

MEED BUSINESS REVIEW

MEDIA
PACK 2019

▶ WHAT IS MEED AND WHO ARE ITS READERS?

MEED is a 60-year-old business information platform with one of the most powerful and influential audiences of industry leaders and decision-makers in the GCC.

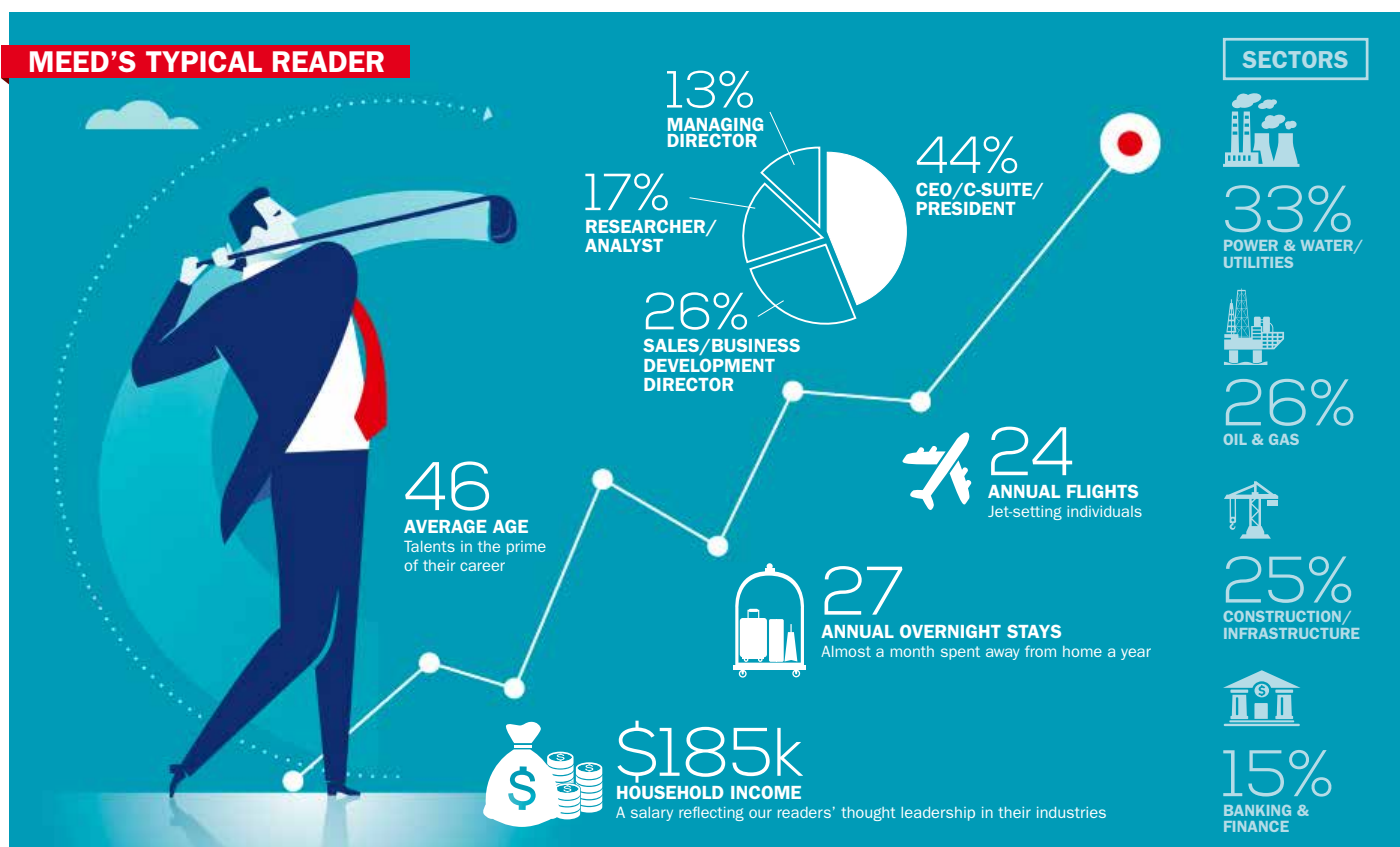
Our readership spans both our digital MEED.com site and MEED Business Review (MBR) magazine, with its 4,830 subscribers — of whom 57 per cent are at the level of managing director, CEO or company president.

