

# RetailNews MIDDLE EAST

NEWS, DATA & ANALYSIS FOR MIDDLE EAST FMCG PROFESSIONALS

## Media information 2009

### About Retail News Middle East

**Retail News Middle East** leads the market as the definitive monthly resource for the region's FMCG professionals, producing a range of in-depth reports and analyses.

**Content** The publication provides unrivalled coverage of the latest product launches and developments, shopper trends, up to the minute regional and international news, industry data and category information and issue-driven features, from recruitment and emerging markets to speciality retailing and Government schemes.

**Readership** The magazine's focus on helping readers run their businesses more effectively has resulted in it being read by more than 27,200 professionals, from directors of large multiples to independent retailers. The strong readership includes food manufacturers, branding companies, consulting firms, professionals at supermarkets, hypermarkets and convenience chains, suppliers and distributors, while the Industry Update section attracts real estate professionals and mall operators.



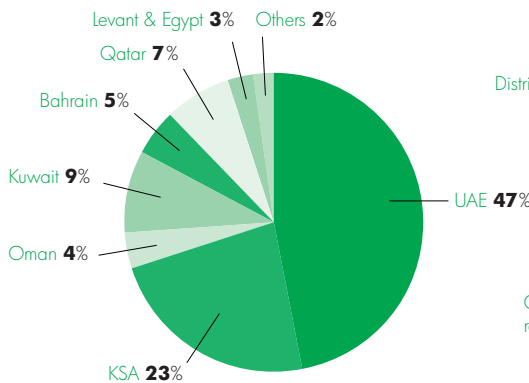
• Industry Update • New Players • Products •

### FAST STATS

8,000 Circulation • 27,200 readership •

**79%**

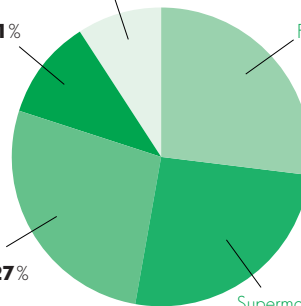
of readers consider Retail News ME to be superior or better to other publications within the sector from this region.



Manufacturers 9%

Distributors 11%

Other retailers 27%



**97%**

of our readers have used Retail News ME to make purchasing decisions at one time or another.

\* ITP Business Readership Survey Oct 2007

### What our readers said:

**David Edwards, Managing Director, IMES Consulting Group:** "RNME provides a succinct summary of developments in a rapidly changing environment, all in an easily digestible package. Regional News keeps me up-to-date with market happenings."

**Sheeraz Siddiqui, National Sales and Marketing Manager, Emirates Macaroni**

**Factory:** "Retail News fills the much needed information gap that exists in the Middle East's retail sector. The vast number of topics covered gives us insights into the latest trends and how to stay competitive in the marketplace."

**Baran Fidanboy, Founder, Meykar Food and Beverage Co:** "Keeping key decision makers informed of retail-related news and empowering

readers to be more confident in taking tough business decisions is what Retail News is all about. It is an absolutely remarkable magazine and a source of high quality information."

**Mark Spicer, Client Services Director, Grass Roots Middle East:** "We have found the magazine to be a useful tool in keeping up-to-date with regional news in this sector."

