

Security



ADVISOR

MIDDLE EAST

MEDIA INFORMATION 2023

Security Advisor Middle East (SAME)

Today's threat environment continues to evolve and the perpetrators are increasingly sophisticated, which means unprecedented risks to businesses. The growing complexity of networks coupled with the advent of IoT and cloud make it more difficult for IT and security teams to navigate the changing security landscape. CISOs are forced to rethink their defense strategies to deal with this new level of sophistication as well as a change in attack methods. To protect their networks from malicious attacks and manage business risks more strategically, security departments need advanced tools and services. According to the latest forecast from Gartner, global spending on security products and services will reach more than \$124 billion in 2023, making it one of the largest technology sectors.

Since the magazine's launch in 2016, Security Advisor ME (SAME) has become the only source in the Mena that connects security buyers and sellers. We cover the whole spectrum of operational risk management – IT and physical security, governance, business continuity and more – to help our readers cope with their security challenges.

Under its umbrella brand tahawultech.com, Security Advisor ME is backed by a dedicated editorial team with deep knowledge of security issues and access to industry experts. SAME offers high-level information to top security decision-makers through its print, digital and events platforms, creating a community of knowledge and best practices.

A note about our magazine

SAME 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.



Events Calendar 2023



March



August

Editorial Calendar 2023

JANUARY	Security Predictions 2023	
FEBRUARY	Technologies & trends that drive the cybersecurity industry/2023 cybersecurity predictions	How can AI and machine learning help to ensure a cyber-secure world?
MARCH	XDR: Where exactly are we with it?	The security skills gap: What is lacking and how to we fix it?
APRIL	Security & Automation: Is this the future?	The role of CISOs in ensuring cyber security
MAY	Ransomware: The ever-present threat	Zero Trust Security: Is this the way forward?
JUNE	Cloud & Security: How far have we come?	Why risk assessments are key to ensuring strong security strategies
JULY	Endpoint Detection and Response Solutions for a Post-Perimeter World	How can information security leaders work towards aligning current cyber security strategies with business objectives?
AUGUST	Security & Governance: How to inculcate a security-conscious culture in organisations and cultivate risk ownership while developing a simplified governance structure.	Is collaboration an effective model to beat the hackers?
SEPTEMBER	Block chain, AI, ML in security - how effective blockchain is in cyber security, vulnerabilities in blockchain. How to overcome the hype and maximise potential of AI, ML and deep learning.	Will a hybrid security approach ensure maximum protection?
OCTOBER	The human factor: Acknowledging its relevance in ensuring a n effective cybersecurity framework	Passwords: Are they finally out?
NOVEMBER	Social Engineering: A closer look	Is Phishing still a threat to businesses?
DECEMBER	Honouring the legends: How the cyber security frontrunners are clearly transforming the world of cyber security in the region	What was and what will be: Summarising the attack landscape of 2023 and understanding what lies ahead

*NOTE: The editorial calendar is subject to change.

Our online platform



tahawultech.com

www.tahawultech.com

Our social media accounts



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linkedin.com/in/tahawultech



instagram.com/tahawultech

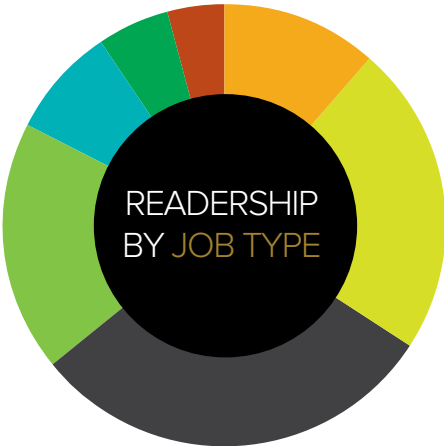


http://bit.ly/youtube_tahawultech

DISTRIBUTION INFORMATION



- KSA 29%
- UAE 22%
- EGYPT 15%
- BAHRAIN 14%
- LEVANT 12%
- KUWAIT 8%



- ARCHITECT 11.50%
- INFORMATION SECURITY-MGR / SR.MGR / VP / DIRECTOR /ENGINEER / CONSULTANT 22.80%
- CEO / CFO /CISO / CIO 30.20%
- CYBER SECURITY CONSULTANT/ LEADER 18.40%
- HEAD OF CRITICAL INFRASTRUCTURE PROTECTION /CYBER RISK INTELLIGENCE 8%
- VP - HEAD OF INFORMATION SECURITY /DIGITAL TECHNOLOGY TRANSFORMATIONS 5.30%
- IT - PROJECT ENGINEER / SALES CONSULTANT / SECURITY ANALYST / SECURITY ENGINEER/ DIRECTOR IT, SECURITY & OPERATIONS 4.10%