As a subscription-based service, MEED prides itself upon the quality of its readership, and the knowledge that our exclusive and actionable market intelligence and analysis is read and valued by an audience directly responsible for strategy and decision-making.



MEED's primary news and analysis platform is MEED.com, which hosts all of our content, from news and commentary to analysis, market insights and contributed pieces, as well as the digital edition of the magazine. Each year, the portal receives about 1,800,000 visitors and generates 5,200,000 page impressions.

MEED Business Review provides a monthly analysis of the activity in Middle East markets, reviewing the most important events, examining their importance and providing in-depth insight in a premium print format.



HOW CAN THE MEED PLATFORM HELP YOU?

Our core content platform is available for your company to run high-impact branding campaigns. Reduced clutter and limited advertising slots guarantee that messaging will be noticed by our exclusive audience of decision-makers. Advertising can be targeted to specific content channels, such as a sector- or country-specific audience. Our MBR print format offers a host of highly customisable and high-impact opportunities to expose your brand and messaging to our targeted subscription-based audience.

Advertising & Branding Opportunities

Our team works in consultation with clients to ensure that the right product is matched to your needs. We utilise tried and tested methods of communication to ensure measurable return on investment.



TO ANNOUNCE AND EXPLAIN – a new product, a rebrand, an office opening, new strategy or launch.



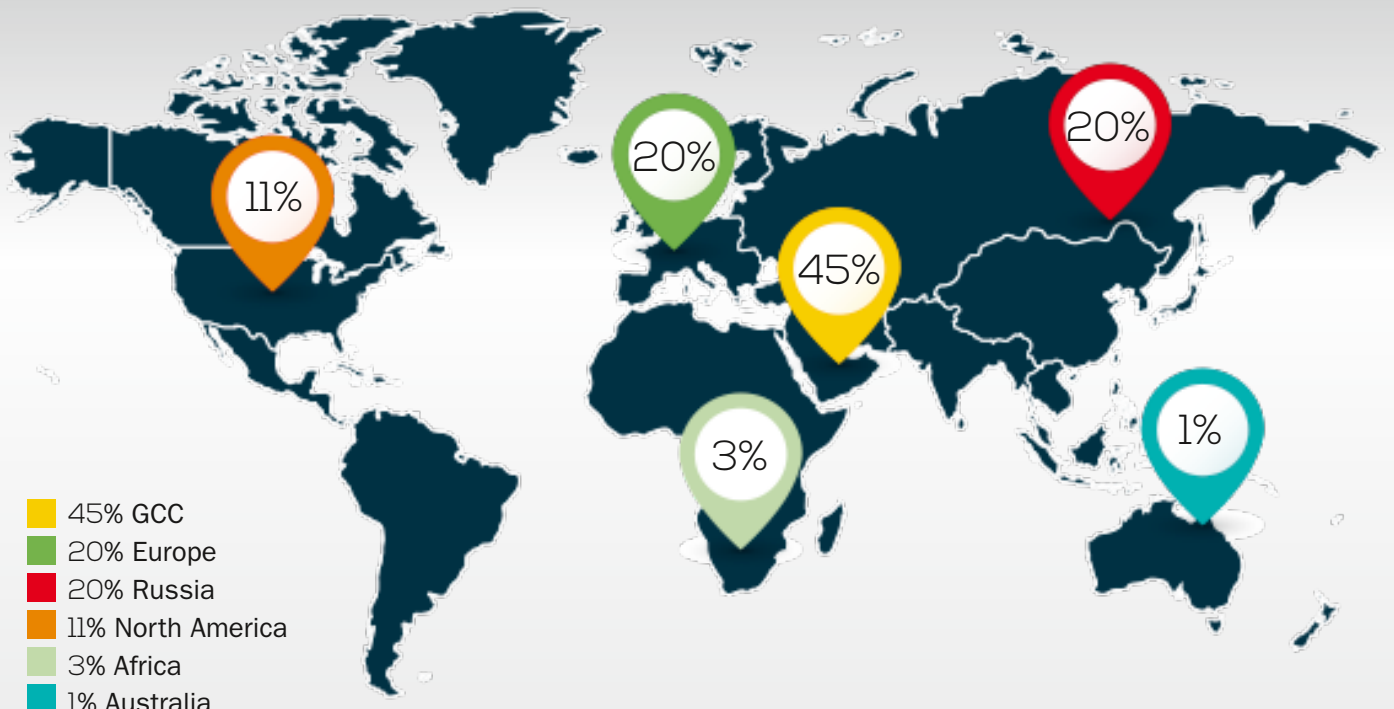
TO CONTACT AND CONVERT – to reach new contacts either within organisations that are already clients or at new companies. To reach them in a relevant and meaningful way in order to convert them to customers.



