website.

We cover everything ranging from enterprise to security to the channel - and it is our mission to serve our readers, partners and clients every single day.
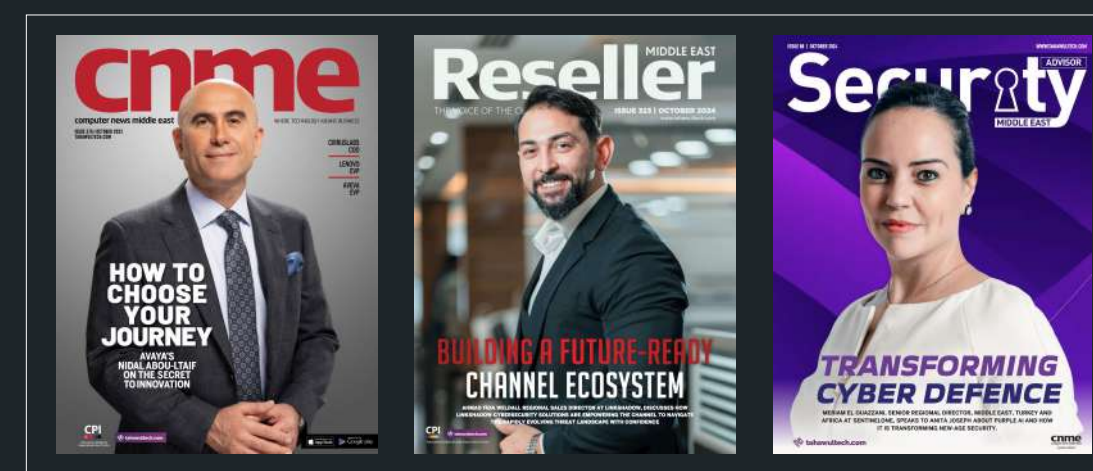
Tahawul (تَحَوّل) = Transformation

→
THE BRAND

TAHAWULTECH: 3 PUBLICATIONS ON ONE PLATFORM

CNME – the flagship magazine and platform of CPI Media Group – recently celebrated its 25th anniversary and passed the 300-issue mark for its print product, making it one of the longest running magazines in the Middle East. CNME's online and print content constitutes the most informative and engaging enterprise technology resource in the region. CNME is committed to delivering unrivalled insight through its access to technology and business decision-makers both at CIO and CEO level.

Reseller Middle East is the region's most trusted platform for IT channel news and features. Approaching its 250th print issue in October 2017, Reseller Middle East continues to be the go-to resource for one of the most critical aspects of the technology industry.

