

FILM & TV PRODUCTION IN THE MIDDLE EAST



digitalstudio
BROADCASTING AND PRODUCTION IN THE MIDDLE EAST

2017 MEDIA INFORMATION

EDITORIAL OVERVIEW



digitalstudio is the Middle East's leading magazine for the TV and film production industries, having built a loyal readership in the 18 years since its launch in 1998.

The region's production industry is at an exciting stage in its development with both home-grown producers and international players creating an increasing volume of top-quality content.

This growth is being driven by numerous trends, including greater investment from government and private sources; growing demand from a maturing advertising market, and a plethora of new platforms to distribute content.

The UAE offers a prime example: the country is home to the MENA region's biggest free-to-air and pay-TV broadcasters, as well as burgeoning production hubs in Abu Dhabi and Dubai, which both feature state-of-the-art production facilities. Other countries are also investing heavily in the industry, not least Saudi Arabia, which has ambitious targets for its media industry

as part of its 'Saudi Vision 2030' strategy.

The region's production industry is also developing as broadcasters from large government run organisations to small independents, invest in studios and technology to deliver increasingly relevant content to their audiences. These developments also mean more business for vendors, systems integrators, rental companies and other professionals in the production and post-production sectors.

digitalstudio stands in the midst of this sea-change. With its compelling mix of industry news, on-location features, case studies and product reviews, the monthly title provides a comprehensive analysis of the latest developments driving the industry and offers key insights into the strategies being adopted by the leading players in the sector. **digitalstudio** provides industry professionals with insight into the latest technological developments and market trends set to impact the way they do business.

Official Middle East partner to:



TESTIMONIALS:

"Digital Studio's content is very relevant to our industry. The reporting, in-depth writing, opinion pieces, high quality photography and design, and access to the industry's powerful people is what makes readers appreciate Digital Studio Magazine." **Khalid Sweidan, Senior Sales Manager, Middle East - Africa, FOR-A**

"Personally, Digital Studio is the voice of the industry in this region, they are putting really great effort to be connected to everyone by the magazine and by their interesting events, I really appreciate this effort."

Bassam Alas'ad, chief content officer, executive producer - director, CMS

2017 EDITORIAL CALENDAR

January	2017 outlook	Colour grading	DIFF special
February	Production: Maximising returns	Production lighting technology	CABSAT preview
March	Archiving and content storage	Country focus: Qatar	CABSAT show issue, <i>Digital Studio Awards</i> preview
April	Aerial shoots	Audio capture	CABSAT review, <i>Digital Studio Awards</i> review
May	Editing suites	Systems integration	NAB Show review
June	Workflow software	Regional focus: Levant	Broadcast Asia preview
July	CGI & VFX	Ingest technology	Broadcast Asia show issue
August	Animation software	Media asset management	IBC preview
September	Mechanics and supports	Country focus: Bahrain	IBC show issue
October	Colour grading	Virtual reality	IBC show review
November	Video camera guide	Country focus: Saudi Arabia	TV Connect review
December	End of year review	Top tech of 2017	My Content review, Infocomm Preview

READERSHIP

READERSHIP

digitalstudio has an average qualified audited circulation of **5,289** copies per month (*BPA audited Jan – June 2016*)

with a print and digital readership of **19,725*** per month.

Total Brand Reach = 53,696*

83%

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

93%

of readers consider **digitalstudio** editorial to be good or better than other publications that focus on pre and post production in the region.

COMPETITIVE ADVANTAGE*

As an overall magazine **80%** of the readers consider **digitalstudio** to be a superior or better publication than others in the same industry within the region.

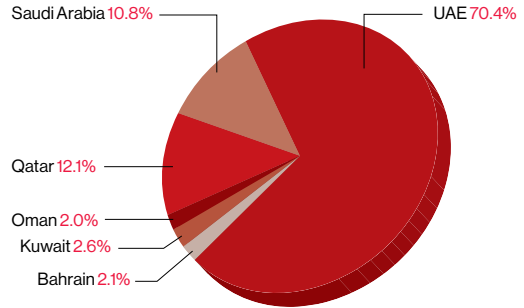
PURCHASING DECISIONS*

97% of our readers have at some point used **digitalstudio** to make purchasing decisions based on its editorial and advertising content.