TO LEAD AND GROW – to position your company as the market leader, to demonstrate corporate equity, win market share, influence private sector and public sector stakeholders, to give something back to the sector in which you operate.



MEED'S AUDIENCE GLOBALLY



MEED BUSINESS REVIEW (MBR)

Every month, we deliver our monthly magazine to our paid subscribers. Perfect-bound, with high design value, MEED Business Review provides MEED's exclusive and deep content in a long-form, lean-back environment.

It creates the most exclusive and premium print branding opportunities in the region for any company looking to cut wastage and directly target decision-makers.

The structure of the book provides a huge opportunity to run creative within specific content areas, and allows advertisers true consistency of brand and message to achieve their 2019 marketing goals.



MEED BUSINESS REVIEW 2019 EDITORIAL CALENDAR *

Month	Market focus	Industry report	Spending brief	Road to Expo	Copy deadline	Art deadline
	Country analysis	In-depth sector analysis	Client rankings	Special content	Editorial cut-off	Advert cut-off
January	Oman	Top 100 megaprojects	Power	Digitalisation	6 December	13 December
February	Bahrain	Power contractors	Oil and gas	Road to Expo	14 January	17 January
March	Saudi Arabia	Project finance & PPP	Construction	Road to Expo	11 February	14 February
April	UAE	Tourism investment	Rail	Road to Expo	11 March	14 March
May	Kuwait	GCC contractors	Water	Road to Expo	11 April	16 April
June	Jordan/Lebanon	MEED 100 companies	Airports	Road to Expo	13 May	16 May
July	Iraq	Top 50 GCC banks	Renewables	Road to Expo	17 June	20 June
August	North Africa	Airports and aviation	Petrochemicals	Road to Expo	15 July	18 July
September	Egypt	Power developers	Ports/logistics	Road to Expo	15 August	20 August
October	Saudi Arabia	Petrochemicals	Wastewater	Road to Expo	16 September	19 September
November	UAE	EPC contractors	Technology	Road to Expo	14 October	17 October
December	Kuwait	Top 20 Islamic banks	Roads	Road to Expo	11 November	14 November

*Subject to change. Contact MEED editorial for details at editorialteam@meed.com

PRINT BRANDING OPPORTUNITIES

MEED's premium print publication, MBR, has a variety of high-visibility advertisement and branding opportunities: from conventional full-page advertisement spaces to highly exclusive branding slots.

MEED Special Reports

Each month, MEED's special reports deliver MBR's premium analysis content in a visually appealing and digestible format to its readers.

As a sponsorship opportunity, MEED's special reports allow you to position your brand against our trusted, market-leading content, and benefit by association as a market leader.

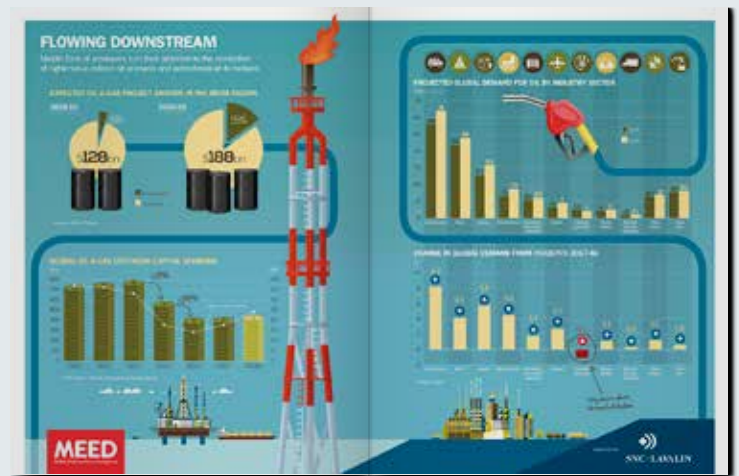
MEED's calendar of reports is categorised by both country and sector, offering the additional opportunity of tuning your branding message to a specific target audience, and enhancing your brand footprint in a highly focused manner, across both print and digital channels.



