Reseller MIDDLE EAST
THE VOICE OF THE CHANNEL

media information 2015

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Reseller Middle East has been published by CPI, the region's leading IT publisher for the last 14 years. While the IT industry has metamorphosed itself completely over the last decade, the publication continues to play its dominant role of voice of the channel. It has been the ambition of the publication to keep the channel community updated on vendor technology and product developments and vendors updated on the best interests of channel partners over the years.

Today, the IT community faces some of the most dramatic transformations taking place around Cloud, storage, wireless, smartphones, touch screens and data. Channel partners are having to adapt their business dramatically and radically to these changes. Many of the golden rules of engagement are being rewritten today based on the corporate user environment, technology dynamics, shrinking market opportunities and increased competition.

Reseller Middle East is facing this turmoil head on and continues to engage in dialogue with all sides to bring to its community of readers, both in print and online, valuable feedback, suggestions, opinions and advice on the optimal and best way forward. The Reseller team is proud to be part of the regional channel community and play the role of an unbiased spokesperson and trusted advisor.

The publication continues to spin off brand extensions in the form of its annual awards, annual survey, top ten rankings, regional supplements, round table forums, buyer sessions, e-newsletters and monthly supplements. We sincerely believe that 2015 will be a win-win period for both of us!

READERSHIP
30,000 readers per month

EDITORIAL
60% of RME readers consider its editorial to be good.
Over 29% of RME readers consider its editorial to be excellent.
Over 55% of readers consider RME editorial to be good or better than other publications within the sector.

RELEVANCE
Over 80% of readers agree that RME is relevant to their business.

RECOMMENDATIONS
Over 70% of readers would recommend RME to their business associates.
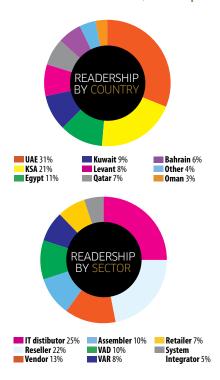
PURCHASING DECISIONS
50% of readers often use RME to make purchasing decisions based on its editorial and advertising content.
50% of readers use RME to make purchasing decisions, while 5% rely solely on editorial and advertising content of RME to make purchasing.

Feature

Cover Feature

www.resellerme.com

CIRCULATION 10,200 copies

READERSHIP BY COUNTRY

- UAE 31%
- KSA 21%
- Egypt 11%
- Kuwait 9%
- Levant 8%
- Qatar 7%
- Bahrain 6%
- Other 4%
- Oman 3%

READERSHIP BY SECTOR

- IT distibutor 25%
- Reseller 22%
- Vendor 13%
- Assembler 10%
- VAD 10%
- VAR 8%
- Retailer 7%
- System Integrator 5%

RESELLER MIDDLE EAST
EDITORIAL CALENDAR 2015

Issue month	Lead feature	Feature	Supplement
February	New vendors, new strategies	Internet of Things	
March	Top resellers to watch out for	Big Data & Analytics	
April	Channel Credit issue	Top KSA distributors	Security booklet
May	Omni-channel retailing	Social media in the channel/ low margin issue	
June	Top channel chiefs	Next generation networks	
July	Reseller Awards 2015: Special issue	Channel prospects in Open enterprise	
August	Managed services	Opportunities in flash storage	
September	Women of the channel	Selling security	
October	Annual industry survey and rankings	Wearable technology	Distributor Handbook
November	Converged infrastructures	Partner training & certifications	
December	SaaS prospects for the channel	Solution selling	
January	Outlook 2016	Country focus: Qatar	Reseller Hot 50

EVENTS CALENDAR 2015

Month	Description
April	Partner Connect Networking Evening
June	Partner Excellence Awards & Summit
September	Partner Connect Networking Evening
December	Hot 50 Awards

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ADVERTISING RATES

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 4 grams+ price on application	N/A	N/A
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

CPI

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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 for OK! and BBC Worldwide for BBC Good Food while also developing its own trade magazines for the banking, industrial and construction sectors.

Special 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

Dedicated eMarketing

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

eNewsletter and Web banners

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

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