

[>About Us](#)

ITP.net is the region's premier resource for ICT news, features, and product reviews. Journalists from ITP's 11 specialized IT and Communications titles, contribute their stories to ITP.net as they break. ITP.net offers market intelligence resource and our e-newsletters deliver the news up to 24 hours ahead of traditional print media. From CIO to IT Manager, Project Manager to end user; ITP.net is first with all the inside information for a booming business market.

ITP.net and GitexTimes.com, contributed to daily from the industry's top titles. Unique and trusted voice in print & online journalism with quality business reporting. Premier quality of editorial coverage of UAE & Arabian technology affairs with original content, news and analysis.

First to cover and question the most important issues of the day in the Middle East region. Offering unbiased, concentrated, in-depth news stories and analysis throughout the UAE and GCC. Breaking away from the current online trend of publishing press releases and using syndicated content which is a frequent trait for many websites within the UAE.

ITP.net applies the same high values of journalism and unbiased reporting specifically to the Middle East utilizing it's access to grass roots journalists from ITP's 11 key Business and Executive publications as well as its dedicated online journalist team

>Demographics

## ITP.net Reach

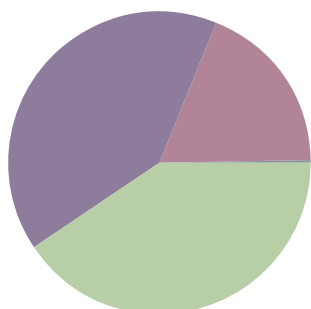
335,000 impressions (per month)

95,000 unique visitors (per month)

### Country Breakdown – Top 10

	Visits	Page Views
United Arab Emirates	32,308	129,555
Saudi Arabia	11,517	28,101
United States	11,504	21,512
Egypt	6,534	15,093
United Kingdom	5,250	13,807
India	4,241	8,821
Canada	2,416	3,527
Jordan	2,349	5,120
Qatar	2,062	5,113
Kuwait	1,820	4,500

### Traffic Sources



● **Direct Traffic:**  
40.69%

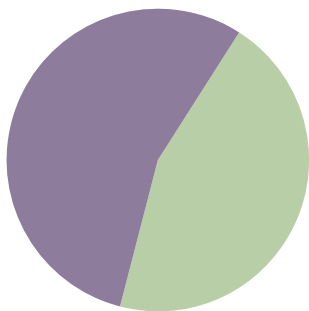
● **Search Engines**  
40.57%

● **Referring Sites**  
18.73%

● **Other**  
0.01%

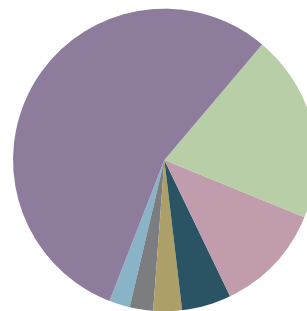
## >Demographics

### Gender



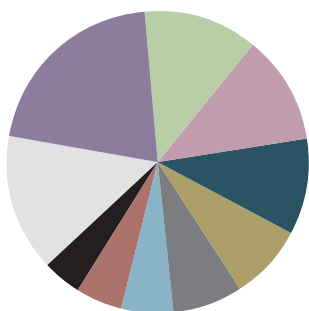
● Male	53%
● Female	43%

### Country of Residence



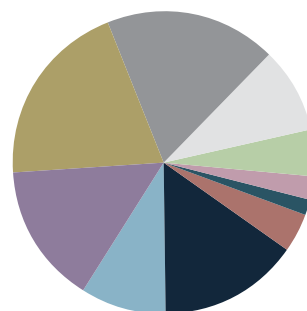
● UAE	55.4%
● Saudi Arabia	20.1%
● Egypt	11.6%
● Kuwait	5.4%
● Bahrain	2.9%
● Qatar	2.4%
● Oman	2.2%

### Industry



● ICT	20.9%
● Banking & Finance	12.5%
● Construction	11.6%
● Media & Marketing	10.2%
● Travel & Hospitality	8.2%
● Oil & Gas	7.6%
● Transportation	5.5%
● Retail	5.0%
● Government	4.0%
● Other	14.1%

### Job Function



● CIO	18%
● CEO	6%
● MD	3%
● VP	2%
● IT Management	24%
● IT Engineer	22%
● IT Consumer	11%
● Webmaster	5%
● Network Administrator	18%
● Other	11%

[>Testimonials](#)

“We consider ITP as one of our strategic media partners to promote our products in the region and improve our brand and visibility. Our ITP marketing campaigns (magazines, newsletters, etc) for last few years were extremely successful. As a result, our company was able to generate solid leads which materialized in effective sales for our HR & Payroll products namely hr-base and hr-easy. ITP campaigns were customized to our business needs and proved to be highly effective even in the last few months where businesses are facing a tough situation to cope with the financial crisis.”