Security Advisor Middle East, meanwhile, is the region's only platform dedicated to covering one of the most prevalent issues in 21st Century technology – cybersecurity. With the ever-increasing variety and severity of cyber-attacks in the GCC, Security Advisor Middle East is positioned to provide unrivalled insight into how organisations can equip themselves against the unstoppable wave of threats.
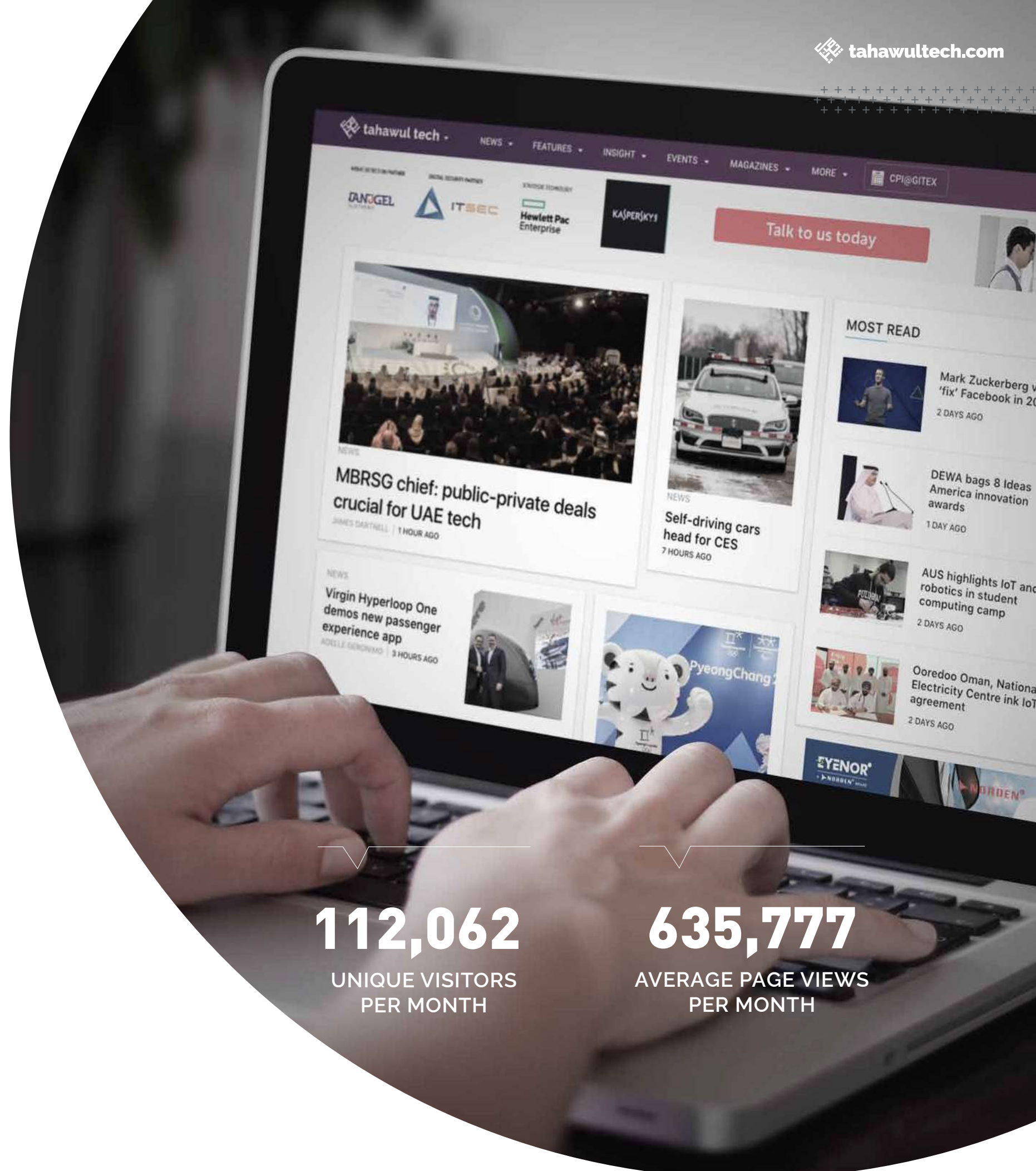
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WHY TAHAWULTECH ?

+ Tahawultech is a complete platform that covers the most important aspects of technology that are driving the Middle East's digital transformation, and is fiercely committed to remaining ahead of the game in terms of technology news coverage.

+ CPI Media Group's technology titles are reinforced by the strong relationships they have built over the last 25 years, including those with leading regional chief information officers, world-class technology vendors and within the publishing industry.

+ Tahawultech's loyal, high-quality readership is a result of the diversity and depth of content that it produces. Trusted by CIOs, business decision-makers and technology aficionados across the Middle East, Tahawultech boasts a captive audience that has a thirst for cutting-edge technology news stories and feature content.

+ Tahawultech is the Middle East partner of the world's largest technology publisher, International Data Group (IDG), providing it exclusive regional access to its esteemed global newswire service, as well as a unique status in the Middle East.

+ Tahawultech is the only platform to provide a weekly video news round-up of the latest developments in the technology industry. It is also offers a unique platform to publish video interviews and content for regional stories of technology success.

112,062
UNIQUE VISITORS
PER MONTH

635,777
AVERAGE PAGE VIEWS
PER MONTH

12.3%
BOUNCE RATE

64%
PERCENTAGE OF PAGE
VIEWS FROM DESKTOPS

→ OUR READERS

Tahawultech has a captive audience of more than 112,000 unique monthly users, comprising of a community made up of the Middle East's leading CEOs, CIOs, CISOs and senior IT end users from the public and private sector, as well as the whole spectrum of the IT value chain, including the region's IT distribution and channel industry. Tahawultech has a symbiotic relationship with these figures – they are the most important source for our content, but also our most important readers.

A trusted resource for technology news and insight, Tahawultech is essential for business leaders who are looking to make informed, contemporary decisions around their technology purchasing and strategy.

→ ONLINE ADVERTISING BENEFITS

ENGAGEMENT
With social media taking on an important role in communicating marketing messages, CPI Media Group increases your customer engagement through our dedicated social media channels.

CREDIBILITY
Tahawultech is an organic source of technology news offering the most respected information technology from around the region.

TARGETED AUDIENCE
Due to the sector-specific nature of the site and the tightly controlled circulation of our e-Newsletters, content is guaranteed to reach the target audience.

