MEDIA PACK 2014

WHERE TECHNOLOGY MEANS BUSINESS

cnme
computer news middle east

www.cnmeonline.com

CPI
MEDIA
GROUP

Our events

CIO50 AWARDS & FORUM 2014
www.cnmeonline.com/cio50

Cloud360
www.cnmeonline.com/cloudroadshow

NETWORKWORLD MIDDLE EAST
AWARDS
www.cnmeonline.com/nwmeawards

SECURITY STRATEGIST
www.cnmeonline.com/securitystrategistme

BIG DATA SYMPOSIUM
www.cnmeonline.com/bigdatasymposium

DATA CENTRE BUILD
www.cnmeonline.com/datacentrebuild

Infrastructure Strategies
www.cnmeonline.com/infrastructurestrategiesme

ENTERPRISE SECURITY 360
www.cnmeonline.com/enterprise360

ICT ACHIEVEMENT AWARDS
www.cnmeonline.com/ictawards

BYOD SUMMIT
www.cnmeonline.com/byodsummit

CIO Council Roundtables

Our strategic partners

etisalat

EMC² where information lives®

hp

AVAYA INTELLIGENT COMMUNICATIONS

ERICSSON

Our online platforms

cnme computer news middle east
www.cnmeonline.com

CIO Council UNITY IS STRENGTH
www.ciocouncilme.com

Our social media

facebook.com/computernewsme

twitter.com/computernewsme

linkedin.com/in/computernewsme

Senior IT leaders in the Middle East subscribe to CNME to help them identify and understand emerging IT trends and transformational technologies. Published monthly, the publication offers valuable insights that help readers formulate strategy and make crucial purchasing decisions.

For about 25 years, CNME has led the way in delivering content that is unmatched in an industry saturated with vendor perspectives. By putting users first and leveraging the experience of IT decision makers, we have earned an unprecedented level of trust and loyalty in the IT community. In each issue of CNME, readers can discover real-world strategies for implementing technology solutions that drive business value, as well advice for advancing their careers.

Choose CNME and you gain credibility with an influential audience of IT leaders and visibility in a publication that delivers the highest concentration of senior IT management at regional enterprises. Having undergone a major overhaul in 2012, the new-look CNME sports seven sections in the magazine, and is uniquely positioned to deliver a comprehensive audience of all key stakeholders responsible for making technology purchase decisions in the enterprise.

As part of our efforts, CNME continued to organise a series of end-user focused events in various cities including KSA, Qatar and the UAE, providing a unique opportunity to generate leads and promote brand visibility in an intimate setting.

For CNME, 2013 was a great year, but 2014 promises to be better.

Be a Platinum Technology Partner
Total cost of $300,000
- Sponsorship of all technology events - over 20 events in year
- Creation of branded resource centre on CNME website
- Branding on eNewsletter each week for 1 year
- 2 CIO Council Roundables during the year
- Sponsorship of CIO Council
- 12 x double page spread advertisments in CNME
- Year long banner advertising on CNME website (banner to be confirmed)
- Monthly html sent to CNME database for 1 year
- Unique lead generation activities
- CPI to appoint dedicated Account Manager

Be a Gold Technology Partner
Total cost of $200,000
- Sponsorship of 10 technology Events
- Creation of branded resource centre on CNME website
- Branding on eNewsletter each week for 1 year
- 1 Round Table in 2014
- 12 full page advertisements in CNME
- Year long banner advertising on CNME website (banner to be confirmed)
- monthly htmls sent to CNME database
- CPI to appoint dedicated account manager

Be a Strategic Technology Partner
Total cost of $120,000
- Sponsorship of 6 Technology Events
- 12 Full Page Advertisements in CNME
- 1 Round Table in 2013
- 6 htmls sent to CNME database)

Be a Section Sponsor
Total cost of $90,000
- Logo sponsorship of section both in CNME magazine and online
- 12 full page advertisements in the corresponding section of CNME
- 6 htmls sent to CNME database)