Marwan Zeineddine, Business Development Manager, Business Systems House

“On behalf of the Symantec MENA Marketing Team, I want to thank you for your splendid job for the KVS campaign. We would also like to thank all your marketing team for being helpful, tactful, and speedy simultaneously! The campaign was an outstanding success in every way, [we expected] 100 answers [the actual results were] more than 1350 ...”

Ikram Achouki, Marketing Manager Middle East & North Africa - Symantec Corporation

### >Transparency

As well as using Google Analytics we have now signed up to 3rd party auditing /measurement tools Effective Measure. These third parties monitor our traffic independently as well as running on site surveys to allow us to know more about the demographics of our readers. This means we are fully audited and allows full transparency of our portal.

### >Advertising with ITP.net

ITP.net can put you in touch with your target market with the following advertising options:

1. Display Advertising (standard & non-standard)
2. Special Execution
3. Direct Email Marketing
4. Newsletters

## >Display Advertising: Standard Banners

- Present your message visually, directly on our website with banner advertising.
- Can be geo and/or industry targeted increasing the effectiveness and ROI



**MPU:** 300x250px



**Half page:** 300x600px

**White Space Banner:** 220x550px



**Leaderboard:** 728x90px

## >Display Advertising: Non-standard Banners

### Expandable Banners:

- Used to create a stronger and increased visual message

### Overlay:

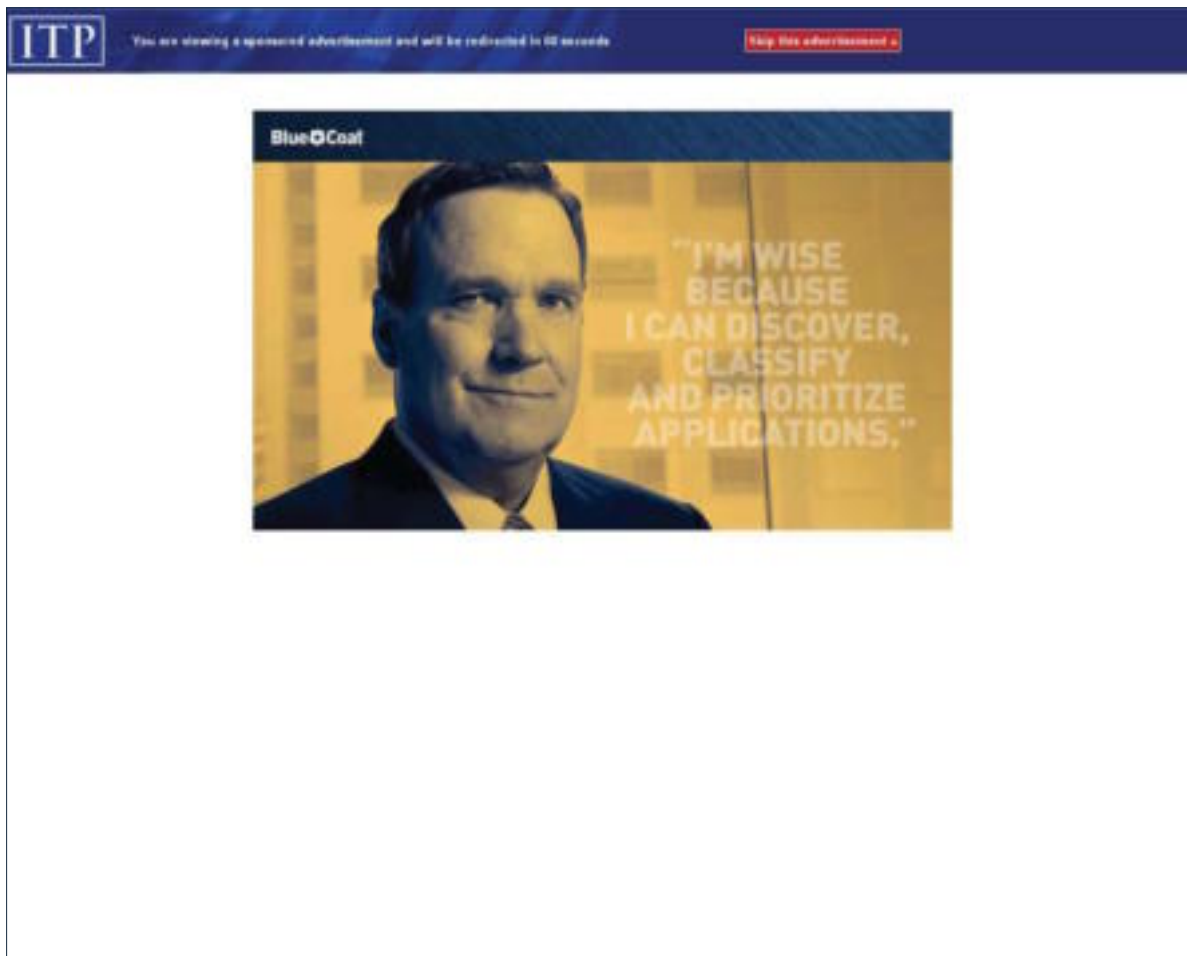
- Appears over the page being viewed
- The most direct ad unit offered by ITP.net, effective for launches, data capture etc



