

ITP.net

MEDIA PACK 2017



Arabian
Computer news

.GOV

CHANNEL
MIDDLE EAST

CHANNEL
MIDDLE EAST

Network
MIDDLE EAST

CommsMEA

//Online advertising

Serving as the Gulf's oldest and most reputable technology news platform, *ITP.net* English and Arabic prides itself as a dedicated website focusing on the latest national, regional, and global IT events.

First with news, *ITP.net* endeavours to offer unbiased, informative and thought-provoking content relevant to C-level decision makers, vendors, end users and tech-savvy consumers.

The scope of *ITP.net's* coverage is highly varied, from breaking news, product reviews to expert analysis, interviews and in-depth features. In addition, the platform covers IT developments from a number of regional industry conferences and exhibitions.

The site is broken down into easily identifiable sections, these include, news &

features, galleries, reviews, comment & blogs, knowledge centre and editor's pick.

Each section features expert editorial content from ITP's team, which comprises of dedicated Arabic and English online staff, knowledgeable IT journalists, as well as contributions from the editors of *Arabian Computer News*, *CommsMEA*, *Network Middle East*, *Channel Middle East*, *Channel Arabic* and *.Gov*.

ITP.net is accessed by ICT professionals and consumer tech enthusiasts across its multiple digital offerings, with 30% of traffic drawing from mobile internet users. *ITP.net's* daily eNewsletters offers up-to-date news, opinion pieces and engaging picture galleries.

Launched in 1997, *ITP.net* now reaches a global audience and has an average of 2,595,303 unique visitors annually.



//Online Benefits

ADVERTISING ONLINE AND IN THE E-NEWSLETTERS OFFERS MANY BENEFITS:

CREDIBILITY

ITP.net is the region's most respected information technology resource.

TARGETED AUDIENCE

Due to the sector-specific nature of the site and the tightly controlled circulation of our eNewsletters, content is guaranteed to reach the target audience.

MEASURABLE RESULTS

Digital advertising packages include click through reports that explain how visitors respond and interact with your campaign.

BRANDING

Your digital artwork will remain on the forefront of buyers' minds when positioned on *ITP.net*

//ITP.net Arabic



97,418

UNIQUE VISITORS PER MONTH
(May 2016)



338,803

AVERAGE PAGE VIEWS PER MONTH
(May 2016)



54%

PERCENTAGE OF PAGE VIEWS ON MOBILE DEVICES



2.50

AVERAGE PAGES VIEWED PER SESSION



10,021

DAILY NEWSLETTER SUBSCRIBERS



108,732

UNIQUE VISITORS PER MONTH
(May 2016)



595,269

AVERAGE PAGE VIEWS PER MONTH
(May 2016)



27%

PERCENTAGE OF PAGE VIEWS ON MOBILE DEVICES



4.43

AVERAGE PAGES VIEWED PER SESSION



72,960

DAILY NEWSLETTER SUBSCRIBERS

//ITP.net English

ITP.net Arabic Top 5 traffic locations in the Middle East

KSA Egypt UAE Jordan Oman

ITP.net English Top 5 traffic locations in the Middle East

UAE KSA Egypt Qatar Kuwait

//ITP.net features the following categories

NEWS

ITP.net's main news pages include all of the latest industry updates from the local and international markets, breaking news, analysis and features from across ITP's Technology titles.

VIDEOS

ITP's technology editors interview leading IT experts from across the region to bring engaging videos on challenges and trending topics the industry faces today.

COMMENT & BLOGS

In-depth comment on varied yet topical issues by a range of industry experts can be found in this section, plus opinion pieces by technology magazine editors.

MAGAZINES

Users can download any of the issues from ITP Technology titles, including *Network Middle East*, *ACN*, *Channel Middle East* English and Arabic, *CommsMEA*, and *.Gov*.

A-Z

This search page breaks down all of the content on ITP.net into an easily searchable key word format so you can find what you need, when you need it, making it easy to find data on any topic you like.

REVIEWS

ITP.net writers regularly review the latest consumer technologies, such as tablets, laptops, cameras and mobile phones utilising an easy to understand star rating system.

BRANDVIEW

ITP Business is introducing native advertising solutions allowing businesses and industry experts to engage readers with their own content on ITP.net.

GITEX

This dedicated GITEX section brings you the latest news around the upcoming GITEX exhibition, and is divided into easy-to-navigate sections depending on your area of interest.



// ITP.net advertising positions

BANNERS

A variety of banner positions of varying size and prominence are available on the site linking viewers directly to advertisers' services and products.

SPECIAL BANNER OPS

Eyecatching activations including eye-blasters, page peel, video and interstitial banners are available to stand out from the crowd.

EMAIL DIRECT MAILS (EDMS)

Advertisers can send their message directly to our extensive database and target the countries and industry sectors that are most important to them.

MICROSITES

Our team can create dedicated microsites to match your corporate identity and give your products, events or services an online platform.



SURVEYS

Create interactive online surveys that reach your target audience and gather the data to learn more about their needs.