CNME EDITORIAL CALENDAR 2014

Month	Solutions World	Storage Advisor	Integration Advisor	NetworkWorld	Security Advisor	Telecoms World
January	Expo 2020 outlook	Disaster recovery	Blurred lines	Ethernet in 2014	Software updates	Telecoms for the SME
February	CIO 50 Awards & Forum 2014	Open-source storage	Combating the widening skills gap	The 'mobile first' approach	The national front: Govt. investment in security	Beyond telecoms: New carrier services
March	Building a smart city	Compute and storage convergence	Mega projects: What it takes	Compute virutalisa-tion	Network monitoring	Mobile number portability
April	In-memory technology	The draws of NAS	Integrating with best practices	Software-defined everything	The death of Internet privacy?	The rise of roaming
May	Enterprise applications	Building your own private cloud	Hardware vs. Services	802.11ac: What it is and isn't	Threats to non-traditional devices	Carrier-provided Wi-Fi
June	Open-source cloud manageme-nt	Big data: From pilot to production	Service level agreements	Increasing your network capacity	How to combat mobile malware	Spectrum refarming
July	Middle East IT budgets: spending on the up?	SSD in the enterprise	Thinking outside the box	The post-PC era: Tablets at work	Which OS is the most secure?	New drivers for revenue
August	Setting up an effective IT helpdesk	Indulging in analytics	Gold partners: all they're cracked up to be?	The future of the data centre	Hacker mentality	LTE Advanced
September	Tailored ERP	How much data is too much?	Getting to grips with project deadlines	What to look for in a network manager	State-sponsored cyber-attacks	5G: What to expect
October	ITIL best practices	Choosing the right storage for business	Hall of fame/ ones to watch	Virtualised desktop infrastruct-ures	BYOD: How have security issues been ironed out?	Customer experience management
November	ICT Achieveme-nt Awards 2014	Public cloud: Worth the risk?	The importance of a local presence	The Internet of Things	Identifying weak points	Undersea cables
December	Solutions in 2015	Storage in 2015	Systems integration in 2015	Networks in 2015	Security in 2015	Telecoms outlook 2015

DISTRIBUTION AND READERSHIP INFORMATION
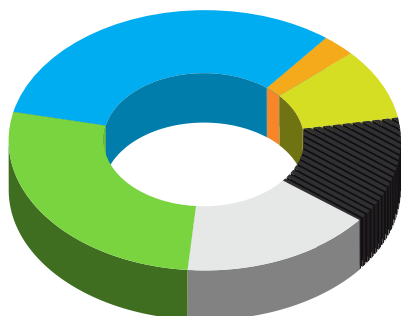
Top readership by country

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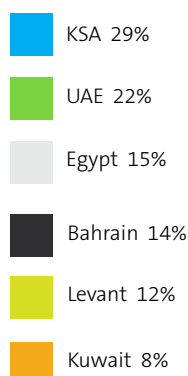
Editorial

70%
of CNME readers consider its editorial to be great

Over
25%
of CNME readers consider its editorial to be excellent

Over
85%
of readers consider CNME editorial to be good or better than that of other publications within the sector.

Relevance

Over
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

Over
80%
of readers would recommend CNME to their business associates.

65,000
readers per month

Over
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.

Advertising rates

Position	Single Issue Price (US$)	Six Series Price (US$)	Twelve series Price (US$)
Double page spread	9,299	7,999	6,899
Full page	6,499	4,899	3,799
Half page spread	6,499	4,899	3,799
Half page	4,299	2,799	1,699
Bottom page strip	3,299	1,999	1,199

Special positions

Position	Single Issue Price (US$)	Six Series Price (US$)	Twelve series Price (US$)
Inside front cover	8,499	6,799	5,599
Inside back cover	7,499	5,799	4,599
Outside back cover	11,299	7,699	6,599
Full page advertorial	8,499	6,799	5,599
Belly band	8,499	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

Technical specifications

Specification	Trim size WxH (mm)	Bleed size WxH (mm)	Type size WxH (mm)
Double page spread	414x270	424x280	384x240
Full page	207x270	217x280	175x240
Half page spread	384x110	N/A	N/A
Half page horizontal	175x110	N/A	N/A
Half page vertical	85x230	N/A	N/A
Bottom page strip	175x55	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)	File size	CPM Rate (US$)
Leader board	Banner	72dpi, 50kb	728x90	50kb	45
MPU banner	GIF, Jpeg	72dpi, 50kb	336x280	50kb	40
Super Board	GIF, Jpeg	72dpi, 50kb	728x90	50kb	30
Half Banner	GIF, Jpeg	72dpi, 50kb	336 x 60	50kb	35
Ear Panel	GIF, Jpeg	72dpi, 50kb	200 x 90	50kb	40
Standard	GIF, Jpeg	72dpi, 50kb	468 X 60	50kb	35

eNewsletter banners

Type	Format	File size	Dimensions (Pixels)	File size	Rate (US$)
Leader board	GIF, Jpeg	72dpi, 50kb	728x90	50kb	3,000 per issue
MPU banner	GIF, Jpeg	72dpi, 50kb	336x280	50kb	2,500 per issue
Bottom banner	GIF, Jpeg	72dpi, 50kb	728x90	50kb	2,000 per issue
Tower banner	GIF, Jpeg	72dpi, 50kb	160x600	50kb	2,500 per issue

Special banners (Exclusive)

Type	Format	File size	Dimensions (Pixels)	File size	Rate (US$)
Eyeblaster	GIF, Jpeg	72dpi, 50kb	640x480	50kb	10,000 per issue
Page peel	GIF, Jpeg	72dpi, 50kb	640x480	50kb	7,500 per issue
Floating	GIF, Jpeg	72dpi, 50kb	160x600	50kb	6,000 per issue

Dedicated eMarketing

Type	Format	Dimensions	File size	Rate (US$)
E-mail shots	GIF, Jpeg, HTML, Text	Variable width up to 640px	100KB	300 CPM

*Web banner can also be supplied in Swf, I-frame or Javascript tag formats

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