

CRITICAL ANALYSIS FOR TELECOMMUNICATIONS EXECUTIVES



CommsMEA

MEDIA INFORMATION 2018

EDITORIAL MISSION

CommsMEA is the leading telecoms publication for the Middle East and Africa market. With a monthly magazine, a dedicated website, and active social media channels, CommsMEA provides extensive coverage and in depth analysis of all the developments in the ICT ecosystem. The publication brings exclusive interviews with the industry leaders, comprehensive analysis of the market trends and detailed reports of key telecoms projects in the region.

Telecommunications is an industry with massive potential for revenue generation and technological disruption. With the growing advancements in internet of things, mobility, security, content creation, delivery and distribution, the telecommunications industry has become an agent of change. Amid this change, CommsMEA provides unparalleled business intelligence and technological expert insights about the industry, helping players from across the telecoms ecosystem to develop and implement winning strategies and tap new markets.

By addressing the telecoms industry in a comprehen-

sive way, covering telecom operators, vendors, regulators and marketers, CommsMEA also acts as a bridge between the different companies and organisations that collectively form the telecommunications industry. CommsMEA helps each strand of the industry gain a better understanding of the whole industry, and how they fit into it.

CommsMEA's print, mobile, digital, social platforms and high-level events connect an engaged audience to marketers, providing the reach you need with the audience you want. The brand presents unparalleled advertising and sponsorship opportunities for companies determined to be second to none, through the right mix of targeted advertising and best-in-class content.

The monthly magazine and its digital edition, available on PC and on the Android and Apple mobile operating systems, has a loyal readership of more than 10,000 people per month. Meanwhile, the website, CommsMEA.com, draws up to 20,000 page views each month from an audience engaged with the content.



2018 EDITORIAL CALENDAR*

	TECHNOLOGY	OPERATIONS	FOCUS	MARKET INSIGHT	MAJOR EVENTS
JANUARY	5G development	Future trends	Blockchain technology for telcos	Oman	CABSAT
FEBRUARY	WiFi and LTE calling	Monetisation of TV by telcos	OTT and telcos	Jordan	Mobile World Congress
MARCH	Managing capacity for telco networks	Satellite services	Spectrum allocation	Morocco	Capacity Middle East
APRIL	M2M and IoT opportunities	Customer experience management	Training and development	Kuwait	Telecom Leader's Summit 5G MENA
MAY	Small cell solutions	Application economy	Value of enterprise business for telcos	Egypt	
JUNE	Developing smart cities	Revenue management	Taxation in the telecom sector	Bahrain	CommunicAsia
JULY	SDN and NFV for telco transformation	Recruitment in telcos	Security and telcos	Iraq	
AUGUST	Big data and analytics	Mobile internet strategy & value proposition	Enterprise mobility opportunities	Saudi Arabia	
SEPTEMBER	Network performance	Next-generation OSS/BSS	Regulatory environment	Nigeria	Telecom World ME
OCTOBER	Cloud opportunities for telcos	Roaming in the region	Women in telecoms	UAE	GITEX Technology Week
NOVEMBER	Satellite dependency in Africa	Telcos as MSPs	Mobile money in Africa	South Africa	CommsMEA Awards; AfricaCom
DECEMBER	2017 review	Digital transformation of telcos	Awards review	Lebanon	

*May be subject to editorial changes.

READERSHIP



CommsMEA has an average print qualified audited circulation of 3,626 print copies per month (BPA audited Jan – June 2016) **with a print readership of 11,183* copies per month.**

www.CommsMEA.com: Unique visitors (per month) 8,429 (BPA audited Jan – June 2016)

eNewsletter subscribers 13,300

Total readership - print and digital 14,887*

Total Brand Readership 36,616*

READERSHIP SUMMARY

BPA Average Print Circulation (Jan - Jun 2016)	3,626
Other Print Circulation	910
Readership Multiplier (Print)	2.60
BPA App Downloads (June 2016)	1,320
Total Readership - Print & Digital	14,887
BPA Unique Website Visitors(Jan-June 2016)	8,429
eNewsletters	13,300
Total Brand Readership	36,616

CommsMEA Awards

The *CommsMEA Awards* is well-established as the leading awards event for the region's telecoms sector and offers unrivalled sponsorship, branding and advertising opportunities. The event takes place in November at a 5-star hotel in Dubai, with the winners collecting their awards during a gala dinner in front of the leading lights of the Middle East and Africa's telecom sector.

“Comms MEA is a great source of insights about the information and telecommunication technology industry in the Middle East and Africa. The magazine is an authority on the latest developments in the sector in the region, as it regularly features in-depth interviews and articles, as well as editorials written by industry leaders and decision-makers, digital and print.” – Ammar Tobba, regional head of corporate communications, Huawei ME Region

“CommsMEA is one of the most credible magazines when it comes to the ICT industry in the Middle East and Africa region. At Ericsson, we are always keen to share our latest news with CommsMEA as we rest assured that it will reach out to the right target audience.” – Randa El Sawi, head of external communications, Ericsson Middle East and Africa

READERSHIP SUMMARY

EDITORIAL SUMMARY*

97% of readers consider *CommsMEA* editorial to be good or better than other publications that focus on the communications sector in the region.

COMPETITIVE ADVANTAGE*

90% of readers consider *CommsMEA* to be a superior or better publication than others in the same industry within the region.

PURCHASING DECISIONS*

90% of readers have at some point used *CommsMEA* to make purchasing decisions based on its editorial and advertising content.

