

# EducationTimes

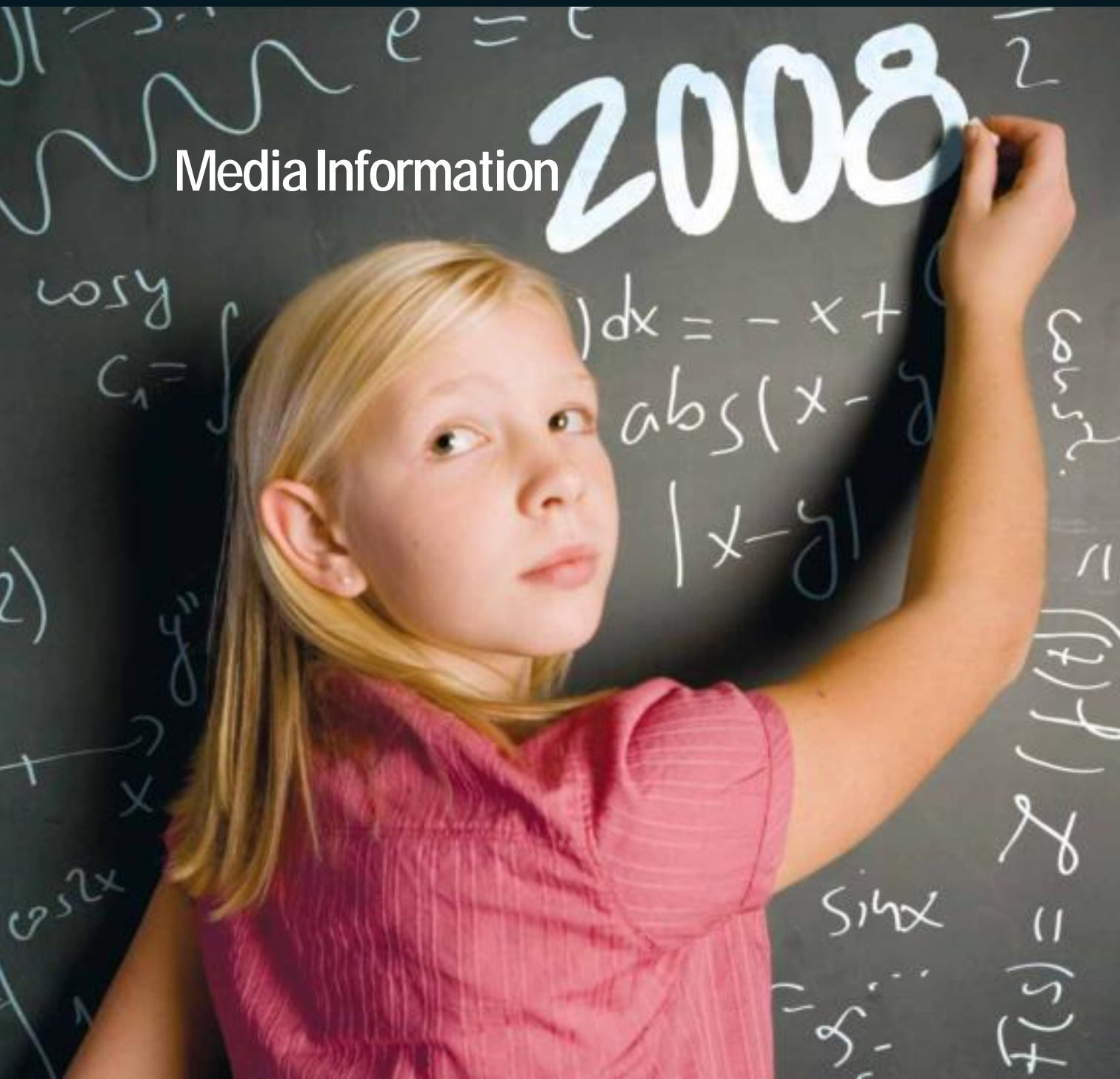
MIDDLE EAST

THE ESSENTIAL GUIDE FOR MIDDLE EAST TEACHING PROFESSIONALS

An ITP Business Publication

Media Information

2008



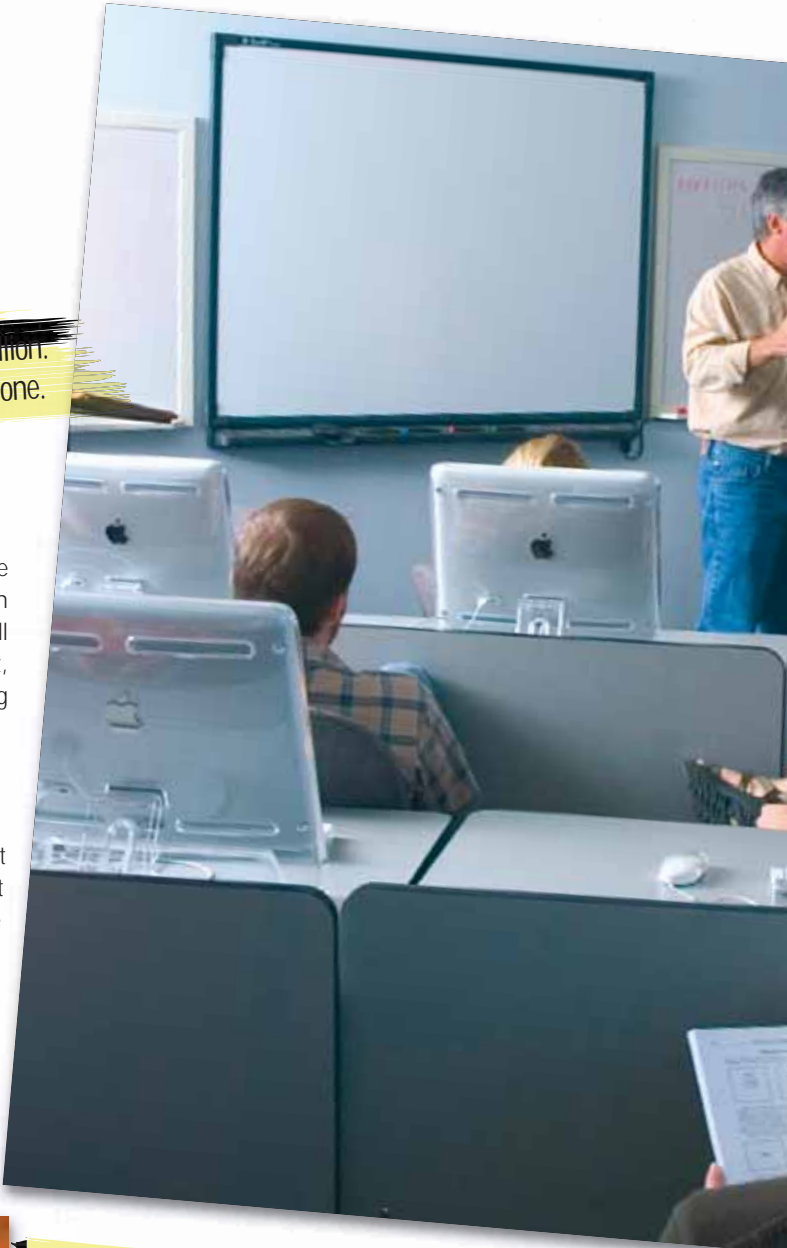
Education Times Middle East is the only magazine in the Gulf worth USD 8 million. Our editorial team was awarded by the UAE to ACEE alone.

## NEWS

Education Times Middle East reports on and brings together the most up-to-date regional and international news in education in one definitive place. Backed by in-depth research, stories will analyse local education policy and practice in a global context, while investigative pieces will tackle the critical issues affecting the way educators work.

## FEATURES

How can schools, universities and institutes efficiently recruit and retain quality teachers? How can they effectively exploit technology? What can policy makers do to better prepare students for work in the private sector? How can schools increase enrolments in an increasingly competitive market? How can international institutes best take advantage of opportunities in the Gulf? Each month, Education Times Middle East will speak to a range of experts on these and other pertinent topics, presenting a complete picture of the developments and challenges facing this dynamic industry.



