

MEDIA INFORMATION 2021

www.tahawultech.com

cnme
computer news middle east

CPI MEDIA GROUP
CPIMEDIAGROUP.COM

OUR EVENTS

FEBRUARY	
APRIL	
SEPTEMBER	
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 2021. 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 2021

Month	Topic 1	Topic 2
January	Trends, Challenges and Opportunities in 2021	The role of Technologists in the next digital decade?
February	Cybersecurity in a post-COVID world.	How do you maintain company culture in a hybrid workplace?
March	The evolution of intelligent data centers	Digital Transformation V Cloud Transformation?
April	Data Regulation in the Digital Economy	Smart Cities or Resilient Cities?
May	The Future of Transportation in a connected world	Can 5G finally bridge the digital divide?
June	Cloud Consumption Models - SaaS, PaaS or IaaS	The importance of a healthy startup ecosystem
July	Does Big Tech have too much power?	IoT in Healthcare
August	Edge Computing and Big Data	EXPO 2021 – Impact and Legacy of historic event
September	What has happened to blockchain?	Regulating Tech – Is it a necessity, or does it stifle innovation
October	The evolution of the CIO	What will the future of work look like in 2030?
November	The role of AI in the data-driven digital world	The rise of FinTechs – Are we heading towards a cashless society?
December	Connected Things – How do we secure all the devices?	Multi-Experience: VR and AR

*NOTE: The editorial calendar is subject to change.

Our online platform



tahawultech.com

www.tahawultech.com

Our
social media
accounts



facebook.com/
tahawultech



twitter.com/
tahawultech



linkedin.com/in/
tahawultech



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.

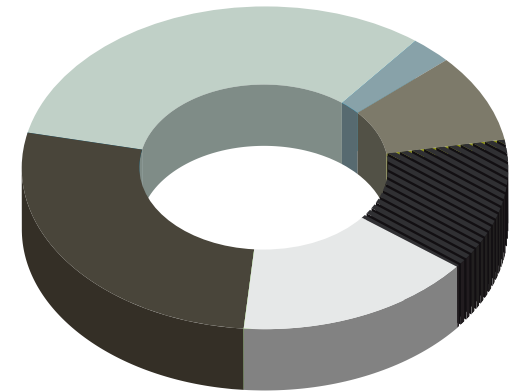
Relevance

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

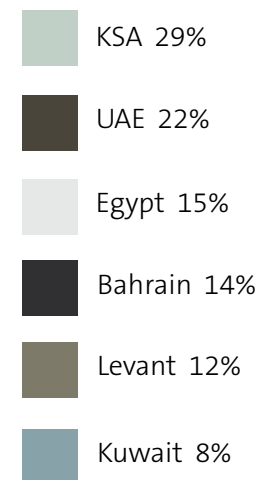
75%
of CNME readers consider it as their primary source of
information for purchasing decisions

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

20.7cm x 27cm
(4mm bleed)

Full-page ad (FP)

41.4cm x 27cm
(4mm bleed)

Double-page spread (DPS)

17.5cm x 11cm

Half Page Horizontal

8.5cm x 23cm

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

The screenshot displays the tahawultech.com website. At the top is a navigation bar with links for COUNTRY/REGION, INDUSTRY, COMPANY, TRENDING, FEATURES, MAGAZINES, EVENTS, GITEX, and Gartner. Below the navigation bar are several advertisements, including one for Dell EMC and Redington. The main content area features a 'MAGAZINES' section with filters for ALL, CNME, RESELLER ME, SECURITY ADVISOR ME, 60 MIN, and SUPPLEMENTS. There are three rows of magazine covers: the first row shows 'Security' (December 2019), 'crime' (December 2019), and 'crime' (November 2019); the second row shows 'Security' (December 2019), 'Reseller' (December 2019), and '60 MINUTES' (November 2019); and the third row shows 'Security' (December 2019), 'Reseller' (December 2019), and '60 MINUTES' (November 2019). To the right of the magazine covers is a 'MOST READ IN MAGAZINES' section with a 'ring' advertisement and a list of articles. At the bottom right, there is a 'The Tomorrow of' advertisement.

GovTech
Abu Dhabi Digital Authority

The advertisement features a woman wearing a black hijab and a white top, looking directly at the camera. The background is a solid blue color.

ENABLING GOVERNMENT OF THE FUTURE

THE UAE GOVERNMENT HAS BEEN AHEAD AT THE FOREFRONT OF THE DIGITAL TRANSFORMATION OF THE COUNTRY. THE SUCCESS OF THE DIGITAL TRANSFORMATION CAN BE ATTRIBUTED TO THE GOVERNMENT'S VISION OF FUTURE DIGITAL GOVERNANCE. THE GOVERNMENT HAS BEEN AHEAD AT THE FOREFRONT OF THE DIGITAL TRANSFORMATION OF THE COUNTRY. THE SUCCESS OF THE DIGITAL TRANSFORMATION CAN BE ATTRIBUTED TO THE GOVERNMENT'S VISION OF FUTURE DIGITAL GOVERNANCE.

DRIVING THE CABLING MARKET GROWTH

WERNER HEIDEN, REGIONAL SALES DIRECTOR AT FLUXE 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.

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

Fluxe Networks, a leading provider of Power-over-Ethernet (PoE) solutions, is expanding its market reach in the Middle East. The company's PoE solutions are used in a wide range of applications, including industrial automation, healthcare, and education. Fluxe Networks is committed to providing high-quality PoE solutions to its customers.

Contact us

Advertising and sponsorship enquiries

Natasha Pendleton

Publishing director
natasha.pendleton@cpimediagroup.com
+971 56 787 4778

Sabita Miranda

Senior sales manager
sabita.miranda@cpimediagroup.com
+971 50 778 2771

Schnelle D'Souza

Database and Operations
schnelle.dsouza@cpimediagroup.com
+971 50 927 7832

Kausar Syed

Group sales director
kausar.syed@cpimediagroup.com
+971 50 758 6672

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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