

FOR THE MIDDLE EAST AND AFRICAN BUSINESS PROFESSIONAL

MEABUSINESS

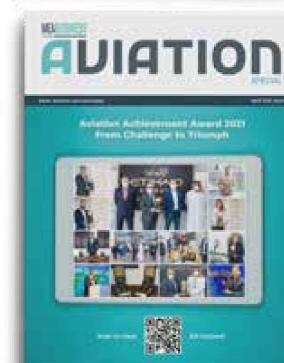
MEDIA PACK 2023

WHY MEA BUSINESS MAGAZINE?

MEA BUSINESS

MEA Business is a bi-monthly business magazine committed to reporting positive business developments in the Middle East and Africa. **MEA Business** is also the regions first Augmented Reality (AR) Business Magazine. Each issue includes in-depth business news, analysis, country reports and opinion pieces. It also includes monthly updates on the **Aviation, Finance, Hospitality and Technology** business sectors. **MEA Business** is printed and distributed to 8,000* regional business leaders as well as 40,000 digital readers. Our digital platforms include our website, e-magazine, AR App, e-newsletter and social media platforms.

ISSUE DATE	FEATURE /SPECIAL REPORTS*	EVENTS
HR & LEARNING SPECIAL FEB – MAR 2023	<ul style="list-style-type: none"> • Leadership and Development • Diversity and Inclusion • HR Technology 	<ul style="list-style-type: none"> • People Development Summit (Feb) • Aviation Achievement Awards (Mar)
AVIATION SPECIAL APR – MAY 2023	<ul style="list-style-type: none"> • Luxury Travel • Air Cargo Special Report • Aviation Achievement Awards Highlights 	<ul style="list-style-type: none"> • Arabian Travel Market (May) • EBACE (May) • Banking Tech Summit & Awards (May)
JUN – JULY 2023	<ul style="list-style-type: none"> • Healthcare Logistics • Sustainability (Industry Update) • The Future of Finance and Banking 	<ul style="list-style-type: none"> • Middle East Energy (Jun) • Arab Health (Jun)
LOGISTICS SPECIAL AUG – SEP 2023	<ul style="list-style-type: none"> • Saudi Logistics Sector Report • Material Handling Special Report • Logistics Technology 	<ul style="list-style-type: none"> • Material Handling (Sep) • Logistics Achievement Awards (Sep)
TECHNOLOGY SPECIAL OCTOBER 2023	<ul style="list-style-type: none"> • Future Tech Trends (GITEX Special) • Tech Trends Africa • Financial Technology Outlook 	<ul style="list-style-type: none"> • GITEX (Oct) • Fintech Serge (Oct)
AVIATION SPECIAL NOV - DEC 2023	<ul style="list-style-type: none"> • 10 companies to watch at Dubai Airshow • Sustainable Aviation • Aviation Annual Gala Preview 	<ul style="list-style-type: none"> • DUBAI AIRSHOW (Nov) • Aviation Annual Gala Evening (Nov)



MAGAZINE READERSHIP & CIRCULATION

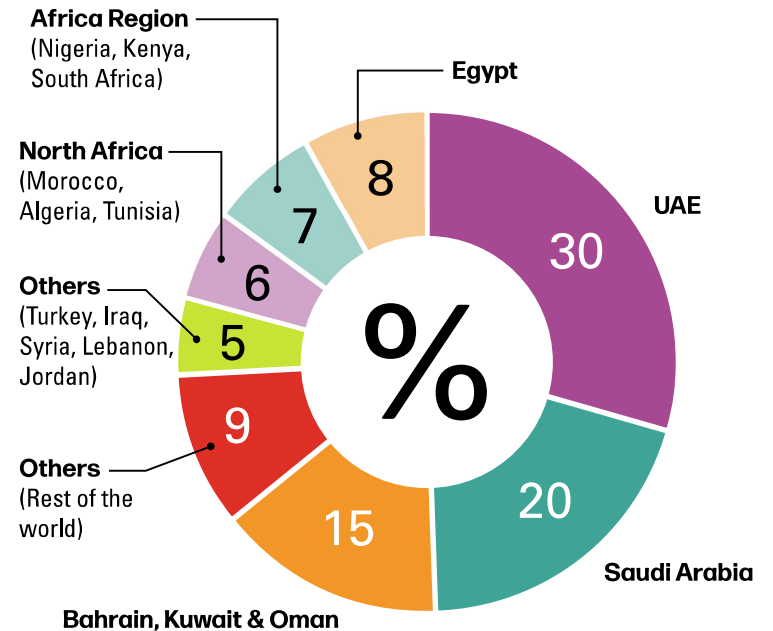
ADVERTISING RATES

Full Page	\$9,000
Double Page Spread	\$17,500
Inside Front Cover	\$13,500
Outside Back Cover	\$14,500
Inside Back Cover	\$13,500
Inside Cover DPS	\$22,500
Half Page – vertical/horizontal	\$7,000

ROLE DESIGNATION

- CHAIRMAN = **2%**
- CEO = **5%**
- Other C suites (CIO, CFO, CRO etc.) = **18%**
- Managing Directors, SVP, GM = **22%**
- Directors, Department heads = **23%**
- Managers = **18%**
- Business owners = **3%**
- Other = **9%**