**FACT:** EducationTimes Middle East is the only definitive resource with the interest and concerns of

## INTERVIEWS

From education ministers and heads of government bodies to deans of leading universities, schools and training institutes, the visionaries of the education industry will share their expertise and reveal their strategies for future growth in Education Times Middle East. Feature-length interviews will answer readers' most pressing questions on the policies and strategies fundamentally impacting their work.

## COUNTRY PROFILES

Gulf nations are investing in education at a frenetic pace – creating unprecedented opportunities for education providers. Each month, Education Times Middle East will feature thorough and balanced market analysis on the Gulf's most education-driven countries. It will highlight the investment opportunities, point out the potential risks, forecast growth and detail essential statistics.





## MAGAZINE ADVERTISING RATES

POSITION	SINGLE INSERTION	6 INSERTIONS (price per insertion)	12 INSERTIONS (price per insertion)
<b>STANDARD ADVERTISING</b>			
Full Page	AED 22,000	AED 19,800	AED 18,700
Half Page	AED 14,500	AED 13,050	AED 12,350
Quarter Page	AED 10,950	AED 9,850	AED 9,300
<b>PRIME POSITIONS</b>			
Inside Front Cover	AED 26,000	AED 23,400	AED 22,100
Inside Back Cover	AED 24,200	AED 21,800	AED 20,600
Outside Back Cover	AED 26,000	AED 23,400	AED 22,100
Inside Front Double Page Spread	AED 39,000	AED 35,100	AED 33,200
Double Page Spread	AED 32,300	AED 29,050	AED 27,450
<b>CREATIVE ADVERTISING</b>			
False Front Cover	AED 55,100	POA	POA
Magazine Wraps (Belly Bands)	AED 36,700	POA	POA
Front Cover Gate Folds	AED 55,100	POA	POA
Bespoke Supplements	From AED 55,100	POA	POA

## PRODUCTION INFORMATION

SPECIFICATION	TRIM SIZE WxH (mm)	BLEED SIZE WxH (mm)	TYPE SIZE WxH (mm)
Full Page	205 x 275	215 x 285	190 x 260
Double Page Spread	410 x 275	420 x 285	395 x 260
1/2 Horizontal	-	-	175 x 114
1/2 Vertical	-	-	85 x 245
1/4 Vertical	-	-	45 x 245
1/4 Regular	-	-	87 x 115

## eNEWSLETTER

The Education Times Middle East eNewsletter is sent to just over 9,000 professionals from the education industry every two weeks (twice per month). On average 45-48% of our readers open the eNewsletter.

NAME	SINGLE INSERTION	6 INSERTIONS (price per insertion)	12 INSERTIONS (price per insertion)	24 INSERTIONS (price per insertion)
Sponsorship Banner	AED 12,850	AED 11,600	AED 10,950	AED 9,650
Marquee Banner	AED 7,350	AED 6,600	AED 6,250	AED 5,500
Vertical Banner	AED 5,500	AED 5,000	AED 4,700	AED 4,150
Square Button	AED 4,600	AED 4,150	AED 3,900	AED 3,450

## ONLINE ADVERTISING (www.arabianbusiness.com)

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NAME	DIMENSIONS	FILE SIZE	POSITION	COST
Top Banner	468px X 60px	30 KB	Top of each page, next to the masthead	AED 239 CPM
MPU (multi page unit)	300 x 250 px	35 KB	Within central column of ALL pages	AED 312 CPM
White Space Banner	220 x 550 px	50 KB	The white space visible on right side of page	AED 349 CPM
Leaderboard	728 x 90 px	50 KB	Above the Masthead	AED 294 CPM

## DEDICATED eMARKETING

NAME	MEDIA TYPE	DIMENSIONS	POSITION	FILE SIZE	COUNT	COST
Email Direct Marketing Campaign	HTML	640 px wide, max;	Permission marketing	100 KB	Database Size 280,000	AED 991 CPM

EducationTimes<sup>MIDDLE EAST</sup>

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