

CEO

MIDDLE EAST

Media Information 2010





Introduction



Features

- CEO Middle East is an indispensable guide to doing business in a region that offers unique challenges and opportunities for senior management.
- Every issue includes exclusive interviews with leading CEOs from across the region, news analysis and opinion pieces offering comment on topical issues affecting businesses across the world.
- CEO Middle East's editorial team has gained exclusive access to the likes of property magnate Donald Trump, Thailand's former Prime Minister Thaksin Shinawatra and leading Arab business figures such as Mohi-Din Binhendy, Hamid Jafar and Akbar Al Baker.
- It regularly breaks exclusive news stories – both online and in print.
- In addition to its big name interviews, the magazine contains essential reading for CEOs and their lifestyles – the cars they drive, the hotels they stay in, the private jets they fly and the gadgets they cannot survive without.

Special reports

Every issue features an in-depth special report section featuring articles on a different industry sector or country reports. The articles provide insight into the latest industry trends and insight into the future of that industry.

CEO online

CEO's monthly online newsletter is emailed to 9,000 subscribers every month.

It reaches their inboxes on the first of the month and features the pick of the best articles from every issue.

- All CEO features also appear in www.arabianbusiness.com which reaches 550,000 unique users a month and 3,000 000 in total per month.

Contents



Big picture

A snapshot summing up the biggest news to hit the headlines that month.

Stats & quotes

A brief summary of the most interesting and global news stories including quotes from political and financial figures, and Twitter updates from some of the world's leading CEOs.

Opinion

Business people, academics and journalists from around the globe give their opinion on important topical issues.

How do you manage?

A business leader opens up about life in the workplace,

how they deal with difficult situations and which business leader they most admire.

News analysis

An in-depth analysis of one of the biggest news stories to hit the business world that month.

Books

Reviews of the latest business publications to hit the shelves.

Cars

CEO hits the road and tests out what you can get for your money in the Middle East.

Travel

A look at hotels and global destinations that appeal to the busy international executive.

Bucket list

A senior CEO goes on the record about the ten things they would like to achieve in their lifetime.

Object of desire

What do you buy for the executive that has it all? Find out here.

Handwriting analysis

CEO Middle East analyses the signature of a leading CEO and finds out what it says about them.



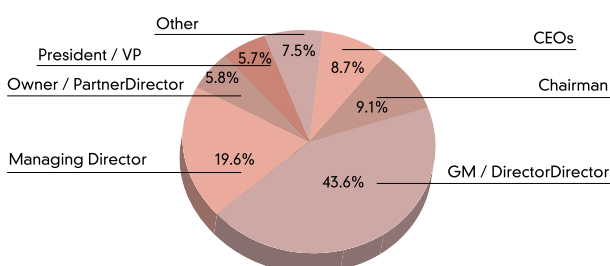
CEO English 12,923
BPA Audited Average
Circulation Jul-Dec '08

Our target audience for CEO Middle East magazine are high net worth individuals with a high disposable income from a variety of sectors – in order to qualify to receive the magazine, you must be a CEO / Managing Director / General Manager / Chairman of a company

Readership: By Geography English (monthly)

UAE	55%
Saudi Arabia	12.4%
Bahrain	6.4%
Qatar	5.1%
Oman	5.4%
Kuwait	10.8%
Egypt	–
Jordan	0.8%
Lebanon	0.7%
Rest of the World	3.4%
Total Circulation	12,923

Readership: By Job Type*



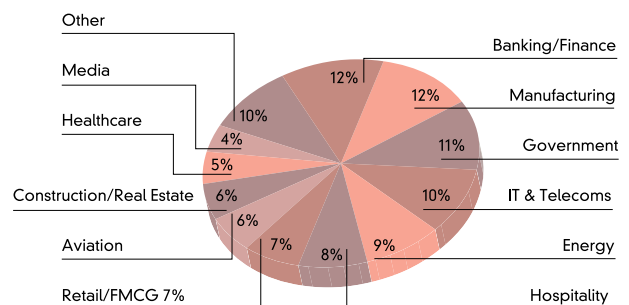
The style of the magazine makes it unique. It is the only publication in the Middle East that gets behind the CEO – what makes them tick, what drives them, what motivates them

– Sir Stelios Haji-Ioannou, founder of easyJet

There are very few magazines that inspire business leaders. I find CEO Middle East is one of those, particularly through the style of interviews it conducts

– Sheikh Mohammed Al Jaber, founder of MBI International and the world's fourth richest Arab

Readership: By Industry*



*Publisher's Own Data for the 6 month ended Dec'08 *As per BPA Worldwide Circulation Statement for the 3 month ended Dec '08

Editorial Calendar for 2010



CEO MiddleEast Awards

March	Kingdom of Saudi Arabia, Riyadh
September	United Arab Emirates, Dubai

CEO Middle East Magazine - Editorial calendar

2010

February	Q&A on Offshore banking & Islamic banking
March	Country Report on Saudi Arabia
April	Q&A on Real Estate & Tourism (as we have the Arabian Travel Market Event in May)
May	Country Report on Abu Dhabi
June	Q&A on Tourism, Hospitality & Travel
July	Q&A on Telecoms & IT
August	Country Report on Qatar
September	Q&A Islamic financing & Wealth and Asset management
October	Q&A Architecture & Engineering
November	Q&A Retail & Malls
December	Country Report on Bahrain and our annual listing of Top 50 GCC Executives

Editorial & rate card 2009/10

POSITION	AD SIZE (mm)	RATE with 30 days credit (AED)
Inside Front Cover - A4	205 x 270	41,860
Inside Back Cover - A4	205 x 270	36,123
Outside Back Cover - A4	205 x 270	54,419
Inside Front Cover Spread	410 x 270	63,231
Inside Front Cover Gatefold	410 x 270	71,236
Inside Back Cover Gatefold	410 x 270	71,236
A4 DPS	410 x 270	54,419
A4	205 x 270	33,048
A4 < p.21	205 x 270	36,720
A4 Section Leader	205 x 270	6,720
Half A4 Vertical	80 x 215	20,200
Half A4 Horizontal	165 x 125	20,200

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