COUNTRY BREAKDOWN



DOUBLE PAGE SPREAD

Type area = 40 cm x 21.9 cm
Trim size = 42 cm x 27 cm
Bleed size = 42.6 cm x 27.6 cm



FULL PAGE

Type area = 18.5 cm x 21.9 cm
Trim size = 21 cm x 27 cm
Bleed size = 21.6 cm x 27.6 cm



HALF PAGE

Type area = 18.5 cm x 11.5 cm
Trim size = 21 cm x 13.5 cm
Bleed size = 21.6 cm x 14. cm

FORMAT FOR SENDING FILES

PDF	Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
EPS	Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
JPEG	Must be in high resolution (300 dpi) and in CMYK (not RGB). Crop marks should be positioned outside the printed area.
AI (Native Adobe Illustrator File)	Artworks must be packaged with fonts and images/links, images/links must be in CMYK not RGB. Note: If advert is too large to be sent as email, please send it thru "wettransfer"

8,000 STANDARD PRINT RUN* **38,000** DIGITAL COPIES SENT

WHY MEA-BIZ.COM

WWW.MEA-BIZ.COM

www.mea-biz.com is updated regularly to deliver news and relevant content on a variety of business sectors in the region. The scope of coverage includes Aviation, Business news, Banking & Finance, Travel & Hospitality, Technology, and Wealth Management sector news. Thought leadership content on industry trends and challenges are also offered via exclusive in-depth interviews, opinion pieces and video interviews with executives within various regional markets and sub-sectors.

AUDIENCE

www.mea-biz.com audience are senior business decision makers and influencers in the Middle East and Africa. These include C-level executives, SVP's, VP's, Directors, Managers and General Managers. Our users also include business regulators, associations & trade bodies, consultants, and entrepreneurs.

BANNER ADVERTISING

www.mea-biz.com offers advertisers the opportunity to run monthly tenancy display campaigns across its website applying various creative options ensuring a continuous and constant presence throughout the website. In addition to banner advertising, we also offer webinars, video posts, and editorial opportunities.

CAMPAIGN MANAGEMENT

TYPE	LEADERBOARDS	BILLBOARDS	MPU	VERTICAL
Web Banners Specifications	970x90px	970x250px	300x250px	300x600 px
	728x90 px	768x250 px		
	300x100px	300x250 px		

Campaigns are displayed on rotation, guaranteeing excellent visibility of all the creative formats across all content pages. We can also offer bespoke digital campaign services



WHY MEA-BIZ.COM

E NEWSLETTERS

Our weekly E-newsletters deliver essential news directly to senior executives and thought leaders. By sponsoring our newsletters, you can continuously remind current and potential customers that you exist. Many consumers get busy and forget about a company they are interested in without meaning to divert their attention. By staying top of mind, you increase your chances of being the brand of choice when a customer decides to make a purchase. MEA Business E-newsletter is distributed to 40,000 multisector business leaders on a weekly basis. The E-Newsletter includes Aviation, Finance, Technology, Hospitality and Business sector news updates.

BANNER OPTIONS	CREATIVE SUBMISSION	WEEKLY BANNER COST
Same sizes as web banners	Minimum of 3 days before the campaign	\$2,500 (weekly)

EDM

Our EDM marketing enables campaigns to be delivered directly to 30,000 subscribers. Email marketing provides a reliable form of communication between your brand and your customers. It is a cost-effective solution to reach customers to a place they visit every day – their inbox.

EMAIL SPECIFICATIONS	REQUIRED DETAILS	SUBMISSION LEAD TIMES	EDM COST PER SEND
<p>width: 620px (standard size)</p> <p>File format: html / .htm package which includes the images</p> <p>Total size limit: 100kb</p>	Senders name, Subject line for the email and Date of email blast release	Minimum of 3 days before the campaign	\$3,500 (Monthly)

AUGMENTED REALITY SERVICE

MEA Business Magazine offers readers the option to access hidden digital content via our APP Creative AR. Our augmented reality APP based platform also allows businesses to transform their own printed material into dynamic digital displays. AR superimposes computer generated content on to real-world objects leading to an enhanced perception of reality. AR content can be viewed in real time via smart phone or smart pad. For more information, please contact us at info@cme-media

TYPE	CAMPAIGNS PER MONTH	CAMPAIGN DETAILS	PRICE PER MONTH
Single AR Campaign	1	Client to supply content (image, video or 3d model), our team will upload your content onto our AR Platform (within 7 days)	\$2,500
Multiple AR Campaigns	Up to 5	Client to supply content (images, videos and/or 3d models), our team will upload your content on our AR Platform (within 5 days)	\$5,000
Bulk AR Campaigns	Up to 10	Client to supply content (images, videos and/or 3d models), our team will upload your content on our AR Platform (within 3 days)	\$7,500
Bulk AR Campaigns	Up to 20	Client to supply content (images, videos and/or 3d models), our team will upload your content on our AR Platform (within 3 days)	\$10,000

PRODUCTION AND DESIGN SERVICES

If you require content creation services including video production, graphic design and 3d model creation, please contact us at info@cme-media for a quotation.

CONTACT US

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