cnme
computer news middle east

CPI MEDIA GROUP
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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
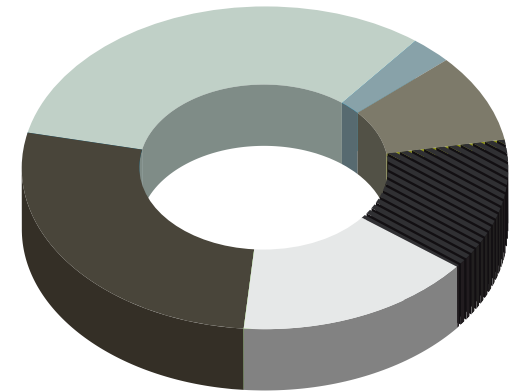better than that of other publications within the sector.

Relevance

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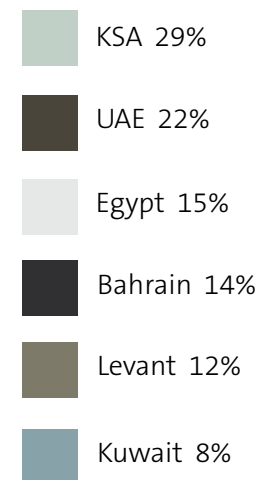of readers agree that CNME is relevant to their business

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**

KSA 29%

UAE 22%

Egypt 15%

Bahrain 14%

Levant 12%

Kuwait 8%

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/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				
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

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