

CRITICAL ANALYSIS FOR TELECOMMUNICATIONS EXECUTIVES



CommsMEA

MEDIA INFORMATION 2017

EDITORIAL MISSION

CommsMEA is the leading telecoms publication for the Middle East and Africa. With a monthly magazine and a dedicated website, *CommsMEA* strives to stimulate and inform, offering an unmatched outlook with a wide range of news, features, analysis and interviews, and in-depth coverage of all the key issues facing the communications sector.

The telecom sector in the MEA region is changing at a rapid pace. Mobile broadband is established in most countries in the MEA region and LTE is already deployed in metropolitan areas in many countries. But the telecom operators continue to face a range of challenges, including the transition from revenues based on traditional voice and text-based services to revenues based on broadband packages and data-based services.

Operators must have the latest technology in place to not only deliver the services that their customers demand, but also to analyse the performance and data flow on their networks, allowing them to modify their services and improve network performance. The traditional business model of telcos that brought them glory has become

obsolete now. The present day demands telcos to transform themselves into digital service providers.

Achieving success in an era dominated by digital exclusives can be quite a daunting task. Whether you need to build your brand, establish yourself as a thought leader or make meaningful connections, we help you align with the most powerful brands in the business.

CommsMEA's print, mobile, digital, social platforms and high-level events connect our 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 alignment with 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 accompanying website, *CommsMEA.com*, draws up to 30,000 page views each month from an audience engaged with the content.



2017 EDITORIAL CALENDAR*

	TECHNOLOGY	OPERATIONS	FOCUS	MARKET INSIGHT	
JANUARY	5G development	Future trends	Blockchain technology for telcos	Egypt	MAJOR EVENTS FEBRUARY 2017 Mobile World Congress OCTOBER 2017 GITEX Technology Week NOVEMBER 2017 CommsMEA Awards NOVEMBER 2017 AfricaCom
FEBRUARY	Higher speeds for wireless networks	Mobile internet strategy & value proposition	Value of enterprise business for telcos	KSA	
MARCH	Managing capacity for telco networks	Pricing strategies	Spectrum allocation	Qatar	
APRIL	M2M and IoT opportunities	Improving customer experience	OTTs and telcos	Morocco	
MAY	Small cell solutions	Transformation to digital service providers	Training and development	Kuwait	
JUNE	Developing smart cities	Monetisation of TV by telcos	Taxation in the telecom sector	Jordan	
JULY	SDN and NFV for telco transformation	Satellite services	Roaming in the region	Lebanon	
AUGUST	Big data and analytics	Next-generation OSS/BSS	Mobile money in Africa	Bahrain	
SEPTEMBER	Network performance	Transformation of the telco business model	Enterprise mobility opportunities for operators	Oman	
OCTOBER	Cloud opportunities for telcos	LTE monetisation in the region	Women in telecoms	UAE	
NOVEMBER	VoIP	Video opportunity for telcos	Satellite dependency in Africa	South Africa	
DECEMBER	2017 review	Mergers and acquisitions	Awards review	Nigeria	

*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

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*

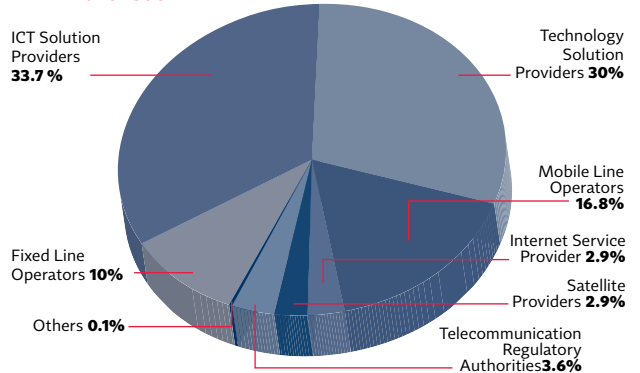
67% of *CommsMEA* readers have responsibility for signing off spending within their company.

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



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 awards recognise the operators, vendors, regulators and individuals that have made an outstanding contribution to the region's fast changing telecoms sector.

There are 15 awards and new categories are introduced each year keeping pace with the latest trends in the industry. The entries are judged by a panel of respected industry experts each October.

The event itself 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 telecoms sector.

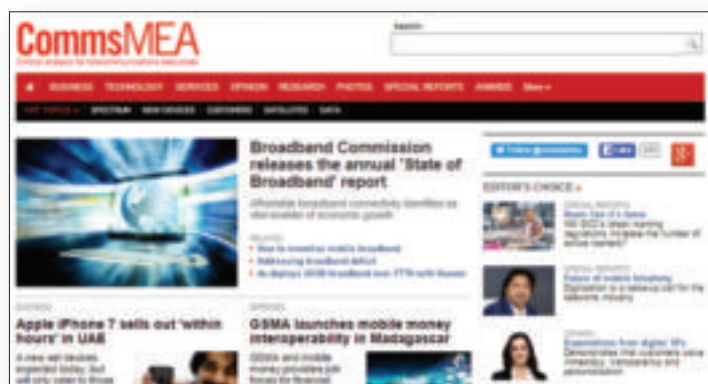


ADVERTISING RATES

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)

CommsMEA.com



CommsMEA.com is the digital home for telecommunications and satellite professionals in the Middle East and North Africa. The web portal 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 30,000 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

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	-



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

NAME	FORMAT	DIMENSIONS	FILE SIZE	RATE PER ISSUE
Sponsorship Banner	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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