

**cnme**  
computer news middle east



# Media Pack 2017

## Our strategic partners



## Our events

January	 <a href="http://www.cnmeonline.com/cio100">www.cnmeonline.com/cio100</a>
March	 <a href="http://www.cnmeonline.com/nwmeawards">www.cnmeonline.com/nwmeawards</a>
May	 <a href="http://www.cnmeonline.com/enterprise360">www.cnmeonline.com/enterprise360</a>
September	 <a href="http://www.cnmeonline.com/datacentrebuild">www.cnmeonline.com/datacentrebuild</a>
October	 <a href="http://www.cnmeonline.com/ictawards">www.cnmeonline.com/ictawards</a>
November	
 <b>CIO Council Roundtables</b>	



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, 2016 was a great year, but 2017 promises to be better.

## Our online platforms

**cnme**  
computer news middle east  
[www.cnmeonline.com](http://www.cnmeonline.com)

**CIO Council**  
UNITY IS STRENGTH  
[www.ciocouncilme.com](http://www.ciocouncilme.com)

## Our social media

  
[facebook.com/  
computernewsme](https://facebook.com/computernewsme)

  
[twitter.com/  
computernewsme](https://twitter.com/computernewsme)

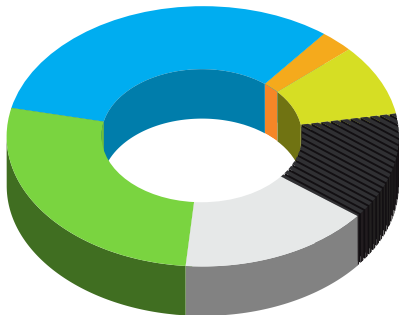
  
[linkedin.com/in/  
computernewsme](https://linkedin.com/in/computernewsme)

  
[instagram.com/  
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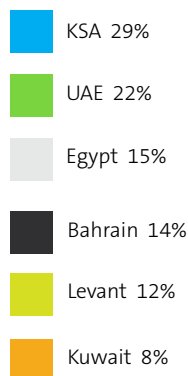
## CNME EDITORIAL CALENDAR 2017

Features			
February	Self-driving cars	Death by digital – vanishing industries	The rise of transport-as-a-service
March	Improving data literacy	Virtual reality – is it worth the hype?	Digital twins
April	Digitising processes and platforms	Tackling vendor lock-in	Case study: public sector success
May	Li-Fi	Straight to hybrid cloud in the Middle East?	Privacy in 2017
June	Robo-bosses: job killers?	Saudi Arabia's taste for tech	Mesh app and service architecture
July	GRC for CIOs	The wearable movement	Is Apple losing its bite?
August	Automation	e-commerce – the story so far in the Middle East	China's domestic digital domination
September	Machine learning/AI	3D printing – not a panacea	Analysing transactional data
October	Monetising archived data	Blockchain progress so far	A region of millennials – how will they shape the future?
November	Digital walls: international blockades	Voice-based interfaces	Social non-mobility – the slow rise of mobile business apps
December	Outlook 2018: Services	Outlook 2018: Software	Outlook 2018: Hardware
January	Bi-modal IT	Drones in the enterprise	Chatbots

## DISTRIBUTION AND READERSHIP INFORMATION



### Top readership by country



### 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\$)
Eyeblander	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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