



Reseller

THE VOICE OF THE CHANNEL

MEDIA INFORMATION 2024

CPI MEDIA GROUP
CPIMEDIAGROUP.COM



tahawultech.com

www.tahawultech.com

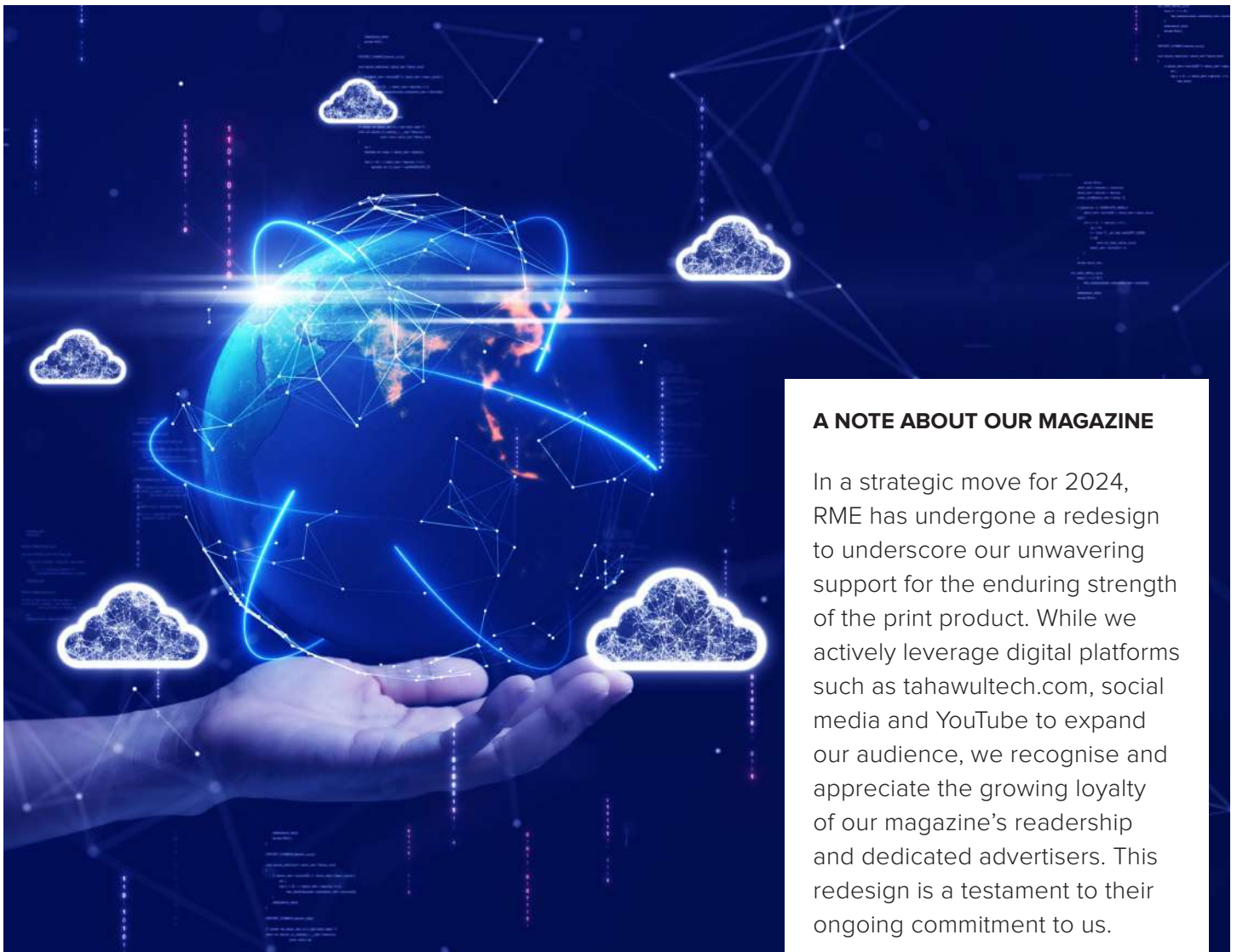


THE VOICE OF THE CHANNEL

Reseller Middle East (RME), a publication by CPI Media Group, the leading IT publisher in the MENA region, has been a stalwart presence for nearly two decades. In an era of accelerated growth in the IT industry, RME maintains its influential position as the authoritative voice of the channel. The magazine is dedicated to keeping the channel community abreast of the latest vendor technologies and product developments while also apprising vendors and distributors of the key issues impacting their channel partners.

