

MEDIA INFORMATION 2022

www.tahawultech.com

cnme

computer news middle east

CPI MEDIA GROUP
CPIMEDIAGROUP.COM

OUR EVENTS



FEBRUARY	
APRIL	
SEPTEMBER	
OCTOBER	

GovTech is a special spotlight feature inside every edition of CNME as part of our efforts to illustrate and highlight how government organizations are pioneering and championing change all across the UAE.

Since its launch last year, we have documented how government entities are driving digital transformation, spearheading innovation and adopting transformative new technologies in a bid to improve the lives of all citizens in the UAE.

Interview, PR and advertising options are available.

Computer News Middle East (CNME)

Technology decision-makers in the GCC and across the MENA region subscribe to CNME (Computer News Middle East) to give them unparalleled insight into transformative technologies that are reshaping the region. Published monthly, the magazine offers valuable analysis that plays a crucial role to help readers formulate strategy and make key purchasing decisions. Even after a quarter of a century, CNME continues to be the market leader. We deliver concise, compelling technology news and commentary while

remaining a faithful companion to the region's burgeoning IT industry. By putting the experiences of end-users first and leveraging the experiences of IT executives, CNME has earned a level of trust within the MENA community of CIOs and technology decision-makers. In all 12 editions of CNME, readers discover real-world strategies to implement technology solutions that drive business value as well as advice to further their own careers. CNME delivers an influential readership of IT leaders, including senior IT management at regional businesses.

A NOTE ABOUT OUR MAGAZINE
 CNME 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.

Editorial Calendar 2022

Month	Topic 1	Topic 2
January	Trends, Opportunities and Challenges in 2022	What is the 'Experience Economy'?
February	What is the Metaverse, will it work - and do people want it?	The role of Edge Computing in the new Digital Economy?
March	Cybersecurity – what are the major threats and trends in 2022?	What will the evolution of datacenters look like in Industry 4.0?
April	Climate Crisis: Is the IT ecosystem doing enough to implement sustainability?	Regulation V Innovation: Is it time for regulators to reign back control from Big Tech?
May	Can 5G really fuel autonomous driving, or is it all just tech hyperbole?	Identity Crisis: How can companies retain their culture in a work from anywhere world?
June	How can traditional banks leverage tech to fightback against FinTech disruptors like Revolut?	What role will AI play in reshaping the next digital decade?
July	What are the key technologies needed for smart cities?	EXPO 2020: What was its impact and legacy on the UAE?
August	Private, public, hybrid – what is the best model for cloud deployment?	What are the key components needed for a startup ecosystem to thrive?
September	Bitcoin, NFT and the rise of cryptocurrencies – what role does the tech sector play in this vertical?	Digital Transformation and Cloud Transformation – What are the do and the don'ts?
October	AR and VR: Is 2022 the year the immersive experience becomes mainstream?	How the role of a CIO has been completely transformed over the last 5 years?
November	Big Brother: Does facial recognition and biometrics impinge on our human rights in terms of privacy?	What is the next big technology trend?
December	What role will technology play in Healthcare and Education in the next 10 years?	GDPR and new data regulations and laws – Where do we stand?

*NOTE: The editorial calendar is subject to change.

Our online platform



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

75,000
readers per month

More than
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.

DISTRIBUTION AND READERSHIP INFORMATION

Editorial

70%
of CNME readers consider its editorial content to be great

30%
of CNME readers consider its editorial content to be excellent

More than
85%
of readers consider CNME editorial content to be good or
better than that of other publications within the sector.

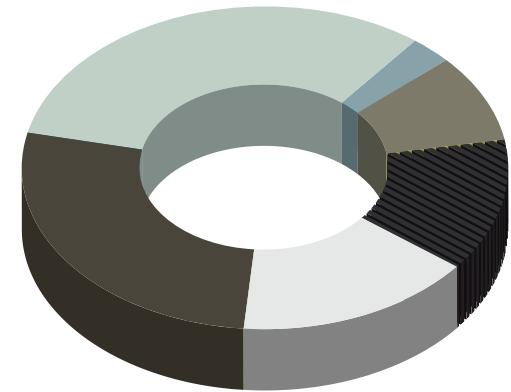
Relevance

More than
90%
of readers agree that CNME is relevant to their business

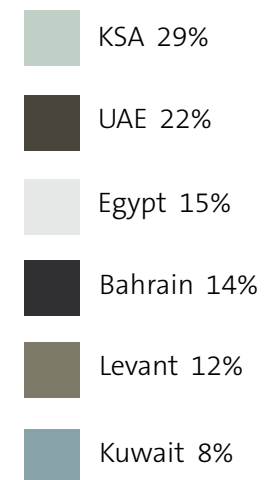
75%
of CNME readers consider it as their primary source of
information for purchasing decisions

Recommendations

More than
80%
of readers would recommend CNME to their business
associates.



Top readership by country



Print Advertising Rates

POSITION	SINGLE ISSUE	SIX SERIES	TWELVE SERIES
STANDARD ADVERTISING	PRICE (US\$)	PRICE (US\$)	PRICE (US\$)
Double-page spread	12,000	10,500	8,500
Full-page ad	8,500	7,000	5,800
Half-page spread	7,000	6,000	4,500
Half-page ad	5,500	4,000	3,000
Bottom-page strip	4,000	3,200	2,500
SPECIAL POSITIONS			
Inside front cover	12,000	10,500	8,500
Inside back cover	10,000	8,800	7,200
Outside back cover	13,500	12,000	9,500
Full-page advertorial	8,500	7,000	5,800
Belly band	9,000	6,799	
Cover mount	Price on application	N/A	
Inside front/Back cover gatefold	Price on application	N/A	
Inserts	5,520 (4 grams)	N/A	
Guaranteed position	+10%	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

Web Display Advertising

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PIXELS)	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/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

*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

Natasha Pendleton
Publishing Director
natasha.pendleton@cpimediagroup.com
+971 56 787 4778

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

Anita Joseph
Editor - Reseller and Security Advisor
anita.joseph@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

www.tahawultech.com

Follow us:



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



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



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



[instagram.com/
tahawultech](https://instagram.com/tahawultech)



[bit.ly/youtube_
tahawultech](https://bit.ly/youtube_tahawultech)