EZINE SPONSORSHIPS

In addition to print, each publication is available as a monthly eZine. Readers will see the eZine "brought to you by (Sponsor)".

APP SPONSORSHIP

Each title has its own app featuring the latest issue and an extensive archive of previous issues, giving an exclusive sponsor unique association with their publication of choice.

SECTION SPONSORSHIPS

Sponsorship positions are available within sections of the website so advertisers can associate themselves with the most relevant ICT sector for them.

MOBILE ADVERTS

With the increase of viewers on mobile devices, advertisers can choose to target IT professionals who get their news on the go.

PRODUCT GALLERY

Advertisers can present their products exclusively in native product galleries within ITP.net.

CONTENT MARKETING

Advertisers can engage readers with their own content such as case studies and opinion pieces that speaks of the wider challenges and developments in the market.



// eNewsletters

ITP.net eNewsletters feature a selection of national, regional and global breaking news and features, articles, product reviews and galleries. eNewsletters are sent to a mass audience of 73,091 English subscribers and 10,048 Arabic subscribers, and are sent twice a day, every Sunday to Thursday, along with a Roundup Week eNewsletter which is sent on Friday.

There are also advertising opportunities with additional eNewsletters for ITP's other technology brands – *Arabian Computer news*, *Network Middle East*, *Channel Middle East English and Arabic*, *CommsMEA*, and *.Gov*.

Arabian Computer news (ACN) is a Middle East-focused enterprise IT magazine which has been published for over 30 years. *ACN* is the trusted source of information for C-level decision makers in enterprise information technology within the public and private sector.

Network Middle East (NME) offers network managers news and expert analysis on critical IT developments, insight on trends and critical reports on new implementations.

Channel Middle East, also available in Arabic, is tailored to meet the needs of the region's IT distributors, resellers and systems integrators, providing them the information they need each month to grow their businesses and increase profitability.

.Gov is targeted at the technology professionals and policy makers working in the GCC public sector, providing the inspiration and information they require to realise the government's vision of creating a smart society.

CommsMEA provides thorough insights on the latest in telecommunications and keeps readers abreast of the trends in the fast paced world of ICT, including equipment, products, services and usage in the MEA region.

From an advertising perspective, each eNewsletter can include leader board banners, bottom leader board banners, marquee banners, MPU banners and space banners. Commercial partners can be sure to have their brand associated with a trusted industry news source and will reach their core target market.

// ITP Digital - ITP.net

POSITION	DIMENSIONS	FILE SIZE	POSITION	RATE CARD (AED)	RATE CARD (USD)
Leaderboard	728x90px	50 KB	Above the Masthead	AED 367 CPM	USD 100 CPM
Expanding Leaderboard (with/without video)	728x210px	50 KB	Expands downwards	AED 459 CPM	USD 125CPM
Billboard banner	970 x 250px	100 KB	GIF / JPEG / HTML5	AED 551 CPM	USD 150 CPM
MPU (multi page unit)	300x250px	50 KB	Within central column of ALL pages	AED 367 CPM	USD 100 CPM
Expanding MPU (with/without video)	300x400px	50 KB	Expands downwards	AED 459 CPM	USD 125CPM
White Space Banner	220x550px	50 KB	Right hand side of the screen	AED 367 CPM	USD 100 CPM
Expanding White Space Banner (with/without video)	320x550px	50 KB	Expands to the left side	AED 459 CPM	USD 125 CPM
Overlay (Eyeblaster)	Any (limited by viewable portion of the web page) 900px(w)x500px(h) - this is the maximum. Include a close button functionality	50 KB	Any except over the Masthead or other advertising formats (appears over the page content)	AED 551 CPM	USD 150 CPM
Interstitial	Full Screen - 750px x 450px	100 KB	Appears between any page impression & visible for 60 seconds	AED 551 CPM	USD 150 CPM
Page Peel	Minimised area - 90x90 px. Final Image Dimensions: 700(w)x400(h) px, JPG/GIF. There is no FLASH.	100 KB	Top Right of Masthead	AED 551 CPM	USD 150 CPM
Content Push	Top Banner (468x60) White Space Banner (220x550 px) Content Push (Video Streaming, 632 x 356 pixels)	As above except Content Push, 50 KB	Below the Masthead	AED 551 CPM	USD 150 CPM
Home Page Roadblock	220x550, 728x90 (x2), 300x250 (x2)	As above	Home Page	AED 36,720	USD 10,000
RSS Banner	468 x 60px	30 KB	Within RSS Feed	AED 37 CPM	USD 10 CPM
Smart Links	Keyword can be of any length; banner size is 200 x 200px max	N/A	A keyword link within the text of the news, feature or review and will popup up a layer containing the clients logo / banner / blurb.	AED 31,212	USD 8,500
Microsites	Specs on application	N/A	Dedicated microsite housed within ITP.net	AED 55,080	USD 15,000
Surveys	Specs on application	N/A	Dedicated survey housed within ITP.net	AED 91,800	USD 25,000
eZine Sponsorship	N/A	N/A	eZine Sponsorship (Brought to you by)	AED 14,688	USD 4,000
App Sponsorship	N/A	N/A	App Sponsorship (Brought to you by)	AED 14,688	USD 4,000
Section Sponsorship	N/A	N/A	Section Sponsorship (Brought to you by)	AED 29,376	USD 8,000
Video	TVC supplied by client	N/A	MPU position	AED 150 CPM	USD 40 CPM
Product Gallery	N/A	N/A	0-5 images 6-10 images	AED 5,508 AED 11,016	USD 1,500 USD 3,000

