

digital middle east broadcast



MEDIA INFORMATION 2017

EDITORIAL MISSION

The Middle East region's broadcasting and content distribution sectors have experienced major growth in the past few years. Broadcasters in the region, and especially in the Gulf, have been investing heavily in high value content including sports rights and international programmes, as well as the platforms to distribute that content: HD linear, OTT and on-demand platforms.

digital broadcast middle east is designed to address the needs of decision makers in the region's broadcast industry covering TV, radio and mobile distribution. Now in its tenth year, the magazine has become the leading information resource for those involved in the business of delivering and managing media content in the digital age. The magazine is now the number one resource for senior management and decision-makers in the broadcast industry charged with expanding revenue streams and developing commercial

strategies incorporating emerging digital content delivery technologies. Featuring a compelling mix of industry news, features, analysis, product showcases, technical installation and commercial implementation profiles, **digital broadcast middle east** provides a comprehensive quarterly roundup of the latest developments impacting these existing and emerging content delivery sectors.

digital broadcast middle east is dedicated to ensuring the highest quality editorial standards and providing the best possible news and information resource for key industry decision makers, in addition to technical analysis from experts in the field.

Official Middle East partner to:



2017 EDITORIAL CALENDAR

MONTH	SPECIAL REPORTS	TECHNOLOGY	EVENTS	BUSINESS
MARCH	State of the industry	IP migration	Cabsat Show issue / Digital Studio Awards/ NAB Preview	Pay-TV in the Middle East
JUNE	Tackling piracy	Streaming and OTT	Broadcast Asia Preview	Content rights and windows
SEPTEMBER	Advertising and audience measurement	Security for broadcast	IBC show issue	Programming strategies
DECEMBER	Year in review	Satellite watch	IBC Content Everywhere preview	Collaborating with telcos

* Subject to change at editor's discretion

Each issue of *Digital Broadcast Middle East* will also include a dedicated "Satellite Broadcast Focus" section, which consists of the latest satellite news, interviews and research.

READERSHIP

CIRCULATION

3,049** copies per issue

TOTAL PRINT & DIGITAL READERSHIP = 9,147**

BRAND REACH*

Digital Broadcast Middle East has a brand reach of

43,059**

COMPETITIVE ADVANTAGE*

98% of *Digital Broadcast Middle East* readers are decision makers, are responsible for purchasing decisions, or influence purchasing decisions.

EDITORIAL*

90% of readers consider *Digital Broadcast Middle East* editorial to be good or better than other publications that focus on the broadcast sector in the region.

PURCHASING DECISIONS*

81% of our readers have at some point used *Digital Broadcast Middle East* to make purchasing decisions based on its editorial and advertising content.

READER PROFILE*

80% of *Digital Broadcast Middle East* readers are decision makers, are responsible for purchasing decisions or influence purchasing decisions.

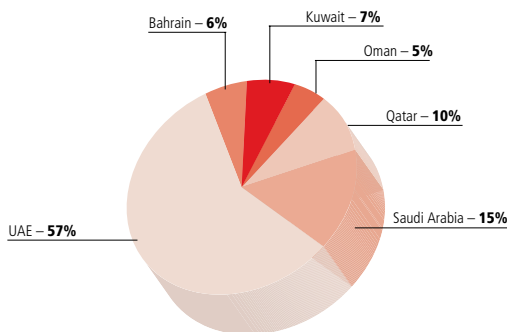
READERSHIP*

70% of subscribers have their copy read by two people or more.

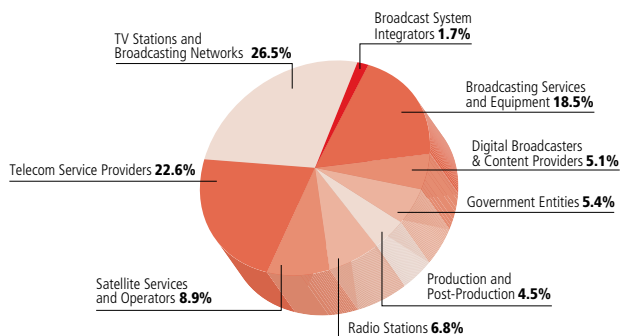
READERSHIP SUMMARY

Circulation	3,049
Readership Multiplier (Print)	3.35
Digital Circulation	681
Apps Downloads (Nov)	1,357
Total Readership - Print & Digital	11,185
Unique Website (Oct 2016)	14,000
eNewsletters	17,874
Total Brand Readership	43,059

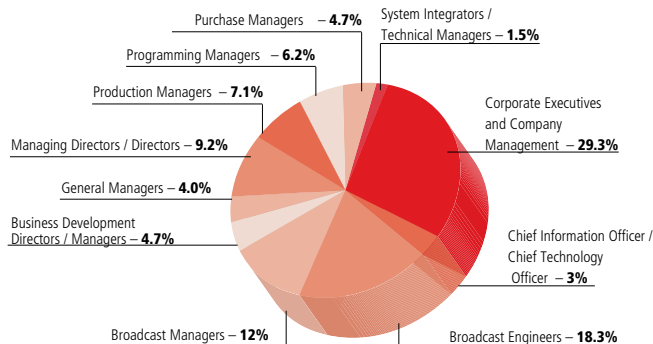
READERSHIP BY GEOGRAPHY



READERSHIP BY INDUSTRY



READERSHIP BY PROFESSION



DIGITAL STUDIO AWARDS 2017



The 13th edition of the **digitalstudio** Awards will reward the very best in technology, innovation and regional content production. Held in March as part of