READER PROFILE*

87% of *CommsMEA* readers are decision makers, are responsible for purchasing decisions, or influence purchasing decisions.

READER SPEND*

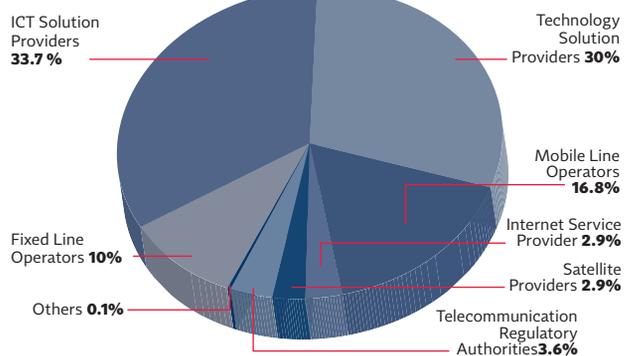
67% of *CommsMEA* readers have responsibility for signing off spending within their company.

8% of readers of *CommsMEA* are either solely or jointly responsible for a budget of more than \$10 million annually.

ADVERTISER ADVANTAGE*

81% of *CommsMEA* readers have used the advertising they have seen in *CommsMEA* magazine to do one or more of the following: make a purchase, issue a request for a quotation, visit an advertisers' website, get in touch with an advertiser directly, or discussed the advertisement with their colleagues.

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION - MAY 2016 ISSUE



“I’ve been reading *CommsMEA* for over 13 years as one of my key sources of regional industry happenings. The editorial quality is of the highest standard and thus Zain is an active participant and avid supporter of this credible magazine.” – Antoine Aboukhalil, director-corporate communications, Zain Group

“My relation with *CommsMEA* started in 2013. Since that date, the relationship between our two organisations witnessed a remarkable progress and a fruitful collaboration. *CommsMEA* became my favourite window to see the telecom industry and my reliable source of information. The human resource of *CommsMEA* forms its strength; professional team with high level of responsibility and an outstanding performance.” – Magdi Mekki Al Mardi, international relations director, Sudatel

ADVERTISING RATES

Advertising rates and sizes

POSITION	SINGLE ISSUE PER INSERTION	SIX SERIES PER INSERTION	TWELVE SERIES PER INSERTION
Inside Front Cover	AED 50,311 (\$13,697)	AED 40,237 (\$10,957)	AED 27,663 (\$7,533)
Outside Back Cover	AED 55,556 (\$15,125)	AED 38,558 (\$10,500)	AED 26,509 (\$7,219)
Inside Back Cover	AED 52,265 (\$14,229)	AED 34,148 (\$9,299)	AED 23,477 (\$6,393)
Full Page ROP	AED 41,912 (\$11,414)	AED 33,529 (\$9,131)	AED 23,051 (\$6,277)
Double Page Spread	AED 62,183 (\$16,929)	AED 55,608 (\$15,143)	AED 38,231 (\$10,411)
Centre Double Page Spread	AED 76,570 (\$20,846)	AED 63,697 (\$17,346)	AED 43,791 (\$11,925)
Inside Gate Fold	AED 94,488 (\$25,724)	AED 72,632 (\$19,780)	AED 49,934 (\$13,598)
Belly Band	AED 65,830 (\$17,922)	AED 40,896 (\$11,137)	AED 28,116 (\$7,656)
Bookmark	AED 66,248 (\$18,036)	AED 50,046 (\$13,629)	AED 34,407 (\$9,370)

Mechanical data

MECHANICAL DATA	TRIM SIZE W x H (mm)	TYPE AREA W x H (mm)	BLEED SIZE W x H (mm)
Double Page Spread	460 x 275	445 x 260	470 x 285
Full Page	230 x 275	215 x 260	240 x 285
1/2 Page Horizontal	-	190 x 120	-
1/2 Page Vertical	-	120 x 244	-
1/4 Page Vertical	-	60 x 244	-

CommsMEA.com

CommsMEA.com is the digital home for telecommunications and satellite professionals in the Middle East and North Africa. The website brings readers the latest industry news, research and analysis through up to the minute online reporting and via a daily eNewsletter, which is read by more than 10,000 industry professionals. In a short time, the website has grown to receive more than 10,000 unique users and up to 20,000 page impressions per month.

ITP Technology offers a wealth of electronic advertising opportunities, from banner advertising on our websites, to sponsorship of eNewsletters and dedicated email blasts.

Standard online advertising (www.CommsMEA.com)

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE PER ISSUE
Leaderboard Banner	GIF, JPEG, Flash	728px X 90px	50 KB	AED 310 (\$84) CPM
Skyscraper Banner	GIF, JPEG, Flash	120px X 600px	35 KB	AED 213 (\$58) CPM
Top Banner	GIF, JPEG, Flash	468px X 60px	20 KB	AED 174 (\$47) CPM

Dedicated eMarketing

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE PER ISSUE
Email shots	GIF, JPEG, HTML, Text	width can be reduced or increased (up to 750px)	100 KB	AED 1,050 (\$286) CPM

eNewsletter (sent to 13,572 contacts six times a week)

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE PER ISSUE
Leaderboard	GIF, JPEG	645px X 200px	50 KB	AED 11,676 (\$3,180)
Marquee Banner	GIF, JPEG	340px X 60px	20 KB	AED 7,784 (\$2,120)
Vertical Banner	GIF, JPEG	120px X 240px	20 KB	AED 5,838 (\$1,590)
Square Button	GIF, JPEG	120px X 120px	15 KB	AED 3,892 (\$1,060)

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