

MEDIA INFORMATION 2023

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cnme

computer news middle east

CPI MEDIA GROUP
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OUR EVENTS



FEBRUARY	
MAY	
JUNE	
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 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.

Editorial Calendar 2023

Month	Topic 1	Topic 2
January	What new innovations and obstacles will we face in 2023?	How has the 'Experience Economy' grown over the last few years?
February	Have we been able to identify the growing pains around Metaverse technology?	In 2023's Digital Economy does Edge Computing have a major role to play?
March	How have major cyber threats evolved in 2023	Has Industry 4.0 massively changed the datacentre landscape?
April	Can the IT ecosystem implement new strategies to further the cause of sustainability?	What are 'Digital Twins'?
May	Does 5G have a role to play in autonomous transportation technology?	What does a companies' culture mean in the work from anywhere world?
June	Are FinTech disruptors the future of traditional banking systems?	Is AI the next big surprise aimed to rewrite the next digital decade?
July	Are our smart cities smart enough?	AI is Everywhere now – The positives and the negatives
August	Will we ever see a new model for cloud deployment?	Can the lessons learned from start-up ecosystems be applied elsewhere?
September	Are cryptocurrencies proving to be an uncertain vertical for the tech sector?	What are the essentials to keep in mind when tackling Digital and Cloud Transformation?
October	At what point will immersive experiences like AR and VR become more mainstream?	Has the role of a CIO now become more challenging than ever?
November	How can facial recognition and biometrics be implemented in a way that respects privacy?	How long until we experience the next big technology trend?
December	How has technology transformed the Healthcare and Education sectors?	GDPR and you – What do you need to know about the newest laws and regulations?

*NOTE: The editorial calendar is subject to change.

Our online platform




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Our social media accounts



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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.

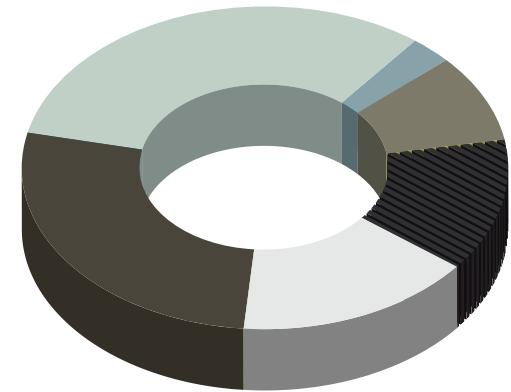
Relevance

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

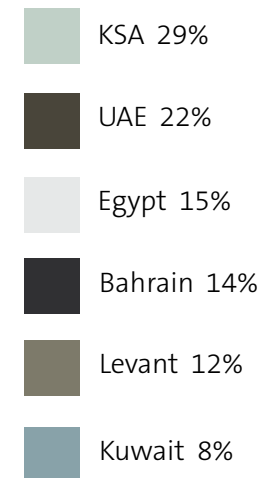
75%
of CNME readers consider it as their primary source of
information for purchasing decisions

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

tahawultech.com COUNTRY/REGION INDUSTRY COMPANY TRENDING FEATURES MAGAZINES EVENTS GITEX SAS & AI LEAP 2023

COLLABORATION SOLUTION PARTNER | INNOVATIVE IT DISTRIBUTION PARTNER | STRATEGIC VAD PARTNER

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MAGAZINES

ALL CNME RESELLER ME SECURITY ADVISOR ME 60 MINS SUPPLEMENTS

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Abu Dhabi Digital Authority

ENABLING GOVERNMENT OF THE FUTURE

THE UAE GOVERNMENT HAS BEEN LEADING AT THE FOREFRONT OF THE DIGITAL TRANSFORMATION OF THE ECONOMY AND THE SOCIAL INFRASTRUCTURE. SUCCESS CAN BE ATTRIBUTED TO THE CONTINUOUS WORK OF SAUDIHER DIGITAL AUTHORITY IN COLLABORATION WITH ASSOCIATES TO THE MARKET. CONSTITUTES THE MOST IMPORTANT DEVELOPMENT IN THE FIELD OF THE DIGITAL TRANSFORMATION OF GOVERNMENT SERVICES AS WELL AS THE OPPORTUNITIES AVAILABLE THROUGH THE DIGITAL TRANSFORMATION.

ENABLING GOVERNMENT OF THE FUTURE

DRIVING THE CABLING MARKET GROWTH

WERNER HEIDEN, REGIONAL SALES DIRECTOR AT FLUXNET NETWORKS, DISCUSSES WHAT DIFFERENTIATES THEM FROM THEIR COMPETITORS, THE IMPACT OF NEW TECHNOLOGIES ON THE CABLING MARKET AND WHAT IS ITS GROWTH IN THE MIDDLE EAST.

Werner Heiden, Regional Sales Director at Fluxnet Networks

For Fluxnet Networks, IoT brings new opportunities, as all these sensors and devices will require Power-over-Ethernet

Fluxnet Networks, an IoT solutions provider, is looking to expand its market share in the Middle East. The company is currently focused on providing power-over-ethernet (PoE) solutions for various IoT applications. The company is currently focused on providing power-over-ethernet (PoE) solutions for various IoT applications.

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