As the IT landscape undergoes profound transformations, encompassing IoT, cloud, storage, wireless, smartphones, touch screens, virtualization, and big data, channel partners are compelled to adapt their businesses dramatically. The conventional rules of engagement are being rewritten in response to changes in the corporate user environment, technology dynamics, market opportunities, and heightened competition. RME boldly confronts these challenges, actively engaging in a dialogue with all stakeholders to provide its community of readers with valuable insights, suggestions, opinions, and advice both in print and online.

Proudly positioned within the regional channel community, the Reseller team serves as an unbiased spokesperson and trusted advisor. Operating under its umbrella brand, tahawultech.com, Reseller Middle East extends its offerings with a variety of products, including annual awards, surveys, rankings, regional supplements, roundtable forums, buyer sessions, e-newsletters, and monthly supplements, solidifying its status as The Voice of the Channel.



A NOTE ABOUT OUR MAGAZINE

In a strategic move for 2024, RME has undergone a redesign to underscore our unwavering support for the enduring strength of the print product. While we actively leverage digital platforms such as tahawultech.com, social media and YouTube to expand our audience, we recognise and appreciate the growing loyalty of our magazine's readership and dedicated advertisers. This redesign is a testament to their ongoing commitment to us.

EDITORIAL CALENDAR 2024 - RESELLER ME	
Month	Topic 1
JANUARY	Charting the Course: Technologies and Trends Shaping the Channel Anticipate the future of the channel, exploring key technologies and trends that will play a pivotal role in shaping the industry.
FEBRUARY	Channel and Customer Experience Excellence: Enhancing Partner-Customer Interactions Explore strategies and best practices for channel partners to elevate customer experiences, fostering long-term relationships and loyalty.
MARCH	Navigating Cloud Marketplaces: A Comprehensive Guide for Channel Success Dive into the evolving landscape of cloud marketplaces and provide insights on how channel partners can leverage these platforms for business growth.
APRIL	Sustainable Partnerships: The Role of Channel in Driving Environmental Responsibility Investigate the increasing importance of sustainability in the channel partner industry, showcasing examples of eco-friendly practices and how partners can contribute to a greener future.
MAY	Securing the Channel: Addressing Cybersecurity Challenges in Partner Ecosystems Examine the critical role of cybersecurity in the channel partner landscape, offering tips and solutions for partners to enhance their security measures and protect client data.
JUNE	AI and the Channel: Revolutionising Partner Strategies with Artificial Intelligence Explore the integration of artificial intelligence in the channel partner industry, discussing its transformative impact on operations, customer engagement and business intelligence.
JULY	Next-Level Marketing: Innovative Techniques for Channel Success in the Digital Age Highlight cutting-edge marketing strategies tailored for channel partners, covering digital marketing trends, social media tactics and personalised approaches to reach target audiences effectively.
AUGUST	Value-Added Distribution: Maximising Channel Value through Added Services Discuss the concept of value-added distribution in the channel, showcasing examples of successful models and illustrating how partners can enhance their offerings to provide greater value to clients.
SEPTEMBER	Channel Partners and IoT: Navigating the Internet of Things Landscape Explore the intersection of channel partnerships and the Internet of Things (IoT), discussing opportunities, challenges and strategies for partners to tap into the growing IoT market.
OCTOBER	Challenges in the Channel: Overcoming Obstacles in Vendor-Partner Communication and Collaboration Delve into the complex dynamics of vendor-channel partner relationships, shedding light on the common challenges faced by vendors in reaching out effectively to their channel partners.
NOVEMBER	Unleashing the Power of Data: Transformative Trends in the Channel Industry Examine the pivotal role of data in the channel industry, examining the transformative trends reshaping the landscape and providing insights into the ways in which channel partners and vendors can harness data for strategic advantage.
DECEMBER	A Year in Review Comprehensive scrutiny of the channel industry's performance, successes and challenges over the past year.

