

THE REGION'S
FAVOURITE IT
AND CONSUMER
TECHNOLOGY GUIDE



WINDOWS MIDDLE EAST

ويندوز الشرق الأوسط



MEDIA INFORMATION 2010

Overview

There are people that begrudgingly use technology in their day-to-day lives and there are those that simply can't get enough of it. These gadget-hungry consumers simply can't wait to splash their cash on the funkiest new digital devices and upgrade their PCs whenever new components hit the market. They'll also happily jump at the chance to learn their way around the latest software releases and are the first consumers to kit out their homes with high-definition, wireless solutions.

In the Middle East, with its growing populations and impressive earning potential, these technology users are exploding in number, and with their high disposable incomes there is nothing to stop them buying such products at will.

However they need a guide - a trusted and credible publication to explain exactly which products to buy; how they should go about setting them up; and the best ways in which to squeeze the utmost performance from these high-tech purchases.

This guide is *Windows Middle East*, because if it relates to Middle East computing, consumer electronics, gaming or the digital home, it's inside.

Enjoyed by thousands of readers across the region, *Windows Middle East English Edition* caters to both first-time users and enthusiasts alike; any non-professionals in fact who love to keep up with the latest technology trends by buying and using the IT and consumer electronics kit that best fits their needs.

Windows Middle East Arabic Edition meanwhile has a more tech-savvy readership overall, and is therefore more of a technical read. Each and every month it gives today's power PC users and budding IT professionals the up-to-date information they require to effectively move their computing to the next level.

Both *Windows* magazines offer readers a varied and valuable mix of in-depth technology features and consumer investigations, product and game reviews, considered and objective buying advice, and the latest regional technology news and internet know-how.

In addition to being the region's technology read of choice, *Windows* is also playing a key role in the development and expansion of the Middle East PC gaming community via its hugely popular Windows Gaming Championship (WGC) events. Currently into their third year, these span the entire Gulf region and have to date attracted hundreds of avid button bashers to venues that display the WGC banner.

Topics covered in *Windows Middle East* include:

- The 'hot' issues affecting Middle East technology users
- Which hardware and software products readers must buy
- How to use technology to become more productive and have fun
- Exactly how the latest technologies work
- Consumer investigations on topics as diverse as internet pricing and product support

WINDOWS MIDDLE EAST 2010 editorial calendar

	MAIN FEATURES	GROUP TESTS	WORKSHOPS
JANUARY (on sale December 07)	Gear of the year 2008	Netbooks	Get a website
FEBRUARY	Storage anatomy	N/A	Personalised Email
MARCH	Cloud computing and netbooks	N/A	Turning the Xbox into a Media Centre
APRIL	Geo-tagging	Intel Core i7 motherboards	Encrypting your data
MAY	How the economic downturn has affected the tech industry	AMD motherboards	How to vectorise an image
JUNE	Classic game re-makes	SSD drives	How to watch TV on your PC
JULY	Getting a job using social networks	iPod Speaker docks	PC tune-up guide
AUGUST	Wireless technology walkthrough	Smartphones and PDAs	How to convert DVDs to DivX backups
SEPTEMBER	The best in touch screen mobiles	Entry level graphics cards	How to use your PlayStation3 to FOLD
OCTOBER	The top ten most useful online services	USB hard drives	Upgrade your notebook's RAM
NOVEMBER	Technologies that changed desktop computing	Desktop replacement notebooks	Boost your notebook's battery life
DECEMBER	Gear of the year 2009	Ultra high-end gaming graphics cards	Upgrade your computer on a budget

Readership

WINDOWS MIDDLE EAST

40,600 (2.9 readers per copy)

30% of readers say their copy is read by 5+ people

72% of readers say WUE is superior to other publications in its sector

100% of readers claim Windows' editorial and advertising content helps them to make buying decisions

ITP Business Reader Survey April 2007



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37,500 (2.5 readers per copy)

78% of readers say WUA is superior to other publications in its sector

97% would recommend WUA to an associate or friend

89% rate its editorial content as good or better than that of similar publications