22,000
copies per month

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 ad	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



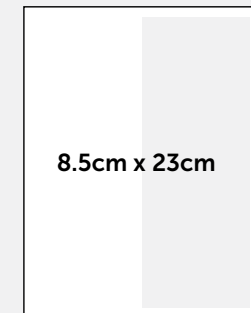
Full-page ad (FP)



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

DATA LEAKS IN THE MIDDLE EAST, 2017-2018

INFOWATCH
THE LEADER IN CYBERSECURITY RISK ASSESSMENT

The Infowatch Analytical Center analyzed information security incidents over the period from July 1, 2017, to June 30, 2018 involving personal data, payment details and other confidential information leaks. The report examined all data breaches from businesses, public organisations, and governmental agencies in the region, while the global sample for the same period included 2,839+ data leaks.

Types of compromised data

Most data leaks in the Middle East exposed trade and state secrets

Attack vectors

External attacks are the main cause of data breaches in the Middle East

Causes of data breach

The vast majority of internal violations are intentional

Types of violators

External attackers are responsible for 73% of all recorded data breaches. Hackers are primarily interested in national strategic plans, know-how, sovereignty level, patents, etc.

Insider leaks by sector

Over 50% of all leaks take place in government institutions and banks

Data leak sources

TAKING ACTION

TRANSFORMING SENIOR DIRECTOR AT CYBERSECURITY AND THREAT RESPONSE SERVICES FROM CONVENTIONAL DEWETS INTO THE GROWING THREAT LANDSCAPE AND SHARES INSIGHTS INTO HOW ORGANISATIONS CAN TAKE THE REEL TO HANDLE THE DARK SIDE OF CYBERSECURITY TRACKING THREATS IN THE CYBER HUNTING GROUND.

ENTERPRISES CAN NO LONGER RELY ON SILENTLY DEPLOYED TECHNOLOGY ALONE TO COMBAT MODERN THREATS.

BETTER TOGETHER

SECURITY CORRESPONDENT DANIEL BARDELY STRIKES IN INSIGHTS EXPERTS TO DISCUSS WHY ALLIANCES AND INTEROPERABILITY BETWEEN SECURITY VENDORS ARE CRUCIAL IN KEEPING ORGANISATIONS CLEAR RESILIENT AND A GROWING THREAT LANDSCAPE.

THE IDEAL SCENARIO IN THE FUTURE IS THAT EVERYTHING IS OPEN STANDARDS - THERE ARE WELL-DEVELOPED STANDARDS SO THAT INTEROPERATION BECOMES STRAIGHTFORWARD, LOW TROUBLE AT THE MOMENT IT'S STRAIGHT FORWARD.

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

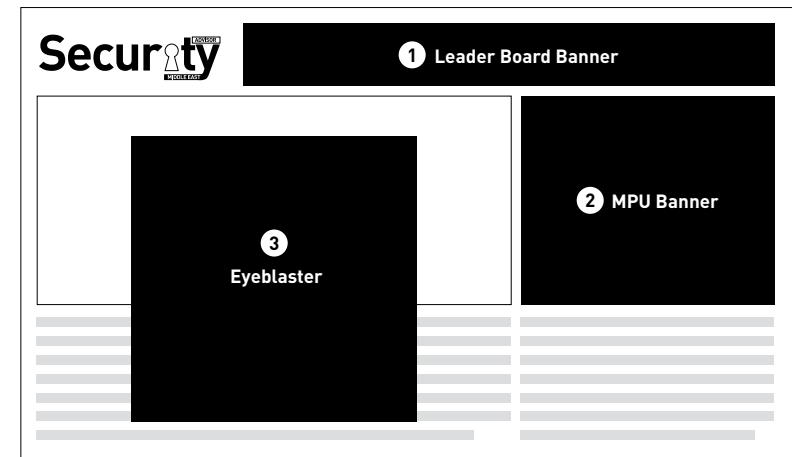
DEDICATED eMARKETING

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