

media information 2011

BROADCASTPRO

TECHNOLOGY INTELLIGENCE FOR TV, FILM AND RADIO

MIDDLE EAST



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Broadcast Pro Middle East is a new monthly publication covering television and radio broadcasting technology as well as filmmaking trends in the Arab world. The magazine focuses on the entire broadcast chain from content acquisition and editing to media asset management, and playout and transmission across both traditional and new media platforms.

Broadcast Pro Middle East brings readers the most significant stories from the market either by way of news, market trends, product reviews, case studies or industry updates to enable regional media players to identify technology opportunities that they must utilise to remain successful in an increasingly competitive media environment.

Our target audience includes filmmakers, technical heads and broadcasting professionals in television and radio stations, production and post production houses, cable and satellite companies as well as regional media Free Zone players, systems integrators, distributors and manufacturers looking to further expand into the Middle East.

As part of our endeavour to be actively involved with the broadcast community in the region, *Broadcast Pro Middle East* will host seminars, workshops and related events in the region (See WorkshopPro below). We encourage industry players, who want to be involved in similar events, to get in touch with us for further details.

Broadcast Pro Middle East is published from Dubai. It is circulated to all parts of the Middle East and North Africa.

www.broadcastpromeme.com



WORKSHOPPRO

BroadcastPro Middle East has launched WORKSHOPPRO, a new training initiative conducted in conjunction with local and international players to upgrade the skills of applied media students, production crew, broadcast engineers and systems integrators in the region. Our first workshop was held in Dubai with Dolby and partners Axon, Thomson and Tektronix. More than 60 senior technical engineers and key regional players from the UAE attended the event.

TESTIMONIALS

"I judged the event to be a great success. It was well organised, was a good venue and had a high calibre of attendees. We would consider getting involved in similar events in the future."

– Richard Brooking, Video Marketing Manager
EMEA, Tektronix

"Excellent workshop. Dolby was exceptional and the venue was ideal to get people into training mode. Such workshops help educate people about new technology and stresses the need to move forward in that direction. Congratulations to BroadcastPro for arranging such a workshop and getting together the industry experts. A good buildup to CABSAT."

– Melvin Saldanha, DVP Engineering, Ten Sports

CIRCULATION

5,196 copies



UAE 37%	Egypt & N.Africa 10%
Saudi Arabia 15%	Qatar 4%
Kuwait 4%	Iran 2%
Oman 6%	Iraq 3%
Bahrain 11%	Levant 9%



CEOs/ MD/GM 9%	Post production Editors 6%
Technical directors/ VP of Engineering/ Broadcast engineers 25%	Graphics and animation specialists 5%
Production heads 12%	Audio engineers 3%
Creative Directors/ Channel managers/ Programming heads 5%	Lighting specialists 5%
Camermen and DoPs 8%	AV specialists 3%
Filmmakers 3%	Systems Integrators 6%
	Distributors 5%
	Manufacturers 5%



2011 editorial calendar

JAN	CABSAT PREVIEW Dubai International Film Festival (DIFF) Hybrid TV – The new way forward MXF – Part 1
FEB	CABSAT SHOW ISSUE Sports Production 3D basics The future of Intercom Technology Loudness Control MXF – Part 2
MAR	Remote Editing and its Impact on Production PRE- NAB ISSUE
APR	NAB SHOW ISSUE Enhancing Audio for Broadcast Media Asset Management
MAY	NAB WRAP-UP Cameras Broader-casting and its Implications
JUN	Animation Encoding and Monitoring Systems
JUL	BROADCAST PRO'S 1ST ANNIVERSARY The Way Forward for Satellite Service Providers Gearing Up For 3D Transmission
AUG	IBC PREVIEW Producing Live Sport Building Future-proof TV Facilities
SEPT	IBC SHOW ISSUE Transmission trends
OCT	IBC WRAP-UP MediaLive SHOW, Abu Dhabi Camera Support Systems OB Technology
NOV	The Circle Conference, Abu Dhabi IPTV Monetising content for broadcast
DEC	Cables and connectors – The Building Blocks

