



As an early entrant to 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

NetworkWorld
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

media information 2010

NetworkWorld

THE MAGAZINE FOR NETWORK COMPUTING

MIDDLE EAST



MAKE THE CONNECTION...
from local to global, global to local

computernews
MIDDLE EAST

NetworkWorld
MIDDLE EAST

security
ADVISOR | MIDDLE EAST

Reseller
THE MIDDLE EAST CONNECTION | MIDDLE EAST

SME
ADVISOR | MIDDLE EAST

BROADCASTPRO
MIDDLE EAST



NetworkWorld

MIDDLE EAST

THE MAGAZINE FOR NETWORK COMPUTING

Networking is no longer about product. It's about solutions. It's about strategy. It's about vision.

In short it's about business.

For the last decade, Network World Middle East has led the Middle East with a combination of forward-looking editorial, grounded in local reality. From details of cutting-edge technology to explanations of technical buzzwords in clear language, from demonstrations of networking advances in the region to details of solutions offered by key players, from case studies to exclusive interviews, Network World Middle East has provided strategic vision for senior management and tactical advice for networking professionals.

The magazine focuses on core areas of the industry where vendors strive to explain their technologies and where customers need to understand their solutions.

The magazine covers all key technologies in depth, from cutting-edge research through to upgrades on standard infrastructure elements. It also covers interviews, best practice case studies and analysis.

The industry's favourite technical title is your authoritative route to market.



www.networkworldme.com

READERSHIP

19,500 readers per month

Our readers are influential network and IT executives responsible for strategising, building and buying for their enterprise networks, across the region.

Network/IT management – 85%

Titles include: CIO, IS,IT,CSO,VP and Consultant

Corporate management – 15%

Titles include: CEO, COO, President, and Director

PURCHASE INFLUENCE

We offer a powerful combination of audience and resources across print, online and events, to meet your marketing objectives. The Network World Middle East audience is 100% involved in the buying/evaluation of IT products and services.

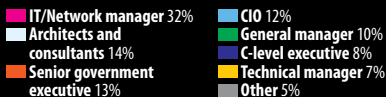
The inaugural NWME industry awards were held in April 2010 to an audience of 270 key decision makers

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CIRCULATION 12,760 copies



2010 editorial calendar

JAN	Ethernet switching	Server virtualisation	MPLS
FEB	Cloud computing	IPS	WiMax
MAR	Desktop virtualisation	Router evolution	SSD
APR	Endpoint security	The move to 4G	Data consolidation
MAY	Telepresence	Network monitoring	Backup and replication
JUN	Enterprise mobility	UTM	IP storage
JUL	DLP	WAN optimisation	De-duplication
AUG	Unified comms	Next-Gen networks	Disaster recovery
SEP	Metro Ethernet	Managed services	Cloud storage
OCT	Virtual data centre	Unified networking	Storage management
NOV	Mobile broadband	Beyond 10G	Next-Gen operating systems
DEC	Re-architecting Ethernet networks	Hottest tech skills	Cheap SANs

2010 EVENTS

Network World Middle East Awards
BICSI UAE
BICSI Bahrain

2010 SUPPLEMENTS

Cabling planner
Data centre

CIO Survival Guide

This 16-page booklet is the regional CIO's essential on-the-shelf guide to everything from procurement, management and best practice utilisation, to day-to-day operations of their information technology investments, in order to get the most business efficiency and productivity out of them.

Please contact the CPI team for further details.