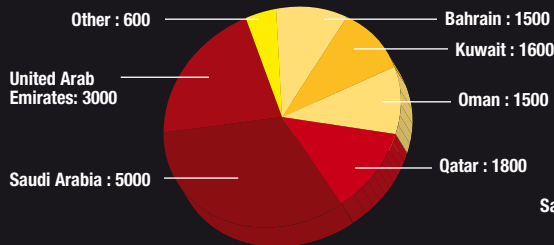


ويندوز الشرق الأوسط **2010** editorial calendar

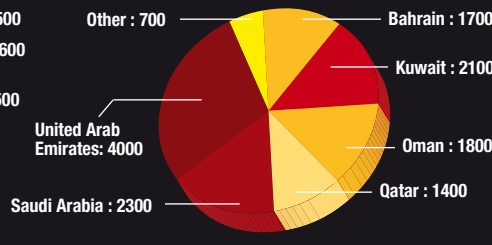
	INVESTIGATION	GROUPTEST	FACE-TO-FACE	ONLINE/OTHER
JANUARY (on sale December 07)	Top websites and software tools for students	Explore the latest multimedia external hard disks	Ten things to do with your GPS system	Audio bliss – how to boost your computer Audio
FEBRUARY	Home Wireless Video	Web search secrets: tips to get the exact answers to your web searches.	Gaming kit	Adobe creative Suit 4 (part 1 Photoshop and Indesign)
MARCH	Graphics cards, tips on buying the ideal card	\$2000 gaming PCs	Office All-In-Ones: Laser MFDs	Twitter
APRIL	High end Monitors: Sony, LG, Samsung, ViewSonic and Panasonic	YouTube-friendly Camcorders	Anti-virus software	Time to backup with ease, Super Storage: external hard disks
MAY	Home entertainment notebooks	Secure your online activities	The best of Point and Shoot cameras	-
JUNE	Top Small Form Factor PCs	Home network switches	Best PC games of 2009	Your online job search starts here
JULY	Budget LaserJet	Workshop: Remote access	The best of voice command tools	Beware counterfeit products
AUGUST	10 steps for PC security	What is hot in Windows 7?	Build your Dream PC	Wi-Fi Hotspots in the GCC
SEPTEMBER	Mono laser printers	Home entertainment PCs	Get wireless video at home	Best photo editing tools
OCTOBER	Top Mobile video players	Snap Happy: digital cameras	Desktop replacement laptops	50 websites you must bookmark
NOVEMBER	Eco-friendliest IT kit	Touch screen everywhere	Entertainment on the go, the best desktop replacement notebooks	Best performance of the ultra-portable notebooks
DECEMBER	Best software of 2009	Get the most of your SLR Camera	CPU guide	Wireless access points



Breakout of Estimated Country Readership



Total : 15,000 x 2.5= 37,500 Windows Arabic



Total : 14,000x 2.9= 40,600 Windows English

Advertising Rates

POSITION	ENGLISH OR ARABIC EDITIONS	ENGLISH & ARABIC EDITIONS
Outside Back Cover	AED 38,535	AED 58,720
Inside Front Cover	AED 33,030	AED 51,380
Inside Front Cover DPS	AED 49,545	AED 66,060
Inside Back Cover	AED 29,360	AED 47,710
Double Page Spread	AED 34,865	AED 62,390
Full Page	AED 21,836	AED 33,764
Full Page < 21	AED 25,690	AED 36,333
Full Page < First half	AED 21,102	AED 35,232
Full Page Section Leader	AED 21,102	AED 36,333
Half Page Vertical	AED 15,597	AED 26,424
Half Page Horizontal	AED 15,597	AED 26,424
Quarter Page	AED 12,826	AED 19,267

Technical Specifications

ENGLISH AND ARABIC EDITIONS	TRIM W x H (mm)	TYPE W x H (mm)	BLEED W x H (mm)
Full Page	205 x 275	180 x 260	215 x 285
Double Page Spread	410 x 275	395 x 260	420 x 285
Half Page Horizontal	N/A	175 x 119	N/A
Half Page Vertical	N/A	90 x 240	N/A
Quarter Page	N/A	90 x 119	N/A

eNewsletter

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE
Sponsorship Banner	GIF, JPEG	645 X 200px	50KB	AED 14,688 per issue
Marquee Banner	GIF, JPEG	340 X 60px	20KB	AED 9180 per issue
Vertical Banner	GIF, JPEG	120 X 240px	20KB	AED 7344 per issue

Dedicated eMarketing

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE
E-mail Shots	GIF, JPEG, HTML, Text	Width can be reduced or increased (up to 640px)	100KB	AED 991 CPM

ITP Technologys Publishing also produces the following related publications:

CHANNEL CHANNEL Network CommsMEA acn



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