**NOTE: The editorial calendar is subject to change.*



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

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.

RELEVANCE

- ▶ More than 80% of readers agree that RME is relevant to their business.

RECOMMENDATIONS

- ▶ More than 70% of readers would recommend RME to their business associates.

Our online Platform



tahawultech.com

www.tahawultech.com



Our
social media
accounts



[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)



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

EVENTS



THE TAHAWULTECH CONFERENCE



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.

RESELLER MIDDLE EAST PARTNER EXCELLENCE AWARDS

The Reseller Partner Excellence Awards, a flagship event of Reseller Middle East, is an industry trendsetter that celebrates excellence and innovation in the channel ecosystem. It honours trailblazers who continue to push boundaries and set new benchmarks for excellence.

The Partner Excellence Awards stands as a beacon within the business landscape, illuminating the remarkable achievements and contributions of the channel partner ecosystem. This prestigious accolade is a celebration of innovation, excellence, and unwavering commitment to the adoption of cutting-edge technologies that redefine industry standards.

At the heart of these awards is a deep appreciation for innovation. The tech landscape is perpetually evolving, demanding a constant influx of novel ideas and solutions. The awardees represent trailblazers who have demonstrated an exceptional ability to push boundaries, introducing inventive concepts that have a lasting impact on the industry. From pioneering software solutions to revolutionary hardware developments, these partners have proven their mettle in navigating the complex terrain of innovation.



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



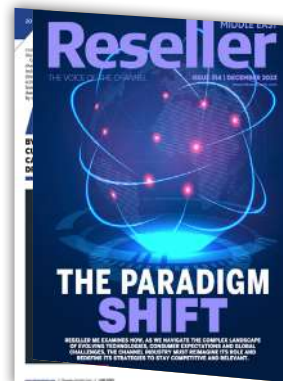
Full page insert card



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

TECHNOLOGY STRATEGIC PARTNERS

D-Link STAR LINE logitech COMNAVULT ring

KIOXIA Memory Maker

EXPERIENCE KIOXIA NOW

EXPERIENCE KIOXIA NOW

EXPERIENCE KIOXIA NOW

TOP STORY

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.

[READ MORE](#)

TECHNOLOGY STRATEGIC PARTNERS

D-Link STAR LINE logitech COMNAVULT ring

NetApp

IBM Cloud

The future is simple, secure and sustainable.

Cloud Managed Cloud for the modern world.

TOP STORY

Pioneering Sharjah's Digital Revolution

In an exclusive interview with Anita Joseph, Sheikh Saud bin Sultan Al Qasbi, Director of the Sharjah Digital Office, discusses the strides ...

[READ MORE](#)

TECHNOLOGY STRATEGIC PARTNERS

D-Link STAR LINE logitech COMNAVULT ring

WALLIX Cybersecurity Simplified

Relish the power of your teams with your WALLIX Partner

Meet WALLIX at BLACK HAT SAUDI ARABIA 11-13 NOVEMBER 2021 BOOTH HALL 2B

TOP STORY

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 ...

[READ MORE](#)

CONTACT US

Advertising and sponsorship enquiries

Kausar Syed

Group Publishing Director

kausar.syed@cpimediagroup.com

+971 50 758 6672

Sabita Miranda

Sales Director

sabita.miranda@cpimediagroup.com

+971 50 778 2771

Natasha Pendleton

Publishing director

natasha.pendleton@cpimediagroup.com

+971 56 787 4778

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



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