EVENTS

CABSAT 2011
Dubai, February 8-10

CAIRO ICT 2011
Egypt, Feb 20-23

NAB 2011
Las Vegas, April 9-14

PALME
Dubai, April 26-28

IBC 2011
Amsterdam, September 9-13

PLASA 2011
London, September 11-14

BROADCAST INDIA
India, October 24-28

IPTV Forum Middle East & Africa 2011
Dubai, November 1-2





As an early entrant in the regional IT publishing scene, CPI has — for the past two decades — built itself around an innovative culture based on generating cutting-edge ideas. It has partnered with leading global players such as IDG for its IT titles, Northern & Shell (OK!) and BBC Worldwide (BBC Good Food) while also developing its own trade magazines for the banking, industrial and construction sectors.

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ADVERTISING RATES

BROADCASTPRO

MIDDLE EAST

POSITION	SINGLE ISSUE PRICE (US\$)	SIX SERIES PRICE (US\$)	TWELVE SERIES PRICE (US\$)
Double Page Spread	8,799	7,999	6,899
Full Page	5,799	4,899	3,799
Half Page Spread	5,799	4,899	3,799
Half Page	3,499	2,799	1,699
Bottom Page Strip	2,799	1,999	1,199

Special Positions

POSITION	SINGLE ISSUE PRICE (US\$)	SIX SERIES PRICE (US\$)	TWELVE SERIES PRICE (US\$)
Inside Front Cover	7,499	6,799	5,599
Inside Back Cover	6,499	5,799	4,599
Outside Back Cover	8,499	7,699	6,599
Full Page Advertorial	7,499	6,799	5,599
Belly Band	7,499	6,799	5,599
Cover Mount	Price on application	N/A	N/A
Inside Front/Back Cover Gatefold	Price on application	N/A	N/A
Inserts	5,520 up to 4 grams	N/A	N/A
	4 grams+ price on application		
Guaranteed Position	+ 10%	N/A	N/A

Technical Specifications

SPECIFICATION	TRIM SIZE W X H (mm)	BLEED SIZE W X H (mm)	TYPE SIZE W X H (mm)
Double Page Spread	414 x 270	424 x 280	384 x 240
Full Page	207 x 270	217 x 280	175 x 240
Half Page Spread	384 x 110	N/A	N/A
Half Page Horizontal	175 x 110	N/A	N/A
Half Page Vertical	85 x 230	N/A	N/A
Bottom Page Strip	175 x 55	N/A	N/A
Cover Mount	Specifications on application	Specifications on application	Specifications on application
Belly Band	Specifications on application	Specifications on application	Specifications on application

eNewsletter and Web banners

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PX)	FILE SIZE	RATE (US\$)
Leader Board Banner	GIF, JPEG	72dpi, 50kb	728 x 90	50KB	3,000 per issue
MPU Banner	GIF, JPEG	72dpi, 50kb	336 x 280	50KB	2,000 per issue
Bottom Banner	GIF, JPEG	72dpi, 50kb	728 x 90	50KB	2,000 per issue
Tower Banner	GIF, JPEG	72dpi, 50kb	160 x 600	50KB	2,000 per issue

Web banner can also be supplied in Swf, I-frame or Javascript tag formats

Special banners

TYPE	FORMAT	FILE SIZE	DIMENSIONS (PX)	FILE SIZE	RATE (US\$)
Eyeblaster Banner	GIF, JPEG	72dpi, 50kb	640 x 480	50KB	3,000 per issue
Page peel Banner	GIF, JPEG	72dpi, 50kb	640 x 480	50KB	2,000 per issue
Floating Banner	GIF, JPEG	72dpi, 50kb	160 x 600	50KB	2,000 per issue

Dedicated eMarketing

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE (US\$)
E-mail Shots	GIF, JPEG, HTML, Text	Width can be reduced or increased (up to 640px)	100KB	300 CPM