MEED Infographics

People naturally visualise ideas, and so MEED uses infographics on a monthly basis to bring its complex, data-led stories to life. As a visually engaging way of conveying ideas, infographics are a key asset in print and online.

Direct sponsorship of MEED's infographics provides a high-impact branding position for potential advertisers, and can create a valuable content asset for use on corporate websites, social media and many other physical print or digital routes to market.



Market Talk

Designed for the C-suite voice, Market Talk is a market-generated content product appearing in MEED Business Review and MEED.com that allows critical decision-makers to be featured by the region's most trusted content brand.

This unique platform provides the opportunity for partners to showcase their activity in the region and their roles as thought leaders.

The page includes a company logo, executive biography and a discussion on three strategic thoughts, and is developed in collaboration with MEED's highly experienced content team.



DIGITAL BRANDING OPPORTUNITIES

MEED can provide a range of digital advertisement and branding opportunities across its digital platform, ranging from conventional ad placements to sponsorship of MEED's live broadcasts.

Digital Advertisements

As the primary information channel for our subscribers, MEED.com presents a range of high-visibility and high-reach branding opportunities suitable for broadcasting messaging to MEED's global readership.

MEED.com hosts several high-profile branding positions, including a banner at the very top of the homepage and a right-hand column position that is replicated across the website.

Branding positions also exist at the bottom of regular news stories, as well as on the daily newsletters.



Direct Mail & Newsletters

MEED maintains a database of more than 300,000 registered users whose interest in the markets we cover is qualified by their premium subscription to our insight, data and analysis.

With more than 100,000 addresses at director level or above, and 15,000 CEOs/owners, MEED's database provides an opportunity to access individuals who represent real decision-making power – and for your company to land its messaging directly in the inbox of an otherwise inaccessible audience.

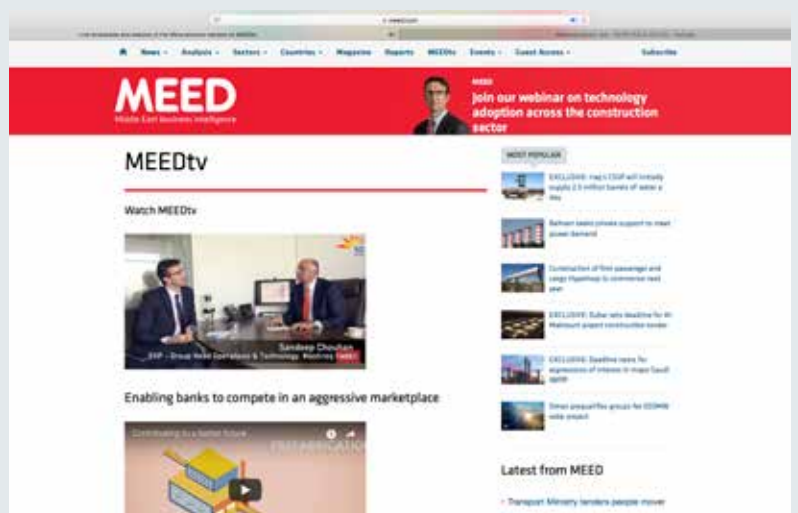


MEED Live Broadcasts

MEED's live broadcasts engage their audience in real-time conversations with expert panellists, and give your business the opportunity to discuss key issues and solutions.

Sponsorship of these hosted events will allow you to position your business as a knowledge expert in your sector through brand association with industry-changing debate.

The registration of audience participants also provides lead generation for future business development, while the resulting video content can be leveraged for value as a content asset.



RATE CARD

2019 PRINT ADVERTISING RATES

Meed Business Review and Yearbook

	1 insertion	2-3 insertions	4-6 insertions	7-9 insertions	10-12 insertions
Full Page	12,500	11,250	9,375	8,750	8,125
DPS	22,500	20,250	16,875	15,750	14,625
Half Page	7,500	6,750	5,625	5,250	4,875
Outside Back Cover	17,500	15,750	13,125	12,250	11,375
Inside Front Cover	15,000	13,500	11,250	10,500	9,750
Inside Back Cover	14,000	12,600	10,500	9,800	9,100
Cover Gatefold (3 pages)	25,000	22,500	18,750	17,500	16,250
Focus Sponsorship	30,000	27,000	22,500	21,000	19,500
Outlook Sector Sponsorship	25,000	22,500	18,750	17,500	16,250