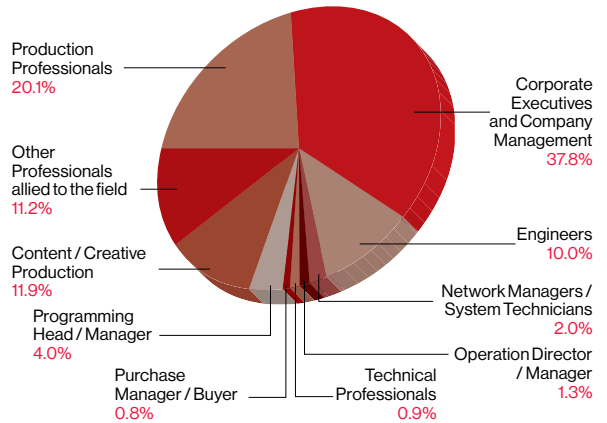
READERSHIP SUMMARY

BPA Average Print Circulation (Jan - Jun 2016)	4,090
Other Print Circulation	729
Readership Multiplier (Print)	3.29
BPA eZine Circulation (January-June 2016)	1,198
BPA Apps Downloads (June 2016)	2,669
Total Readership - Print & Digital	19,725
Unique Website Visitors (June 2015)	18,171
eNewsletters	19,800
Total Brand Readership	53,695

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION - May 2015 Issue



BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION - May 2016 Issue



DIGITAL STUDIO AWARDS 2017



The **digitalstudio Awards** are a showcase of industry excellence for the TV, film and broadcast production sectors in the Middle East. The great and the good of the industry are brought together at the **digitalstudio Awards**, with more than 300 senior figures from the region's studios, broadcasters, pre-production and post-production facilities gathering to witness the winners in sixteen hotly contested categories.

Held on the second evening of CABSAT - the Middle East's largest broadcast and satellite trade show - the **digitalstudio Awards** are well established as the defining awards programme in the region and this year celebrates its 13th year of acknowledging the best industry achievements that the Middle East has to offer.

With attendees regularly including industry leaders, local celebrities and even Academy Award winners, the **digitalstudio Awards** are the social occasion of the year for broadcast and production professionals, where they come together for a fun and glamorous evening of competition and celebration.

DIGITAL STUDIO EVENTS

Digital Studio 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 Studio* magazine and online with full editorial coverage and professional photography.

These industry events, which will be held under the *Digital Studio* and *Digital Broadcast* banners, also offer excellent sponsorship opportunities for companies involved in the business of content creation and distribution. The first event will take place in Q1 2017.



ADVERTISING RATES

POSITION	SINGLE ISSUE PRICE		SIX SERIES PRICE		TWELVE SERIES PRICE	
Inside Front Cover	AED 39,894	(US\$10,864)	AED 35,904	(US\$9,777)	AED 33,906	(US\$9,233)
Back Cover	AED 37,319	(US\$10,163)	AED 33,587	(US\$9,146)	AED 31,718	(US\$8,637)
Inside Back Cover	AED 35,775	(US\$9,742)	AED 32,197	(US\$8,768)	AED 28,287	(US\$7,703)
Double Page Spread	AED 54,049	(US\$14,719)	AED 48,644	(US\$13,247)	AED 45,941	(US\$12,511)
Full Page	AED 32,171	(US\$8,761)	AED 28,955	(US\$7,885)	AED 27,342	(US\$7,446)
1/2 Page Vertical	AED 21,877	(US\$5,957)	AED 19,689	(US\$5,362)	AED 18,592	(US\$5,063)
1/2 Page Horizontal	AED 21,877	(US\$5,957)	AED 19,689	(US\$5,362)	AED 18,592	(US\$5,063)
1/4 Page Vertical	AED 15,184	(US\$4,135)	AED 11,720	(US\$3,191)	AED 11,166	(US\$3,040)
1/4 Page Horizontal	AED 15,184	(US\$4,135)	AED 11,720	(US\$3,191)	AED 11,166	(US\$3,040)

TECHNICAL SPECIFICATIONS

SPECIFICATION	TRIM SIZE W X H (mm)	TYPE AREA 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	(\$50,000)
Gold Sponsor	AED 146,880	(\$40,000)
Silver Sponsor	AED 110,160	(\$30,000)
Category Sponsor	AED 73,440	(\$20,000)

STANDARD ONLINE ADVERTISING (DIGITALPRODUCTIONME.COM)

TYPE	FORMAT	DIMENSIONS	FILE SIZE	RATE
Leaderboard Banner	GIF, JPEG, Flash	728px X 90px	50 KB	AED 310 (\$84) CPM
Skyscraper Banner		120px X 600px	35 KB	AED 213 (\$58) CPM
Top Banner		468px X 60px	20 KB	AED 174 (\$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
M: +971 55 7410256
E: michelle.smith@itp.com

Lionel Matthews
Sales Executive
T: +971 4 444 3383
M: +971 50 719 4536
E: lionel.matthews@itp.com

EDITORIAL CONTACT

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: baset.alkassem@itp.com

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