MEASURABLE RESULTS
Digital advertising packages include click through reports that explain how visitors respond and interact with your campaign.
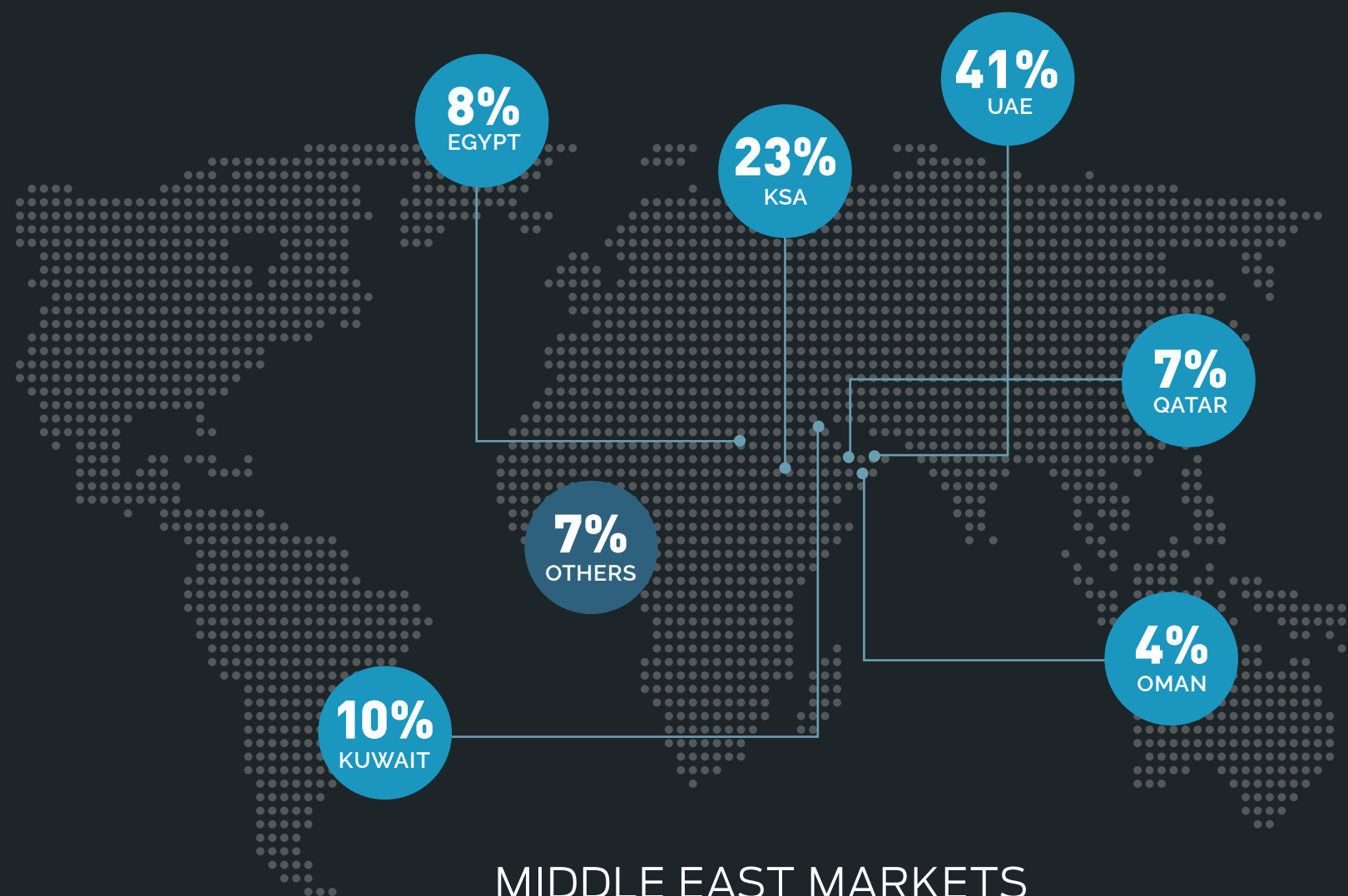
BRANDING
Your digital artwork will remain on the forefront of buyers' minds when positioned on Tahawultech.

DEDICATED SOCIAL MEDIA PLATFORMS

33.24%

OF TRAFFIC TO TAHAWULTECH IS SOURCED VIA OUR SOCIAL MEDIA ENGAGEMENT.