## >Display Advertising: Non-standard Banners

### Interstitial

- Full page advertisement appears whilst navigating from one page to another
- Allows 100% exposure on the screen without rival ad units appearing
- Can last for 60 seconds



## >Display Advertising: Special execution

### Roadblocks

- Home page and run of site.
- Home page - Exclusive ownership of all ad units on the home page for 24hrs
- Run of Site - Exclusive ownership of all ad units on each page view
- Both provide one clear commercial message with no distractions



## >Display Advertising: Special execution

### Content Push

- Engages the user
- Drives a higher CTR
- Premium Branding

### Page Peel

- Allows 100% reach in any country regardless of other ad units sold
- Non-intrusive – captures the user's awareness



## >Display Advertising: Special execution

### Microsite

- Custom built for the client - literally a mini website within ITP.net with specific content
- Bespoke editorial pages built with advertisers colours and images integrated into the fabric of the website
- Average 4-6 pages
- Increase effectiveness with a promotion to ensure maximum interaction and a data capture element for transparency of results



## >Display Advertising: Special execution

### Surveys

Surveys are online questionnaires which engage the readers to interact with the ad and allow the client to capture information.

To include the following:

- Maximum of 20 questions per survey (It is recommended that the survey entails a prize to incentivize the participants)
- 150,000 banner impressions
- Link in the Left Hand Navigation bar
- Full design & development of the survey
- Full design & development of directional media
- Hosting of the survey for one month
- All banners are monitored and all CTR's provided

The screenshot shows the ITP.NET website interface. At the top, there is a navigation bar with links for NEWS, REVIEWS, COMMENT & ANALYSIS, BLOGS, COMPETITIONS, SERVICES & TOOLS, and USER TECHNOLOGY WEEK. Below this is a search bar and a list of categories: Channel, Carms, Eworks, Top 100, Hardware, Internet, Networks, Services, Software, and Press Releases.

The main content area features an advertisement for the "Intel IT Managers Survey 2009". The ad includes the Intel logo and text stating that Intel is conducting a brief survey of no more than 5 minutes, looking at key business issues. It offers a copy of the report and a chance to win a \$1000 Intel Atom processor. A small image of a laptop is shown. The survey is scheduled to end on Thursday, 31 December 2009.

Below the Intel ad, there is a section titled "Current economic conditions & your strategy" with a list of statements for users to agree or disagree with. The statements include:
 

- IT solutions in such economic times are a false economy
- I think that we need to invest in new IT to provide the cost reduction that senior management seeks
- Now is the time to invest in new IT - ready for the return
- Applying smart IT solutions to existing assets will allow the company to get more from our existing IT investments and assets
- As a proportion of IT budget, there will be less spent on innovation and more on 'keeping the lights on'
- We should be looking to reduce power and cooling costs

At the bottom of the Intel ad, there is a "Send it" button. To the right of the Intel ad is a vertical banner for Aastra, featuring a coiled black cable and the text "Click Here Now!" and "AASTRA".

