

# Security **ADVISOR**

**MIDDLE EAST**

**Media Pack**  
2017

# About Security Advisor Middle East

With ever-changing threat landscape and new breed of attacks, organisations in the Middle East continue to face security risks and obstacles. The latest report from CNME Research Hub shows that more than 90 percent of enterprises in the region plan to increase their security budgets, showcasing the importance of security.

Security Advisor Middle East aims to keep security-decision makers ahead of the evolving threats and challenges to their businesses. Be it information security, physical security, business continuity or combating advanced persistent threats, we help our audience create safer and more profitable enterprises.

Security Advisor ME provides news, analysis and research on a broad range of security and risk management topics, through various platforms including print, digital and conferences.



## SECURITY ADVISOR MIDDLE EAST EDITORIAL CALENDAR 2017

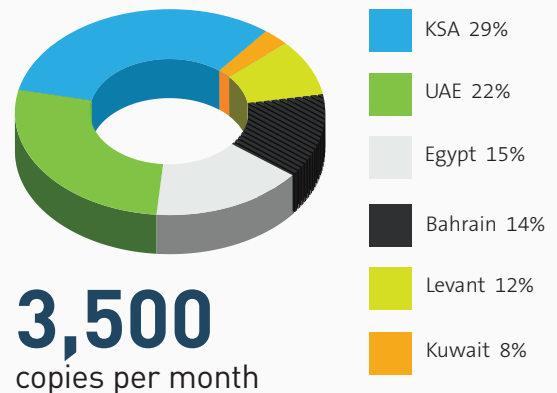
February	March	April
Thwarting DDoS attacks Email security	Social engineering Mitigating mobile risks	Cyber incident response Ransomware
May	June	July
The evolution of CSO role User awareness training	Security data analytics Securing DevOps	Securing cloud applications Network security
August	September	October
Blockchain Threat intelligence	Hactivism Thwarting DDoS attacks	Insider threats Email security
November	December	January 2018
Machine learning in cyber security Next-gen endpoint security	Security outlook Digital forensics	IoT security Why you need a CSO/ CISO

## Events calendar

**April** – Enterprise Security 360

**August** – Security Advisor Awards

## Distribution information



## ADVERTISING RATES

POSITION	SINGLE ISSUE PRICE (US\$)	SIX SERIES PRICE (US\$)	TWELVE SERIES PRICE (US\$)
Double Page Spread	8,799	7,999	6,899
Full Page	5,799	4,899	3,799
Half Page Spread	5,799	4,899	3,799
Half Page	3,499	2,799	1,699
Bottom Page Strip	2,799	1,999	1,199

## Special Positions

POSITION	SINGLE ISSUE PRICE (US\$)	SIX SERIES PRICE (US\$)	TWELVE SERIES PRICE (US\$)
Inside Front Cover	7,499	6,799	5,599
Inside Back Cover	6,499	5,799	4,599
Outside Back Cover	8,499	7,699	6,599
Full Page Advertorial	7,499	6,799	5,599
Belly Band	7,499	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 up to 4 grams 4 grams+ price on application	N/A	N/A
Guaranteed Position	+ 10%	N/A	N/A

## Technical Specifications

SPECIFICATION	TRIM SIZE W X H (MM)	BLEED SIZE W X H (MM)	TYPE SIZE W X H (MM)
Double Page Spread	414 x 270	424 x 280	384 x 240
Full Page	207 x 270	217 x 280	175 x 240
Half Page Spread	384 x 110	N/A	N/A
Half Page Horizontal	175 x 110	N/A	N/A
Half Page Vertical	85 x 230	N/A	N/A
Bottom Page Strip	175 x 55	N/A	N/A
Cover Mount	Specifications on application	Specifications on application	Specifications on application
Belly Band	Specifications on application	Specifications on application	Specifications on application

As an early entrant to the regional IT publishing scene, CPI has for the past two decades built itself around an innovative culture based on generating cutting-edge ideas. It has partnered with leading global players such as IDG for its IT titles, Northern & Shell for OK! and BBC Worldwide for BBC Good Food while also developing its own trade magazines for the banking, industrial and construction sectors.

## Special banners

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PX)	FILE SIZE	RATE (US\$)
Leader Board Banner	GIF, JPEG	72dpi, 50kb	728 x 90	50KB	3,000 per issue
MPU Banner	GIF, JPEG	72dpi, 50kb	336 x 280	50KB	2,000 per issue
Bottom Banner	GIF, JPEG	72dpi, 50kb	728 x 90	50KB	2,000 per issue
Tower Banner	GIF, JPEG	72dpi, 50kb	160 x 600	50KB	2,000 per issue

## Dedicated eMarketing

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PX)	FILE SIZE	RATE (US\$)
Eyeblander Banner	GIF, JPEG	72dpi, 50kb	640 x 480	50KB	3,000 per issue
Page peel Banner	GIF, JPEG	72dpi, 50kb	640 x 480	50KB	2,000 per issue
Floating Banner	GIF, JPEG	72dpi, 50kb	435 x 1600	50KB	2,000 per issue

## eNewsletter and Web banners

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE (US\$)
E-mail Shots	GIF, JPEG, HTML, Text	Width can be reduced or increased (up to 640px)	100KB	300 CPM

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

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