CABSAT, 2017's event will once again take place on the second night of the annual industry show. Following on from last year's sellout event, which brought more than 300 of the region's great and good together, this year's Awards is set to move to an even bigger venue to celebrate 13 years of rewarding excellence with even more guests from the industry.

DIGITAL BROADCAST EVENTS

Digital Broadcast Middle East will hold a number of industry events including roundtables and steering committees in 2017. The aim of these meetings is to bring industry peers together for discussion and dialogue leading to a better understanding of the industry for all.

By sharing insights into the trends and challenges faced across the industry, players from all sides of the sector stand to gain. Each roundtable or steering committee will be covered in depth in *Digital Broadcast Middle East* magazine and online with full editorial coverage and professional photography. These industry events, which will be held under the Digital Broadcast and Digital Studio banners, also offer excellent sponsorship opportunities for companies involved in the business of content distribution and management.



ADVERTISING RATES

POSITION	SINGLE ISSUE PRICE		FOUR SERIES PRICE	
Inside Front Cover	AED 39,894	(US\$10,865)	AED 33,906	(US\$9,234)
Back Cover	AED 37,319	(US\$10,163)	AED 31,718	(US\$8,638)
Inside Back Cover	AED 35,775	(US\$9,743)	AED 28,287	(US\$7,704)
Double Page Spread	AED 54,049	(US\$14,720)	AED 45,941	(US\$12,511)
Full Page	AED 32,171	(US\$8,761)	AED 27,342	(US\$7,446)
1/2 Page Vertical	AED 21,877	(US\$5,958)	AED 18,592	(US\$5,063)
1/2 Page Horizontal	AED 21,877	(US\$5,958)	AED 18,592	(US\$5,063)
1/4 Page Vertical	AED 15,184	(US\$4,135)	AED 11,166	(US\$3,041)
1/4 Page Horizontal	AED 15,184	(US\$4,135)	AED 11,166	(US\$3,041)

TECHNICAL SPECIFICATIONS

SPECIFICATION	TRIM SIZE W X H (mm)	TYPE SIZE W X H (mm)	BLEED SIZE W X H (mm)
Inside Front Cover	205 W x 275 H (mm)	190 W x 260 H (mm)	215 W x 285 H (mm)
Back Cover	205 W x 275 H (mm)	190 W x 260 H (mm)	215 W x 285 H (mm)
Inside Back Cover	205 W x 275 H (mm)	190 W x 260 H (mm)	215 W x 285 H (mm)
Double Page Spread	410 W x 275 H (mm)	395 W x 260 H (mm)	420 W x 285 H (mm)
Full Page	205 W x 275 H (mm)	190 W x 260 H (mm)	215 W x 285 H (mm)
1/2 Page Vertical	89 W x 225 H (mm)	n/a	n/a
1/2 Page Horizontal	180 W x 110 H (mm)	n/a	n/a
1/4 Page Vertical	58 W x 225 H (mm)	n/a	n/a
1/4 Page Horizontal	180 W x 55 H (mm)	n/a	n/a

DIGITAL STUDIO AWARDS SPONSORSHIP RATES

TYPE	RATE	
Platinum Sponsor	AED 183,600	(US\$ 50,000)
Gold Sponsor	AED 146,880	(US\$ 40,000)
Silver Sponsor	AED 110,160	(US\$ 30,000)
Category Sponsor	AED 73,440	(US\$ 20,000)

STANDARD ONLINE ADVERTISING (DIGITALPRODUCTIONME.COM)

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE
Leaderboard Banner	GIF	728px X 90px	50 KB	AED310 (\$84) CPM
Skyscraper Banner	JPEG, Flash	120px X 600px	35 KB	AED213 (\$58) CPM
Top Banner		468px X 60px	20 KB	AED174 (\$47) CPM



CONTACTS

ADVERTISING CONTACTS

George Hojeige
Group Sales Director
T: +971 4 444 3203
E: george.hojeige@itp.com

Michelle Smith
Sales Manager
T: +971 4 444 3381
E: michelle.smith@itp.com

Lionel Matthews
Sales Executive
T: +971 4 444 3383
E: lionel.matthews@itp.com

EDITORIAL CONTACTS

Roger Field
Group Editor
T: +971 4 444 3419
E: roger.field@itp.com

PRODUCTION CONTACT

Basel Al Kassem
Production Manager
T: +971 4 444 3388
E: basel.alkassem@itp.com

SUBSCRIBE ONLINE AT: www.itp.com/subscriptions **OR EMAIL:** subscriptions@itp.com