At the bottom of the page, there is a blue banner for "DEMAND MORE" with the text "SIGN UP TO THE NEW JUNIPER FAST TRACK PROGRAMME AND GET 100% OFF YOUR FINAL EXAM" and "GET JUNOS-CERTIFIED FREE".

>Display Advertising: Special execution

## Competitions

Surveys are online questionnaires which engage the readers to interact with the ad and allow the client to capture information.

The screenshot shows the ITP.net website interface. At the top, there are navigation links for 'Reviews', 'ITP.net Blogs', 'RSS', and 'Subscriptions'. A prominent banner for Brother printers is displayed, featuring the text 'Compact, High Speed, Affordable' and 'Click for Offers'. Below the banner is a search bar and navigation tabs for 'News & Features', 'Multimedia', 'Reviews', 'Knowledge Centre', 'Comments & Blogs', and 'Topics A-Z'. The main content area is titled 'Competitions' and includes a 'Recent competitions' filter. Five competition entries are listed, each with a product image, a title, an end date, and a brief description. On the right side, there is a 'MOST POPULAR' section with a list of five items and a 'Fujitsu' advertisement for a laptop.

**Windows Middle East**  
**Multipurpose Media-Player - Sandisk Sansa Fuze**  
Ends on Thursday, 15 April 2010  
If you like to be entertained on the go this is the competition for you, we've teamed up with the guys from Sandisk and have one of their awesome Sansa Fuze media-players up for grabs  
[Click here to enter competition](#)

**Windows Middle East**  
**Cool Box - LUSB DVB-S TV Box**  
Ends on Thursday, 15 April 2010  
PC TVs have become increasingly popular with the advent of improving bandwidth. So, here at WINDOWS we're giving away a USB DVB-S TV BOX set.  
[Click here to enter competition](#)

**Windows Middle East**  
**Smooth Operator - Fujitsu Lifebook T900**  
Ends on Thursday, 15 April 2010  
Fujitsu introduced its first tablet PC, the PoquetPad, in 1991 and have been pioneers in the technology since then. Ten years later the term Tablet PC was popularised with the release of Microsoft's Windows XP Tablet PC Edition operating system.  
[Click here to enter competition](#)

**Windows Middle East**  
**Primed For Performance - MSI H57M-ED65**  
Ends on Thursday, 15 April 2010  
MSI makes some amazing motherboards and the recently released H57M-ED65 is no exception.  
[Click here to enter competition](#)

**Windows Middle East**  
**Roam Free - Logitech Cordless Desktop Wave Pro**  
Ends on Thursday, 15 April 2010  
Based in Switzerland, Logitech offers a dizzying number of peripherals though it is most famous for its various computer mice.  
[Click here to enter competition](#)

**MOST POPULAR**  
READ | E-MAILED | COMMENTED ON

1. Channel Middle East Awards website now live
2. HTC Touch Pro2
3. DELL Inspiron 1545
4. Kingston HyperX FHX14000G03K4/16GX
5. Source: Saudi keen to regulate BlackBerry Messenger for 'security'

**Fujitsu**  
Intel CORE  
Faster. Smarter.

>Display Advertising: Special execution

Spot polls

Sponsor the spot poll questions and answers to analyze itp.net readers point of view on a subject of interest

The screenshot displays the ITP.NET website interface. A central 'Spot Poll' is highlighted with a red border. The poll text reads: "Do you think that Oracle's decision to buy Sun Microsystems is:". The options are:
 

- A costly mistake by Oracle
- A good move for Oracle but not that significant
- A deal that will change the face of the IT industry