// Email Direct Marketing Campaigns (Email shots)

NAME	MEDIA TYPE	DIMENSIONS	POSITION	SIZE	COUNT	TARGETING	RATE CARD (AED)	RATE CARD (USD)
Dedicated emailshots	HTML based, includes GIF / JPEG; PHP based forms for data-capture; we can convert EPS / PDF print adverts into the required format	640 px wide, max; images should be sent along with the HTML or uploaded on a webserver	Permission marketing direct to user's email account	100 KB	390,000 Subscribers	Selections can be made by: Country; Industry Type; Job Function Gender; Nationality; Age. Combinations of all the targeting options are possible.	AED 1469 CPM	USD 400 CPM

px - pixels, measurement unit for screens / KB - kilobytes, size of file / CPM - cost per thousand, banner rate based on number of views / number of emails sent
XML Parsing - Personalise website banners by name when a user is logged into a portal
Dynamic Banners - Website banners that can read from live online sources / feeds - dynamically updated
City Targeting - ie Dubai, Abu Dhabi etc.



// Microsites

Microsites are custom built mini websites with specific content.

Microsites Benefits & Features:

- Promoting your company's product or services
- Bespoke editorial pages built for the advertiser with their colours and images integrated into the fabric of the website
- Average of 4 - 6 pages
- Ideally will contain a promotion to ensure maximum interaction and a data capture element for data share
- 100,000 Overlay/WhiteSpace Banner impressions
- Hard Link in the Left Hand Navigation bar
- Full design & development of the microsite
- Full design & development of directional media
- Hosting of the microsite for 6 week

px - pixels, measurement unit for screens / KB - kilobytes, size of file / CPM - cost per thousand, banner rate based on number of views / number of emails sent

***All rates based on USD 1 = AED 3.672 (any change in the pegged rate will change the value)**

//ITP Technology - eNewsletter Advertising

				LEADERBOARD	SPACE BANNER	MPU	HALF PAGE	LEADERBOARD	SPACE BANNER	MPU	HALF PAGE
				728x90 pixels	220x550 pixels	300x250 pixels	300x600 pixels	728x90 pixels	220x550 pixels	300x250 pixels	300x600 pixels
Premium Technology Newsletters	Circulation	Publishing Day	Frequency	Rate Card/Insertion (AED)				Rate Card/Insertion (USD)			
ITP.net • ITP.net AR – 8% open rate – 28% CTR • ITP.net EN – 7% open rate – 11% CTR	110,000	Sun - Fri	Twice Daily	AED 16,524	AED 16,524	AED 14,688	AED 16,524	USD 4,500	USD 4,500	USD 4,000	USD 4,500

				SPONSORSHIP	VERTICAL	MARQUEE	SPONSORSHIP	VERTICAL	MARQUEE
				728x90 pixels	220x550 pixels	300x250 pixels	728x90 pixels	220x550 pixels	300x250 pixels
Other Technology Newsletters	Circulation	Publishing Day	Frequency	Rate Card/Insertion (AED)			Rate Card/Insertion (USD)		
Arabian Computer News	16,761	Monday	Weekly	AED 14,688	AED 7,344	AED 9,180	USD 4,000	USD 2,000	USD 2,500
Network ME	14,415	Wednesday	Weekly	AED 14,688	AED 7,344	AED 9,180	USD 4,000	USD 2,000	USD 2,500
CommsMEA	13,333	Sun - Thurs	once daily	AED 14,688	AED 7,344	AED 9,180	USD 4,000	USD 2,000	USD 2,500
Channel ME	15,238	Sun & Wed	Weekly	AED 14,688	AED 7,344	AED 9,180	USD 4,000	USD 2,000	USD 2,500
Channel Arabic	5,049	Wednesday	Fornightly	AED 14,688	AED 7,344	AED 9,180	USD 4,000	USD 2,000	USD 2,500
.Gov	16,707	Tuesday	Weekly	AED 14,688	AED 7,344	AED 9,180	USD 4,000	USD 2,000	USD 2,500

ADDITIONAL DIRECTIONAL MEDIA	FREQUENCY	RATE CARD (AED)	SPECIAL RATE (AED)	SPECIAL RATE (USD)
eNewsletters (ITP.net)	4 insertions	AED 66,096	AED 25,704	USD 7,000
Bespoke eNewsletter	4 issues/Yr	AED 36,720	AED 29,651	USD 8,075
Email Direct Marketing Campaign (Email shots)	50,000 emails	AED 64,260	AED 32,130	USD 8,750



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