8% EGYPT

41% UAE

23% KSA

7% QATAR

7% OTHERS

4% OMAN

10% KUWAIT

MIDDLE EAST MARKETS

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TAHAWULTECH FEATURES

+ NEWS
Tahawultech's main news pages include all of the latest industry updates from the local and international markets, breaking news, analysis and features from across CPI Media Group's Technology titles.

+ VIDEOS
CPI Media Group's technology editors interview leading IT experts from across the region to bring engaging videos on challenges and trending topics the industry faces today.

+ MAGAZINES
Users can view any of the issues from CPI Media Group Technology titles, including Reseller ME, CNME and Security Advisor ME.

+ COMMENT & BLOGS
In-depth comment on varied yet topical issues by a range of industry experts can be found in this section, plus opinion pieces by technology magazine editors.

+ SEARCH IT
This search page breaks down all the content on Tahawultech into an easily searchable key word format so you can find what you need, when you need it, making it easy to find data on any topic you like.

+ GITEX
A dedicated CPI@GITEX section brings you the latest news around the upcoming GITEX exhibition, and is divided into easy-to- navigate sections depending on your area of interest.

+ TECH-TALK
CPI Media Group introduces native advertising solutions allowing businesses and industry experts to engage readers with their own content on Tahawultech.

17:58 min
AVERAGE SESSION DURATION

68,904
WEEKLY NEWSLETTER SUBSCRIBERS

36%
PERCENTAGE OF PAGE VIEWS ON MOBILE AND TABLET DEVICES

5.64
AVERAGE PAGES VIEWED PER SESSION

→

TAHAWULTECH ADVERTISING POSITIONS

+ BANNER ADS
A variety of banner positions of varying size and prominence are available on the site linking viewers directly to advertisers' services and products.

+ SPECIAL BANNER OPS
Eye-catching activations including eye-blasters, page peel, video and interstitial banners are available to stand out from the crowd.

+ LEAD GENERATION CAMPAIGNS
While all opportunities we offer can be used to generate leads by accessing our extensive and regularly updated database of technology professionals from across the region.
   Whether you are extending your database of relevant BD contacts, increasing engagement with existing clients or opening up new marketplaces, we can support your aims with tools that generate exact leads required.

+ WHITE PAPERS/CREATIVE CONTENT
High value content such as white papers can be used as an ideal lead generation tactic simply by guiding targeted audiences to them and requesting details in exchange for access to the information.
   CPI Media Group can offer a creative content service through our channels and/ or can create and publish media to generate the audience, which is then guided to your asset(s).

+ EMAIL DIRECT MAILS (EDMS)
Advertisers can send their message directly to our extensive database and target the countries and industry sectors that are most important to them.

+ MICROSITES
Our team can create dedicated microsites to match your corporate identity and give your products, events or services an online platform.

+ SURVEYS
Create interactive online surveys that reach your target audience and gather the data to learn more about their needs.

+ APP SPONSORSHIP
Each title has its own app featuring the latest issue and an extensive archive of previous issues, giving an exclusive sponsor unique association with their publication of choice.

+ SECTION SPONSORSHIPS
Sponsorship positions are available within sections of the website so advertisers can associate themselves with the most relevant ICT sector for them.

+ MOBILE ADVERTS
With the increase of viewers on mobile devices, advertisers can choose to target IT professionals who get their news on the go.

+ CONTENT MARKETING
Advertisers can engage readers with their own content such as case studies and opinion pieces that speaks of the wider challenges and developments in the market.

+ VIDEO CONTENT MARKETING
Does your CEO need to communicate? Is your business moving to a new location? Are you launching a new product or service? Being able to document and showcase these developments visually give your stakeholders access to information in formats they use. Advertisers can now utilize CPI's professional interview and video services to showcase their company spokesperson or products.

+ E-NEWSLETTERS
Tahawultech eNewsletters feature a selection of national, regional and global breaking news and features, articles, product reviews and galleries. eNewsletters are sent to a mass audience of 38,084 every week.

CONTACT US

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	CPM Rate (US$)
Leaderboard	GIF, Jpeg	50KB	728x 90px	75
Billboard banner	GIF, Jpeg	100KB	1170x250px	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	Rate (US$)
Top Leaderboard	GIF, Jpeg	72dpi, 50kb	728x90	$3,000 PER ISSUE
MPU banner	GIF, Jpeg	72dpi, 50kb	336x280	$2,500 PER ISSUE
Bottom Leaderboard	GIF, Jpeg	72dpi, 50kb	728x90	$2,000 PER ISSUE

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