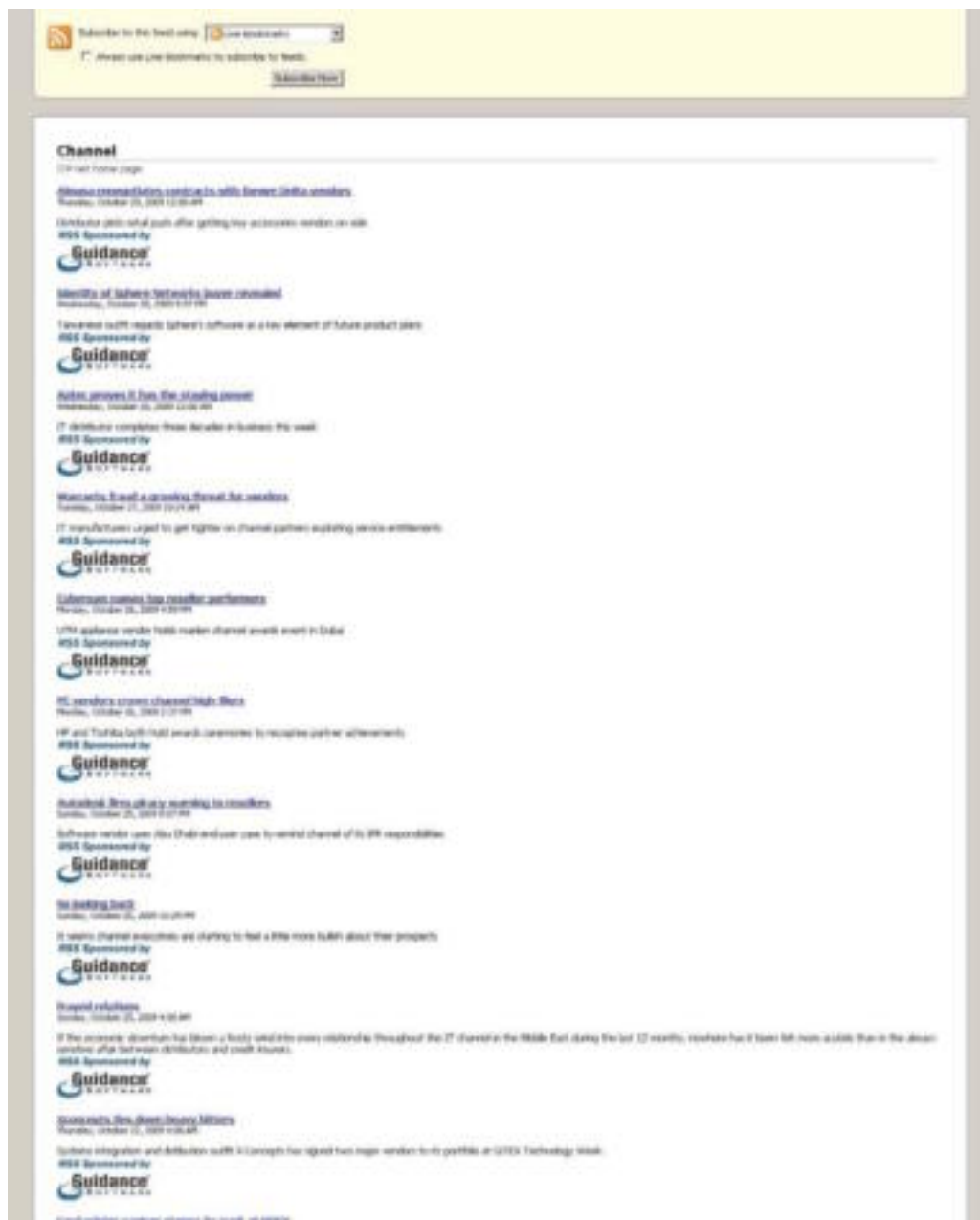
 Below the options is a 'Vote' button. The surrounding page content includes news articles with headlines like 'The Shuttle team clearly enjoys thinking up new solutions...' and 'Oracle's decision to buy Sun Microsystems is...'. There are also advertisements for Aastra and Wimax, with the Wimax ad featuring the text 'WIMAX momentum Regional operators revise their opinions on WIMAX roll out'.

## >Display Advertising: Special execution

### RSS feed

RSS allows you to see when editors from itp.net have added new content.

- Get the latest headlines and articles (or even audio files, photographs or video) in one place, as soon as they are published.
- Sponsor each or all of the following sections: Latest News, Products, News and Features, Blogs



## &gt;Direct Email Marketing

- ITP has an email database of subscribers to all its publications and e newsletters up to more than 460,000 individuals
- 350,000 have opted to receive emails from 3rd parties meaning emails go straight to their inbox from a source they trust and approve of
- Reach these individuals and target our database by the following in order to reach your exact target audience: Age, Gender, Nationality, Country of Residence, Job Title, Job Industry
- Email campaigns are monitored and a report generated containing the open rate and the click through rate
- Can also track the activity of the users and what they did after they clicked on the mailer
- Highly cost effective option reaching your exact target audience
- Allows transparency to see the effectiveness of the campaign;
- Helps adjust future campaigns and increases efficiency and accuracy

