



cnme

computer news middle east

MEDIA INFORMATION 2024

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THE VOICE OF ENTERPRISE IT

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 offer 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 2024. This decision was made to demonstrate our fullthroated 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 2024 - CNME

Month	Topic 1
JANUARY	Open AI - The need for strong governance and regulation
	What's the 'Meta' with the Metaverse - what has happened to the Metaverse?
FEBRUARY	Generative AI: How do we address privacy and security concerns?
	Take it to the Edge: What's next for Edge Computing in 2024?
MARCH	A Sustainable Future: What role can AI play in combating climate change?
	An Autonomous World: How can UAE and Middle East drive EV adoption?
APRIL	Cybersecurity: What are the latest threats in the cyber ecosystem?
	The Experience Economy: How can retailers leverage technology to drive customer excellence?
MAY	Big Banks: How have FinTechs changed the traditional world of banking?
	An Autonomous World: How can 5G connectivity fuel a new world of transportation?
JUNE	Take me to the Clouds Above: What does the future of cloud computing look like?
	Cryptocurrency: Have high-profile scandals rocked investor confidence?
JULY	How can the UAE become the Silicon Valley of the Middle East?
	Start me up: How can the UAE foster a greater startup ecosystem?
AUGUST	The new CIO: What are the ingredients needed for a CIO to thrive in the new digital economy?
	Work from Anywhere World: How can companies retain culture with a hybrid workforce?
SEPTEMBER	Smarter Data: What are the tools businesses need to really extract value from their data?
	Cities of the Future: What is the definition of a smart city - and what does it look like?
OCTOBER	Make Contact: How has AI transformed and revolutionized the contact call center industry?
	Transformers: What are the key steps for successfully executing cloud and digital transformation?
NOVEMBER	Mitigating Risks: How can businesses better protect themselves from Ransomware Attacks?
	The Talent Drain: What can enterprises do to attract and retain talent needed for Industry 4.0?
DECEMBER	Rude Health: What role is technology playing in transforming the healthcare ecosystem?
	What's next? A look at the technology trends that will fuel innovation in 2025?!

*NOTE: The editorial calendar is subject to change.



DISTRIBUTION AND READERSHIP INFORMATION

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.

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%

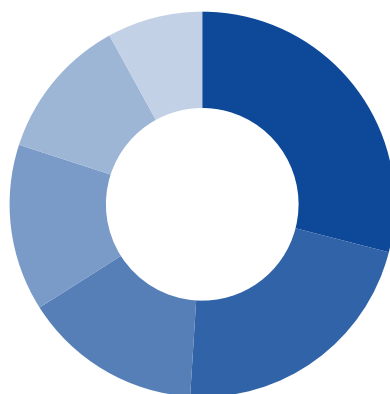
of CNME readers consider it as their primary source of information for purchasing decisions

RECOMMENDATIONS

More than

80%

of readers would recommend CNME to their business associates.



TOP READERSHIP BY COUNTRY

- KSA 29%
- UAE 22%
- Egypt 15%
- Bahrain 14%
- Levant 12%
- Kuwait 8%

Our online Platform



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EVENTS



FEBRUARY

Digital transformation is continuing to sweep across the Middle East, and the region's chief information officers have been tasked with the responsibility of orchestrating this transformation and put themselves at the core of their businesses decision-making.

The CIO Leadership Awards 2024 celebrates the thought-leaders, who are grabbing this opportunity with both hands, and who are constantly striving for new innovative practices designed to champion and pioneer change.



MAY

The Tahawultech Conference is a cutting-edge knowledge platform spotlighting five pivotal facets of contemporary technology: Artificial Intelligence, Security, Sustainability, Smart Mobility, and 5G. This event will bring together industry stakeholders, thought leaders, decision/policy makers and top technology innovators to facilitate vibrant discussions on the current and future landscape of technology.



MAY

GovTech is a special spotlight feature inside every edition of CNME as part of 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.



OCTOBER

The Future Enterprise Awards is undoubtedly the flagship awards ceremony in the IT industry in the Middle East. The awards are the most prestigious in the IT industry both here in the UAE, and indeed across the Middle East. The awards are set against the backdrop of GITEX Technology Week, which is the region's flagship IT conference held at Dubai World Trade Centre.

The awards are held on Day 1 of GITEX and the objective of the Future Enterprise Awards is to pay homage to the companies and individuals from the IT ecosystem in the Middle East that have demonstrated phenomenal excellence in the field of IT and technology.

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

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

Page Specifications

20.7cm x 27cm (4mm bleed)	17.5cm x 11cm	8.5cm x 23cm
Full-page ad (FP)	Half Page Horizontal	Half Page Vertical
41.4cm x 27cm (4mm bleed)		
Double-page spread (DPS)		



PRINT CREATIVE MEDIA

6 Page Rolling Gate



Full page insert card

Report card

Right hand Gatefold

Tab Unit (1 Inch tab)



Double page butterfly Gate

Right hand
1/2 page Gatefold

French Door Unit

Poster 8 page fold out
(front and back)



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/Eyeblaster	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

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PIXELS)	CPM RATE (US\$)
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

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TECHNOLOGY STRATEGIC PARTNERS

D-Link STAR LINE logitech COMNAVULT ring

KIOXIA Memory Maker

Revolutionizing SME operations in the region with cutting-edge AI solutions

The partnership will target completion and standardisation of key information to provide SMEs easier access to short-term debt solutions and generate liquidity.

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SANS Institute to Fortify Cybersecurity Ecosystems in Middle East with Gulf Region 2023

With 13 intensive courses and hands-on training from industry experts, professionals can look forward to the opportunity to learn and ...

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