Special Print Operations available on request

All prices are in US\$ and subject to 5 per cent VAT



2019 DIGITAL ADVERTISING RATES

MEED.COM SPONSORSHIP OPPORTUNITIES (100% SOV)

Sector	Monthly page impressions	Month sponsorship	Week sponsorship
Homepage T/O	65,000	32,500	9,750
Construction	21,000	10,500	3,150
Economy	13,000	6,500	1,950
Finance	4,000	2,000	600
Industry	7,000	3,500	1,050
Markets	2,000	1,000	300
Oil & Gas	35,000	17,500	5,250
Power	20,000	10,000	3,000
Telecoms & IT	1,000	1,000	300
Transport	10,000	5,000	1,500
Water	6,000	3,000	900

25% discount applies to all digital products when booked alongside print activity (1 FP minimum)

All prices are in US\$ and subject to 5 per cent VAT

MEED.COM FORMAT ADVERTISING RATES

CPM Rates	ROS	Targeted
Leaderboard (728x90)	125	156
MPU (300x250)	150	188
Double MPU (300x500)	220	275

MEED E-NEWSLETTER SPONSORSHIPS

Sector	Rate
MEED Daily News	6,500
MEED Weekly	3,000
MEED Oil & Gas	4,000
MEED Construction	4,000
MEED Finance	3,000
MEED Petrochemicals	3,000
MEED Transport	3,000
MEED Real Estate	3,000
MEED Special Reports	1,000
MEED Tenders & Contracts	1,000

ADVERTISING SPECIFICATIONS

PRINT

Meed Business Review and Yearbook

DIMENSIONS

Full page

Trim: W 200mm x H 260mm

Bleed: W 206mm x H 266mm

Type: W 170mm x H 240mm

Double-page spread

Trim: W 400mm x H 260mm

Bleed: W 406mm x H 266mm

Type: W 370mm x H 240mm

Please allow 20mm gutter allowance. No text should run across the gutter.

Ensure that no live text, images or logos are placed within 10mm of the trim area.

Half-page horizontal (Type area only)

Type: W 3155mm x H 100mm

COPY REQUIREMENTS

- Please supply high-res PDFs to Pass4Press standards (www.pass4press.com).
- Please ensure all fonts are embedded and colour spacing is CMYK. All images should be saved using the ISOcoated_v2_300_eci Colour Profile (www.eci.org).
- File resolution should be 300dpi and all high-resolution images must be embedded within the file. Do not use OPI settings.
- If an accurate, validated hard copy proof is not supplied, GlobalData cannot be held responsible for the reproduction of these advertisements.
- Digital proofs must be 100% of the final size and must be produced from the exact pdf file supplied. Digital proofs can be accepted from a range of devices. Please check the FOGRA website (www.fogra.org) for a list of FOGRA 39L accredited devices, based on the forthcoming ISO 12647-7 proofing standard.
- All proofs must include the UGRA/FOGRA media wedge CMYK v2.2. This should be included outside the page area.
- GlobalData will make all reasonable efforts to ensure that the content is printed within the ISO 12647-2 printing condition.

GlobalData can take no responsibility for adverts that have been incorrectly supplied – the file content and construction is the responsibility of the sender.

FILE DELIVERY

Artwork can be supplied via email to: Dave.Stanford@compelo.com
We can also accept files via most file-sharing sites.

SALES SUPPORT CONTACT (DUBAI)

Monica Dsouza: monica.dsouza@meed.com

AD PRODUCTION CONTACT (UK)

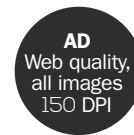
Dave Stanford: Dave.Stanford@compelo.com

ONLINE

www.meed.com

PNG SPECS

No CMYK or spot (pantone) colour is included; all colours are RGB separated or removed if not in use; artwork must be to exact sizes.



CONFIRMATION

Adverts will only be processed on receipt of written, fax or email confirmation of the full order and receipt of payment or authorised purchase order where agreed credit terms exist.

CONTACT US

To benefit from MEED products and audience, and to achieve your marketing goals in 2019, please contact a member of the MEED sales team.

T: +971 (0) 4 818 0334

E: advertising@meed.com

MEED
Intelligence.Events.Insight