

acn

ALIGNING BUSINESS AND IT STRATEGIES FOR THE MIDDLE EAST

MEDIA INFORMATION 2009



OVERVIEW

The Middle East is a rapidly changing region, where the IT sector is both maturing rapidly to match more developed regions, and facing its own unique challenges and opportunities for growth and development.

Organizations in the region that wish to capitalize on the wealth of opportunities available must implement the right structures, processes and business models to achieve real and continued business success. And these organizations are looking to their IT leaders - CIOs, IT directors and IT managers - to help them put these structures and processes in place, and to achieve a wide range of goals including business growth, improved governance and compliance, better customer communications, and faster, more informed decision making.

ACN, the region's first and finest enterprise IT publication, is the must-read magazine for high-ranking IT professionals and CxOs looking to bring real business change.

For the past 24 years, the magazine has been the de facto monthly guide for information technology professionals and C-level executives who truly want to understand the benefits IT can bring to their businesses.

Each month ACN provides its readers with in-depth details of the latest Middle East IT projects and analysis of the hottest global technology issues. It also delivers real business insights into the trends spanning both technologies and industry.

With its authoritative content, awareness of how technology solutions and business strategies should work in harmony, ACN delivers real value for its readers by demonstrating how technology can be seamlessly integrated into a business, and in turn drive growth and deliver exponential returns on investment.

Using case studies, analysis, and hard business reporting on subjects ranging from software, e-business, infrastructure, enterprise computing, human resources and business strategies, ACN addresses both technology professionals and business heads.

The magazine, as it has done for over two decades, provides these readers with the tools they require to leverage their IT investments, improve business processes, enhance customer and partner relationships and, ultimately, boost their bottom lines.

Along with regular news and comment, ACN is divided into four sections, addressing every stage of the IT and business decision-making process:

PLAN Strategy and insight for the region

PROCESS Best practices for IT professionals

PRODUCT The technology driving regional enterprises

PEOPLE Management insight and industry profiles

READERSHIP

29,000 readers per month

Over 24% of ACN subscribers have their copy read by 5 people or more.

EDITORIAL

50% of ACN readers consider its editorial to be good

23% of ACN readers consider its editorial to be excellent

77% of readers consider ACN editorial to be good or better than that other publications within the sector.

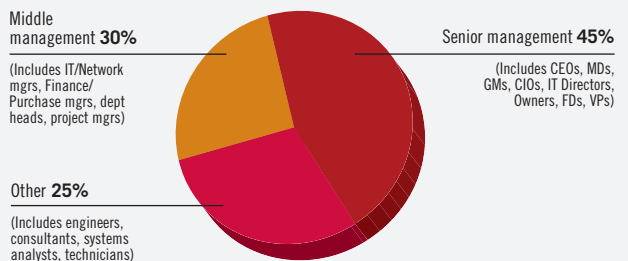
PURCHASING DECISIONS

52% of readers often use ACN to make purchasing decisions based on its editorial and advertising content.

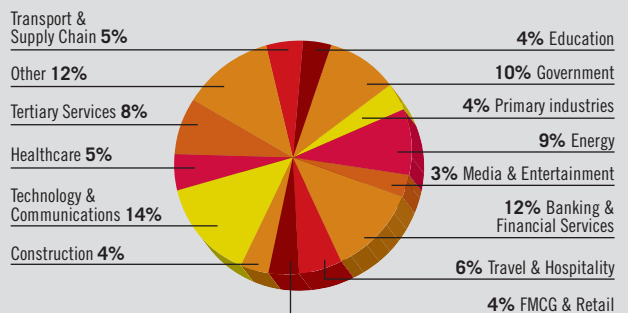
RECOMMENDATIONS

82% of readers would recommend ACN to their business associates.

