

# Reseller

MIDDLE EAST

THE VOICE OF THE CHANNEL

MEDIA INFORMATION 2022

[www.tahawultech.com](http://www.tahawultech.com)

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**CPI MEDIA GROUP**  
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# Reseller MIDDLE EAST

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
<b>JANUARY</b>	Channel personalities to watch out for	
<b>FEBRUARY</b>	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
<b>MARCH</b>	Women in the channel	Omnichannel: Is this the way forward in the channel business?
<b>APRIL</b>	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)
<b>MAY</b>	Addressing distribution challenges: How is the industry coping up with the market changes?	
<b>JUNE</b>	AI & its impact on the channel	Ensuring business resilience in the channel: Tips & tricks for effective channel management
<b>JULY</b>	Incident Response: A Huge opportunity for MSPs & MSSPs	
<b>AUGUST</b>	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?
<b>SEPTEMBER</b>	System Integrators and the channel	A Consumer-First Approach: Trends & challenges
<b>OCTOBER</b>	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
<b>NOVEMBER</b>	Creating value in a competitive market: Channel leaders speak	Channel Partner programs: An overview
<b>DECEMBER</b>	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



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Our social media accounts



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

# DISTRIBUTION AND READERSHIP INFORMATION

## CIRCULATION 10,400 copies



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



- 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



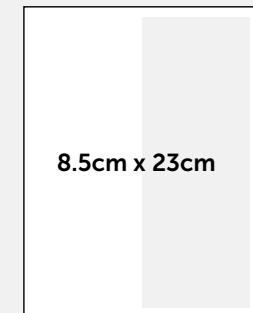
Full-page ad (FP)



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

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**COVER FEATURE // DELL EMC**



**DELL EMC DISTRIBUTORS FOR GULF REGION**

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

Location credits: Dubai: Antares

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

**POLE POSITION**

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

**A**ny partner knows the importance of getting off to a fast start. That being said, the level of engine, the advantage. That's the advantage Dell EMC wants to create for its partner community as it begins its new journey following the largest technology merger in history. The former Channel Sales Director for META, Javier Haddad, suggested we meet at Dubai. Haddad's role is to ensure some of the key elements.

When two large conglomerates decide to come together, the amount of work required to integrate teams and staff is a challenge. In an interview, Haddad's first order of business was to ensure "readiness" - ensuring the teams are put together ready to reflect the company's goals and vision.

He says, "My first priority was to build the team. Although a challenging task, we are proud to have of over 100 employees who are excited to take the challenge in the META region for the next level."

It was also crucial to understand and define the new combined partner ecosystem's structure. This structure aims to outline customer requirements clearly and put in place a detailed coverage strategy to guide partners to achieve maximum coverage with minimum cost.

Haddad urges partners to understand the opportunity that exists with both companies joining forces. "Partners should realize that they are now looking at a new company with a fresh portfolio of products and solutions. The market opportunity is enormous in terms of the leverage this new portfolio is giving us and this too is a part of 'readiness'."

Dell EMC's strengths and challenges are now very different from what its separate legacy firms used to face. This is what its current partner ecosystem needs to understand and build on.

"From the strategic perspective, I don't think there is any other company in the industry who can compare to what we can offer today in several fronts: both in solutions, management, P&G and brand. Also, we are not seeing the leaders being replaced with the merger but instead are given opportunities to lead new initiatives. This is key for ensuring the confidence within our partner community."

The challenge is that the power of the joint company attracts fierce competition.

*"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 // ALJUMAM DISTRIBUTION**

**SOARING TO THE CLOUDS**

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to successfully deal with legacy on old tech to create business.

**Cloud has been a challenge for many of our customers. How do you see the future of cloud computing in the region?**

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to successfully deal with legacy on old tech to create business.

**What are the biggest challenges you face in the region?**

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to successfully deal with legacy on old tech to create business.

**What are the biggest opportunities you see in the region?**

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to successfully deal with legacy on old tech to create business.

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**COVER STORY // BLAWK**

**SCANNING THE FUTURE**

UK-based distributor BlawK's MD Joe Thomas, Mervyn Doucra, reveal security demands and how the firm is in a strong position to see it.

**U**nderstanding the security needs of your customers is a key challenge for distributors. Mervyn Doucra, MD of BlawK, explains how the company is addressing this challenge.

BlawK is a leading distributor of security solutions in the UK. The company has a strong track record of providing high-quality service to its customers.

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**AT A GLANCE**

**BlawK**

BlawK is a leading distributor of security solutions in the UK. The company has a strong track record of providing high-quality service to its customers.

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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/Eyeblander	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

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

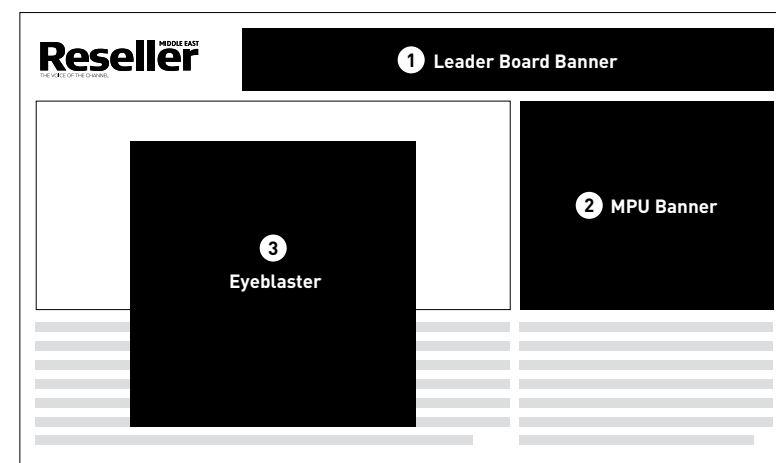
## DEDICATED eMARKETING

E-mail shots	GIF, JPEG, HTML TEXT	100KB	VARIABLE WIDTH UP TO 640PX	300 CPM
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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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## Contact us

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