

ADVERTISING RATES



POSITION	SINGLE ISSUE PRICE (US\$)	SIX SERIES PRICE (US\$)	TWELVE SERIES PRICE (US\$)
Double Page Spread	8,799	7,999	6,899
Full Page	5,799	4,899	3,799
Half Page Spread	5,799	4,899	3,799
Half Page	3,499	2,799	1,699
Bottom Page Strip	2,799	1,999	1,199

Special Positions

POSITION	SINGLE ISSUE PRICE (US\$)	SIX SERIES PRICE (US\$)	TWELVE SERIES PRICE (US\$)
Inside Front Cover	7,499	6,799	5,599
Inside Back Cover	6,499	5,799	4,599
Outside Back Cover	8,499	7,699	6,599
Full Page Advertorial	7,499	6,799	5,599
Belly Band	7,499	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 up to 4 grams	N/A	N/A
	4 grams+ price on application		
Guaranteed Position	+ 10%	N/A	N/A

Technical Specifications

SPECIFICATION	TRIM SIZE W X H (mm)	BLEED SIZE W X H (mm)	TYPE SIZE W X H (mm)
Double Page Spread	414 x 270	424 x 280	384 x 240
Full Page	207 x 270	217 x 280	175 x 240
Half Page Spread	384 x 110	N/A	N/A
Half Page Horizontal	175 x 110	N/A	N/A
Half Page Vertical	85 x 230	N/A	N/A
Bottom Page Strip	175 x 55	N/A	N/A
Cover Mount	Specifications on application	Specifications on application	Specifications on application
Belly Band	Specifications on application	Specifications on application	Specifications on application

eNewsletter and Web banners

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PX)	FILE SIZE	RATE (US\$)
Leader Board Banner	GIF, JPEG	72dpi, 50kb	728 x 90	50KB	3,000 per issue
MPU Banner	GIF, JPEG	72dpi, 50kb	336 x 280	50KB	2,000 per issue
Bottom Banner	GIF, JPEG	72dpi, 50kb	728 x 90	50KB	2,000 per issue
Tower Banner	GIF, JPEG	72dpi, 50kb	160 x 600	50KB	2,000 per issue

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

Special banners

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PX)	FILE SIZE	RATE (US\$)
Eyeblaster Banner	GIF, JPEG	72dpi, 50kb	640 x 480	50KB	3,000 per issue
Page peel Banner	GIF, JPEG	72dpi, 50kb	640 x 480	50KB	2,000 per issue
Floating Banner	GIF, JPEG	72dpi, 50kb	160 x 600	50KB	2,000 per issue

Dedicated eMarketing

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE (US\$)
E-mail Shots	GIF, JPEG, HTML, Text	Width can be reduced or increased (up to 640px)	100KB	300 CPM



As an early entrant in the regional IT publishing scene, CPI has — for the past two decades — built itself around an innovative culture based on generating cutting-edge ideas. It has partnered with leading global players such as IDG for its IT titles, Northern & Shell (OK!) and BBC Worldwide (BBC Good Food) while also developing its own trade magazines for the banking, industrial and construction sectors.

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media information 2011



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GOOD ADVICE FOR BETTER BUSINESS



The driving force for regional economies is the small and medium enterprise (SME) sector – a catalyst for growth, for development, for job creation. Estimates suggest that SMEs are responsible for more than 75% of projects in KSA and 94% in the UAE, for example.

That's great news if you're targeting the SME market, but the problem you face is identifying the most dynamic and competitive companies amongst a sea of businesses.

A key answer for the past half decade has been SME Advisor ME, which has delivered key business information to leading SMEs across the region, helping them develop their businesses, putting them in touch with valued partners and fuelling growth even in a stalled global economy.

With a marketing mix of print magazine, Website, e-newsletters, round tables, breakfast meetings and more, SME Advisor has brought together the most dynamic SMEs of the region with key vendors, industry and governmental bodies, consultants and academics. Together, we have built a community of forward-looking SMEs eager to interact with valued suppliers to grow their business.

With 85% of companies in the region falling into the SME sector (annual revenue below AED 250m and less than 500 employees), this is a market you cannot afford to miss. This is a market that you can reach in an intelligent, focused way, working with SME Advisor Middle East.