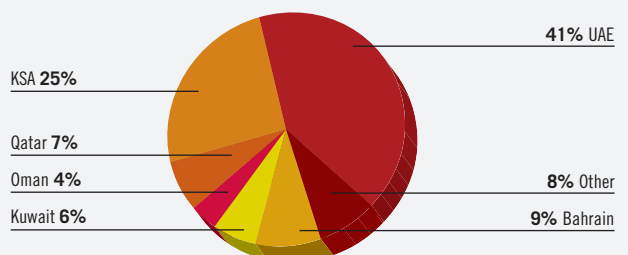
READERSHIP BY SECTOR



READERSHIP BY INDUSTRY



READERSHIP BY COUNTRY



2009 editorial calendar

Jan	Education Focus ACN asks software vendors and major education institutions if budgets and projects are suffering during the credit crisis.	Broadcast IT ACN sits down with the region's top broadcasters to discuss the unique IT challenges of their industry.	Video Conferencing Has video conferencing finally come of age in the region's enterprises?
Feb	Disaster Recovery ACN speak to enterprises across the region to find out if they have finally begun taking steps to ensure continuity in case of a major catastrophe.	Incident Forensics How many clues do would-be data thieves leave behind at the scene of an IT break-in? ACN investigates.	Next Gen Technologies ACN peers into its crystal ball to see which technologies are likely to meet with enterprise success.
Mar	Dream Enterprise Systems CIOs spill the beans on the systems they'd most like to have if money was no object.	End Users Vs Vendors Vendors and their PRs come under the hot lights of interrogation as CIOs ask them the questions they've always wanted to.	Healthcare IT ACN talks to hospitals and healthcare vendors to see how this vertical is making use of technology to aid its rapid growth.
Apr	Emerging Market Focus TBC: ACN takes an in-depth look at the countries that aim to lend assistance to the Middle East's technology growth.	Choosing the next OS ACN takes a look at the choices on offer for firms looking to upgrade to the latest and greatest operating system.	Enterprise Resource Planning It's the nervecentre of the modern enterprise – but one of the hardest to implement. ACN asks if things have changed.
May	CIOs in the Boardroom Have the region's CIOs got a real say at boardroom level, and how do they deal with demands from other departments	VOIP ACN takes a critical look at the much-hyped technology to see what impact it has had on Middle Eastern enterprises.	Datacentres ACN takes a look at the emerging products in the datacentre space and the current state of the market.
Jun	Infrastructure Trends Wire, cables and plugs – ACN investigates how the smallest elements of IT can be the most important.	IT in Finance It's one of the biggest verticals for IT – but how has 2009 spending been hit by the credit crisis?	Business Intelligence Regional enterprises look to get more insight from their corporate data
Jul	Emerging Market Focus TBC: ACN takes an in-depth look at the countries that aim to lend assistance to the Middle East's technology growth.	Mobility Vendors claim that the mobile office is the future of enterprise computing – but has the technology really come far enough?	Document Management As the Middle East continues to drown in an ocean of paper, ACN talks to the top document specialists to find out what countermeasures exist.
Aug	Shadow a CIO ACN gets a top regional CIO to spill his or her secrets to success – and what the team really thinks of their boss.	Internal Security With disgruntled staff now becoming a problem, ACN investigates how companies are looking to protect data from internal threats.	Collaboration Systems Regional teams are becoming increasingly mobile, so it's up to collaboration software to keep productivity high.
Sep	Emerging Market Focus TBC: ACN takes an in-depth look at the countries that aim to lend assistance to the Middle East's technology growth.	Skills Shortage ACN investigates enterprises to discover if their employees have the right skillsets for success.	Customer Relationship Management (CRM) As the pressure continues to grow on regional sales forces, ACN looks for products to make their life easier.
Oct	Outsourcing Apathy Have Middle East enterprises bought into outsourcing – from development to hosting – or is the region still apathetic?	IT Governance How the regions enterprise are improving standards through governance programs, and which one is right for your organization	External Security Enterprises are constantly under attack from external threats. ACN rounds up the products that are often their only defence.
Nov	Emerging Market Focus TBC: ACN takes an in-depth look at the countries that aim to lend assistance to the Middle East's technology growth.	Arab Technology Awards ACN reveals this year's winners of the most prestigious technology award in the region.	IT Project Management Keeping control of IT projects is a major challenge for any organization – how are the region's CIOs tackling the problem
Dec	Emerging Technologies What new technologies will have the most impact on Middle East organizations in 2010?	Cutting Costs How IT can align with business process to cut costs, and key strategies for IT to control its own costs	Virtualisation Uptake The much-written about tech has been in the region for several years now – but have enterprises really seen the benefits yet?

ITP Technology is the largest, and longest established technology publishing company in the Middle East, producing a range of titles in English and Arabic that cover all aspects of the ICT industry. ITP Technology's editorial expertise is also delivered through itp.net, the leading technology portal in the region, to offer unmatched coverage and expertise. ITP also organises seminars, roadshows and conferences for the IT industry, as well as hosting the leading technology award programs for the region.



2009 Events

Look out for ACN at the following regional events:

BICSI April, August, November
GITEX KSA April
GITEX TECHNOLOGY WEEK October



Each year the region's world-class projects receive the recognition they so richly deserve as ACN hosts the Arab Technology Awards, held in association with GITEX Technology Week.

Designed to herald the projects that shine as beacons of excellence, the ACN Arab Technology Awards laud both corporate and individual achievement by vendors, integrators and end users.

The ACN Arab Technology Awards take place during GITEX Technology Week and the gala event is held at a top five star hotel in Dubai, United Arab Emirates. The evening brings together the cream of the region's end user, vendor and integrator community.



Platinum Sponsor

ADVERTISING RATES

POSITION	SINGLE ISSUE PRICE	SIX SERIES PRICE	TWELVE SERIES PRICE
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Full Page	AED 22,028	AED 18,356	AED 14,684
Half Page Spread	AED 23,864	AED 20,192	AED 16,520
Half Page	AED 16,520	AED 12,848	AED 9176
Bottom Page Strip	AED 12,848	AED 9176	AED 5504
Right Hand Page	AED 25,337		
First Half	AED 25,337		
First Half RH Page	AED 27,540		

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Cover Mount	Price on application	N/A	N/A
Inside Front/Back Cover Gatefold	Price on application	N/A	N/A
Inserts	AED 20,196 up to 4 grams 4 grams + price on application	N/A	N/A
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	450 x 300	460 x 310	420 x 270
Full Page	225 x 300	235 x 310	195 x 270
Half Page Horizontal	195 x 135	N/A	N/A
Quarter Page Horizontal	195 x 65	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

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

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