Retail News Middle East is a part of ITP Business Hospitality and Catering Group

Hotelier Middle East

Caterer Middle East

RetailNews Middle East

## 2009 EDITORIAL CALENDAR:

	January	February	March	April	May	June
<b>Category Reports</b>	Focus on Breakfast / Branding Roundtable / Confectionery / Electrical appliances / Noodles & rice	Focus on Hot Beverages / Retail Leasing Roundtable / Speciality fine foods / Breads, Pastries & bake-Off / Infant Care	Focus on Male Grooming / Recruitment and Training / Cakes & biscuits / Convenience Foods / Butters & Spreads	Focus on Beauty Care / CEO Roundtable / Canned Goods / Crisps, Nuts & Snacks / Fashion	Focus on In-Store Technology / Packaging Innovations / Preserves / Frozen Foods / Dairy Products	Focus on Shopfitting / Focus on New Openings / Juices & smoothies / Fresh Produce / Refrigeration equipment
<b>Shows</b>	Menope	Gulfood		Gulpack / Retail City / ME Food	World Retail Congress	Gulf Beauty
	July	August	September	October	November	December
<b>Category Reports</b>	Focus on Suppliers / In-store promotions / Focus on Vegetarian / Lunchbox / Chewing Gum	Focus on Home Care / Merchandising / Ice Cream / Focus on Organic / Festive Products	Focus on Non-food Sales / Distributor Roundtable / Bottled water / Oils / Retail Security	Focus on Soft Drinks / Focus on Lebanon / Tobacco / Home entertainment / Pasta & Sauces	Focus on Packaging / Focus on Saudi Arabia / Barbeque / Sauces & Condiments / POS innovations	Focus on Loss Prevention / Focus on Bahrain / Yoghurts & desserts / Pet Care / Meat & Fish
<b>Shows</b>				Seafood Expo	Sweets ME / Halal Expo	Drink Technology Expo

## ADVERTISING RATES AND SIZES:

Position	Specifications	Single issue price (Per insertion)	Six series (10% discount) (Per insertion)	Twelve series (15% discount) (per insertion)
<b>Prime Positions</b>				
Inside Front Cover	200 x 265 mm	USD \$6600	USD \$5940	USD \$5580
Inside Back Cover	200 x 265 mm	USD \$6150	USD \$5540	USD \$5230
Outside Back Cover	200 x 265 mm	USD \$7350	USD \$6620	USD \$6260
Double Page Spread	400 x 265 mm	USD \$9465	USD \$8510	USD \$7900
<b>Standard Advertising</b>				
Full Page ROP	200 x 265 mm	USD \$5445	USD \$4900	USD \$4500
Full Page 1* RH	200 x 265 mm	USD \$7150	USD \$6430	USD \$6060
Half Page Horizontal	177 x 112 mm	USD \$3485	USD \$3130	USD \$2970
Half Page Vertical	87 x 228 mm	USD \$3485	USD \$3130	USD \$2970
Quarter Page Horizontal	117 x 54 mm	USD \$2530	USD \$2280	USD \$2150
Quarter Page Vertical	44 x 255 mm	USD \$2530	USD \$2280	USD \$2150
Quarter Page Regular	88 x 128 mm	USD \$2530	USD \$2280	USD \$2150

Creative options including false front covers, tailored supplements, magazine wraps and front cover gate folds are available on request.

Other options such as Belly Bands, CDs and Inserts given on request.

\*Please add 5mm bleed to artwork

## eNEWSLETTER:

Name	Format	Dimensions	File size	Single issue (Per insertion)	Six series (Per insertion)	Twelve series (Per insertion)	Twenty four series (per insertion)
Sponsorship Banner	GIF, JPEG	645px X 200px	40 KB	USD \$3000	USD \$2850	USD \$2700	USD \$2550
Marquee Banner	GIF, JPEG	468px X 60px	20 KB	USD \$1000	USD \$950	USD \$900	USD \$850
Square Button	GIF, JPEG	120px X 120px	15 KB	USD \$500	USD \$475	USD \$450	USD \$425
Vertical Banner	GIF, JPEG	120px X 240px	25 KB	USD \$1000	USD \$950	USD \$900	USD \$850
Emailshots	GIF, JPEG	Up to 750px	100 KB	USD \$270 CPM			

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**ABOUT ITP BUSINESS**  
ITP Business publishes more trade publications than any company in the Middle East, and produces a wide range of market-leading titles and award programmes for key vertical markets, including information technology, construction, hospitality, transport, healthcare, energy, and broadcast & communication. In addition, ITP Business organises seminars, roadshows and conferences, as well as providing tailored event management services for corporate clients.