



About CPI

As an early entrant in the regional publishing scene, CPI has for the past two decades built itself around an innovative culture based on generating cutting edge ideas.

CPI always believes in telling a two-sided story, thereby showing this region to the rest of the world and also bringing in global best practice to the region. It has enjoyed unrivalled local access to the world's best ICT content through its partnership with IDG – a pattern CPI has followed with similar relationships on its consumer titles OK! Middle East (Northern & Shell) and BBC Good Food Middle East (BBC Worldwide). CPI also publishes other trade magazines covering key industrial sectors.

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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	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 2011



QDB

بنك قطر للتنمية
QATAR DEVELOPMENT BANK

Presents

PRIVATE
SECTOR

AN SME ADVISOR PUBLICATION IN QATAR

القطاع
الخاص

منشورات SME Advisor في قطر





Supporting Qatar’s growth ambitions in the private sector

The driving force for regional economies is the private sector – a catalyst for growth, development and job creation. With the world’s spotlight on Qatar’s development activities and the buzz being created around 2022, this sector is going to grow by leaps and bounds. That’s great news if you’re targeting the private sector, which spans across almost all industry verticals, but the problem you face is identifying the most dynamic and competitive companies amongst a sea of competitors.

A key answer for the past half decade has been the UAE-based magazine **SME Advisor Middle East**, which has delivered valuable business information to leading SMEs across the region, helping them develop their businesses, putting them in touch with valued partners and fuelling growth even in a stalled global economy.

With a marketing mix of print magazine,

Website, e-newsletters, corporate events, round tables, breakfast meetings and more, the brand has brought together the most dynamic businesses of the region with key vendors, industry and governmental bodies, consultants and academics. Together, we have built a community of forward-looking businesses eager to interact with valued suppliers to grow their business.

Now, with the support of QDB as our presenting partners, we are launching the same business values, tailor-made for Qatar in the form of the brand Private Sector. This will encompass magazine, events, online and several other initiatives to drive Qatari entrepreneurship and the private sector.

This is a market you cannot afford to miss. This is a market that you can reach in an intelligent, focused way, working with the expert team that brought you SME Advisor Middle East and is now launching Private Sector magazine in Qatar.

About Private Sector

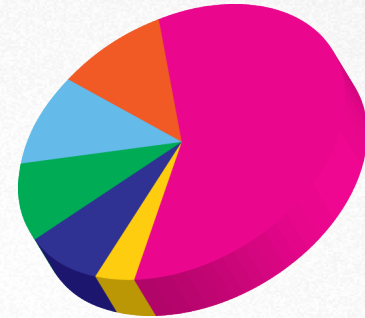
Private Sector is a monthly magazine in Arabic, published by CPI and presented by QDB.

It is aimed at business owners and senior executives in the private sector in Qatar. Armed with practical advice, it highlights key issues for the business community.

The magazine addresses real issues faced by business decision makers and

entrepreneurs, without resorting to jargon. We understand that often, in the private sector, specialist business decisions are made by the owners. At the same time, the content is equally relevant and useful for specialist, senior executives in mid-level enterprises. The magazine style is conversational and vibrant – suited to the business community in this sector.

Readership



READERSHIP PROFILE

- Owner/Chairman/MD 57%
- C-level executive 10%
- GM/Division head 10%
- Other 10%
- Product/Department head 9%
- Senior/Regional manager 4%

The magazine is being distributed to a targeted and named database of business decision makers in the private sector. With the support of QDB and our ecosystem of partners, we have access to an updated database of readers who form prime TA and are eager to receive advice on opportunities for growing their business.

We are also accessing CPI’s already established readership base in Qatar.

We start with a circulation of 15,000 copies per month and will steadily increase the number over the next few months.

Magazine Sections

- Finance
- Banking
- Tax
- Legal
- Management and HR
- Marketing
- Buying guides
- How to
- Logistics
- Business case studies
- Industry gurus
- Industry watch/verticals
- Business setup
- News/ shoptalk
- Products /shelf life
- Technology for business
- Opportunities
- Editorial advisory board
- Qatari perspective
- Trade
- Corporate lifestyle
- Country business set up specials
- Product reviews by readers
- Book reviews

Targeted Events

The Private Sector brand connects with its target audience every step of the way, including through community-building events. We offer several event opportunities such as workshops, mentoring sessions, networking evenings, conferences and more. Contact us for more details.

Why Private Sector

- There is enough media here and internationally that provide news – both good and bad. In some ways, the negative sentiment does nothing to help businesses recover. It becomes a self-fulfilling prophesy based on fear and, at times, too much news. Private Sector is the only magazine that focuses on this vital segment and highlights what CAN be done by regional businesses, instead of what is wrong and what won't work. We specialise in providing advice, educating about best practice, and highlighting success stories. We cover all aspects of business – and we inform, educate and encourage.
- Our ultimate aim is the same as the government, which is to help grow Qatar's business, and we want to encourage positive dialogue and development.
- We offer a flexible converged media mix,

unlike any other business publication, which helps communicate the message effectively. This includes print, Website, e-newsletters, social media, and focussed events (such as workshops, mentoring sessions, networking evenings, conferences and more).

- We know who reads us. Our call centre tracks executive movement to ensure the continued value of our qualified subscribers.
- We evolve, and we keep our ear to the ground.
- Relationships and goodwill. We talk to our readers and business stakeholders and act as a conduit for industry dialogue. We know the value of personal relationships. We conduct various initiatives to build the business community.
- We are in the process of tying up with several industry bodies to get our copies to all their members.

Business growth in the region

We recently surveyed 1,400 businesses in the private sector and found that almost 90 percent of them are committed to their growth plans.

Recent research by global management consultancy A.T. Kearney highlights the crucial and almost mandatory role the private sector plays in the successful development of sustainable domestic economies. Their research in emerging markets shows that successful businesses in this sector, create jobs at a rate which is four times faster than the rate of larger corporations and create revenues and GDP at a rate which is six times faster than large corporations.

Government support for private sector growth

GCC governments have been eager to develop long-term sustainable economies diversified away from oil. Recent announcements have demonstrated their commitment to re-investing revenues towards further development of their domestic industrial and service economies.

These highly influential people, these catalysts for the region, these pockets of growth in a slowed global economy – these are the readers of Private Sector.