

Reseller

MIDDLE EAST

THE VOICE OF THE CHANNEL

MEDIA INFORMATION 2023

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 2023. 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
2023



EDITORIAL CALENDAR 2023

Issue month	Topic 1	Topic 2
JANUARY	Technologies & trends that will dictate the future of the channel	
FEBRUARY	The rise of the As-a-Service Model	Flexible Subscription Models: Where next?
MARCH	Women in the Channel	
APRIL	Sustainability and the Channel: Are partners able to respond to customers' ESG needs?	The channel & digital marketing: Is the channel effectively utilising digital marketing techniques & tools?
MAY	Addressing distribution challenges: How is the industry coping up with the market changes?	Security & the channel: Emerging trends
JUNE	Channel Partner Enablement Strategies and their increasing relevance	Ensuring business resilience in the channel: Tips & tricks for effective channel management
JULY	Aligning the channel with business priorities	Edge Computing & The Channel
AUGUST	How can the channel address the problem of growing skills shortage in the business?	
SEPTEMBER	System Integrators and the channel	Hybrid working models: Are they here to stay?
OCTOBER	Challenges in the channel ecosystem: how to address them	How to create an effective channel strategy by maintaining price integrity and avoiding channel conflict
NOVEMBER	Partner network evaluation: How can businesses that all their partners are performing at their optimum level?	
DECEMBER	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



www.tahawultech.com

Our social media accounts



DISTRIBUTION AND READERSHIP INFORMATION

CIRCULATION 10,400 copies



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



- 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.

▶ **55%**
of readers consider RME editorial content to be good or better than other publications within the sector.

RELEVANCE

▶ **80%**
of readers agree that RME is relevant to their business.

RECOMMENDATIONS

▶ **70%**
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

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 | Architecture

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POLE POSITION

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

Any pilothead knew the overwhelming excitement at the start line. The smell of petrol, the rev of engines, the adrenaline. That's the atmosphere Dell EMC wants to create for its partner community as it begins its new journey following the largest technology merger in history. The firm's new Channel Sales Director for META, **Havier Haddad**, suggested we meet at Dubai Autodrome to attempt to capture some of this excitement.

When two large conglomerates decide to come together, the amount of work required to integrate teams and sort intricate details is an unimagined, mammoth task. Haddad's first order of business was around "readiness" - ensuring the teams are put together wisely to reflect the company's goals one year down the line.

He says, "My first priority was to build the team. Although a challenging task, we are proud to have chosen executives who we believe can take the channel in the META region to the next level."

It was also crucial to understand and define the new combined partner ecosystem's character. The company seems to outline customer requirements clearly and put in place a detailed coverage strategy to guide partners to achieve maximum coverage with minimum conflict.

Haddad urges partners to understand the opportunity that arises 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 strengths perspective, I don't think there is any other company in the industry who can compare to what we can offer today on several fronts such as solutions, commitment, R&D and talent. Also, we are not seeing the leaders being replaced with the merger but instead are given opportunities to lead new initiatives. This is further converting 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 convert potential cloud opportunities and turn them to concrete business.

Cloud has been a buzzword for over the last couple of years. How do you see the cloud market in the Middle East region?

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to convert potential cloud opportunities and turn them to concrete business.

Can you elaborate on the importance of cloud computing in the region?

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to convert potential cloud opportunities and turn them to concrete business.

What are the biggest challenges you face in the cloud market?

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to convert potential cloud opportunities and turn them to concrete business.

What are the biggest opportunities you see in the cloud market?

Amr Saad Aljuma, VP, Aljuma Distribution, shares insights into partner, cloud journey and how to convert potential cloud opportunities and turn them to concrete business.

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COVER STORY // BLAWK

SCANNING THE FUTURE

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

Understanding the security landscape in the Middle East is a complex task. It involves navigating through a maze of regional security demands and understanding the unique challenges of the market. BlawK's MD, Joe Thomas, Mervyn, discusses how the firm is in a strong position to see it.

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