Have trouble reading this email? [See it in your browser.](#)

The image shows a screenshot of an email marketing banner. At the top left, it says 'INSIGHTS from SAP Forum 09' with 'Middle East and North Africa' below it. To the right, it says 'VIRTUAL EVENT DECEMBER 16, 2009'. The SAP logo is in the top right corner. The main image is a landscape with solar panels in the foreground and mountains in the background. A yellow banner at the bottom of the image reads 'INSIGHTS FROM SAP FORUM 09 IS OPEN TODAY' and 'REGISTER NOW'. Below the image, the text reads 'INSIGHTS FROM SAP FORUM 09 THE VIRTUAL EVENT IS OPEN TODAY: 11:00-13:00 & 15:00-17:00 DUBAI TIME'. There are two columns of text below. The left column starts with 'Dear [FIRST\_NAME] [LAST\_NAME],', followed by 'Register now, for this complimentary virtual event today and hear from SAP customers, experts and partners – straight from the show floor on how SAP can help you become a best-run business.' and a 'Register Now' button. The right column is titled 'VIRTUAL EVENT PREVIEW' and contains the text: 'Get a preview of the Insights from SAP Forum 09 and enjoy the interactive experience of viewing presentations designed for your industry and engaging live chat sessions with SAP experts.' At the bottom left, it says 'Don't miss:'.

## &gt;Newsletters

- Place banner advertising on our renowned e-newsletters which go out 3 times a week every Sunday, Tuesday and Thursday
- Delivers the news straight into people's inboxes
- Each newsletter reaches 169,000 subscribers
- A great resource to keep track of one of the fastest growing regions
- Alerts provide informative and relevant information to a receptive and engaged audience
- Easiness and directness replaces the newspaper for many

Banner positions available:

- Top Leaderboard
- White Space Banner or Half Page or MPU
- Bottom Leaderboard

All banners are monitored and click through rate is provided for each newsletter

The screenshot shows an email newsletter from ITP.net. The header includes the logo 'ITP.net | News bulletin' and the date 'Sunday, 28 March 2010'. A link for 'Having trouble reading this email? [View it in your browser](#)' is provided. The main content is organized into three columns:

- Government:** 'UAE is Gulf's most ICT prepared country – report'. Subtext: 'UAE best in ME for using technology to create better eco-social environment [read more](#)'.
- Web:** 'China responsible for most targeted email attacks'. Subtext: 'Malicious emails help criminals gain access to sensitive corporate data [read more](#)'.
- Telecoms:** 'Etisalat dispute over PTCL deal continues'. Subtext: 'Etisalat likely to continue withholding payments to Pakistani authorities for PTCL stake amid uncertainty over transfer of key assets to the UAE incumbent. [read more](#)'.

On the right side, there are two sections:

- MOST READ ARTICLES RIGHT NOW:**
  1. Channel Middle East Awards website now live
  2. HTC Touch Pro2
  3. DELL Inspiron 1545
  4. Kingston HyperX KHX1600C9D3K6/12GX
  5. Source: Saudi keen to regulate BlackBerry Messenger for 'security'
- PHOTO GALLERIES:**
  - Dubai Twestival 2010: Dubai Twestival took place on March 25th at the SKYline lounge, InterContinental Hotel, Dubai Festival City.
  - Channel Middle East Awards 2010: Award ceremony on 22nd March at The Address in Dubai Marina recognised the outstanding achievements of vendors and their channel partners during the past year.
  - VIDEO: Channel ME Awards 2010 Winners: Winners talk about what the award means to them and their plans going forward.
  - VIDEO: Channel ME Awards 2010 Sponsors: Sponsors reflect on the state of the industry and

## &gt;Ratecard

For rates on all available advertising options please see full rate card available on request

Name	Dimensions	File Size	Rate Card (AED)
Leaderboard	728px X 90px	50KB	AED 367
MPU (multi page unit)	300px X 250px	50KB	AED 312
White Space Banner	220px X 550px	50KB	AED 367
Half Page Banner	300px X 600px	50KB	AED 440
Overlay (Eye blaster)	900px(w) X 500px(h) X maximum	50KB	AED 367
Interstitial	750px X 450px	100KB	AED 551
Micro sites	Up to 6 pages	N/A	AED 55,080
NL Banner	-	-	AED 16,500
Dedicated Email Shots	HTML or EPS/PDF 640px wide max	100KB	AED 1,285

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