THE PRINT CIRCULATION INCLUDES:

- Copies to ADCB and du clients every month
- Copies to various business/professional groups/ free zones
- Copies to business centres
- Complimentary copies distributed at Jashanmal book stores across Dubai and Abu Dhabi

READERSHIP

45,000 readers per month

Over 60% of SME Advisor subscribers have their copy read by three people or more

EDITORIAL

70% of readers consider the editorial to be great

Over 35% of readers consider the editorial to be excellent

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

RELEVANCE

Over 85% of readers agree that SME Advisor is relevant to their business

RECOMMENDATIONS

Over 80% of readers would recommend SME Advisor to their business associates

PURCHASING DECISIONS

55% of readers often use SME

Advisor to make purchasing decisions based on its editorial and advertising content

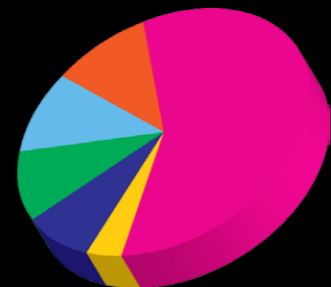
15% of readers rely solely on the editorial and advertising content of SME Advisor to make purchasing decisions

90% of SMEs recently surveyed are committed to investing in and growing their businesses

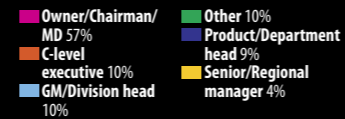
These highly influential people, these catalysts for the region, these pockets of growth in a slowed global economy – these are the readers of SME Advisor.



READERSHIP BY COUNTRY



READERSHIP PROFILE



SME ADVISOR PARTNERSHIPS

As entrepreneurs and businesses face the challenges of setting up and growth, the information and advice they require has to become increasingly pertinent. A “partner” who offers “thought leadership” that strives to support the business community receives far greater marketing ROI than a company that markets through just vanilla advertising.

This is an initiative to connect the SME community in the region with solutions built to their needs through education, advice, support, inspiration and community building activities.

Our partnerships with various business enablers seek to deliver a series of print, event and online activities that will leverage the strengths of all our brands.

These will:

- Be unique long-term campaigns that will create brand awareness
- Position the client as a thought leader
- Encourage interaction with the SME community
- Position the client as a pioneer in encouraging business best practice in the region

WHY SME ADVISOR

• These last two years have seen the rise and demise of a number of publications aiming for the small and medium enterprise segment. We are the only ones who survived. SME Advisor rode out the storm, primarily on the strength of the magazine's targeted readership and loyal advertiser base, who have continued to get great ROI.

• We offer a flexible converged media mix, unlike any other business publication here, which helps communicate the message effectively. This includes print, Website, social media, newsletters, focussed events (such as workshops, mentoring sessions, networking evenings, awards, forums, etc) and even video.

- The top range packages will include exclusive partnerships in various non-competing categories
- Leverage all our partners' databases and reach, collectively
- Provide each partner thought leadership in the space
- Generate maximum impact, tangible leads and marketing ROI
- Include various initiatives throughout the year for continual top-of-mind recall
- Include customised solutions to ensure your brand targets are achieved
- Facilitate a positive business environment which creates better business opportunities for everyone involved
- Forge strong partnerships with the target audience as they get to know, trust and like your brand as a business supporter



Seeing is believing

A look at some of the previous events conducted by SME Advisor



DELIVERABLES AT A GLANCE

The partnership will include long-term branding with SME Advisor. This will include:

- Sponsorship for the events such as summits and road shows
- Branded thought leadership section in print and online. Logo on magazine cover (for top range packages)
- Prominent print and online ads (number and placement depend on package)
- Exclusive branded e-newsletters once a month
- Branding on regular editorial e-newsletters
- Extra copies printed for customers (numbers depend on package)

MAGAZINE SECTIONS

- Finance
- Banking
- Tax
- Legal
- Management and HR
- Marketing
- Buying guides
- How to
- Logistics
- Business case studies
- Industry gurus
- Industry watch/verticals
- Business setup
- News/ shoptalk
- Products /shelf life
- Technology for business
- Opportunities
- Editorial advisory board
- Qatari perspective
- Trade
- Corporate lifestyle
- Country business set up specials
- Product reviews by readers
- Book reviews

TARGETED EVENTS

The SME Advisor brand connects with its target audience every step of the way, including through community-building events. We offer several event opportunities such as workshops, mentoring sessions, networking evenings, conferences and more. Contact us for more details.