

“An essential tool for anybody working in, or with, the media  
across the Arab world” *Khaleej Times*

**MIDDLE EAST AND NORTH AFRICA**

**MEDIA**

**GUIDE**

**2012**

**EDITED BY BEN SMALLEY**

**FULLY  
REVISED &  
UPDATED!**

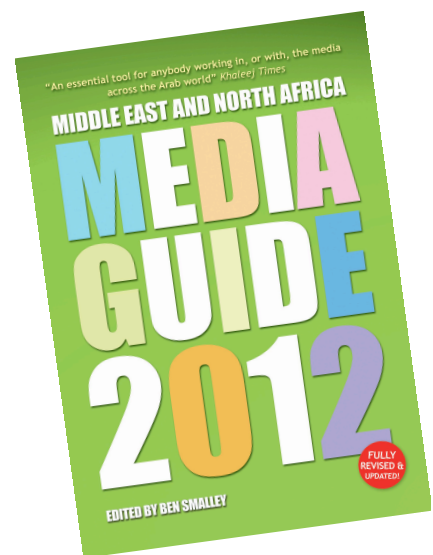
# Middle East & North Africa Media Guide 2012

The MENA Media Guide is the only comprehensive, accurate and up-to-date media directory for the Arab world.

Containing over 4,800 media listings across 18 countries, this key reference book offers advertisers a unique opportunity to showcase their products and services to a specialised target audience - companies and agencies seeking media outlets and services in the Middle East & North Africa.

Our first eight editions have firmly established the Middle East & North Africa Media Guide as a must-have resource, and thousands of well-thumbed copies can be found in offices across the Arab world - and beyond.

From large multi-nationals to small companies, those dealing with the regional media have found the book invaluable and are eagerly awaiting the fully revised, updated and expanded 2012 edition.



## Client testimonials...

*“The book - for us - is an invaluable guide and serves to strengthen our media database, as well as provide our clients with even more regional exposure”*

**Louay Al-Samarrai**  
Active PR, United Arab Emirates

*“An invaluable resource for anyone who wishes to strategically define a regional campaign.”*

**Qais Abu-Laban**  
BQ Capital, Jordan

*“One of a kind and very useful”*

**Fumihiko Iwamoto**  
K&L Advertising Asia Pte Ltd, Singapore

*“Really helps me in my job - I benefit from it on a daily basis”*

**Zakia Suhail Al Musharrakh**  
Media Coordinator  
Dubai Ports, Customs and Free Zone Corporation

**COVERAGE**

■ Algeria	■ Kuwait	■ Qatar
■ Bahrain	■ Lebanon	■ Saudi
■ Egypt	■ Libya	■ Syria
■ Iran	■ Morocco	■ Tunisia
■ Iraq	■ Oman	■ UAE
■ Jordan	■ Palestine	■ Yemen

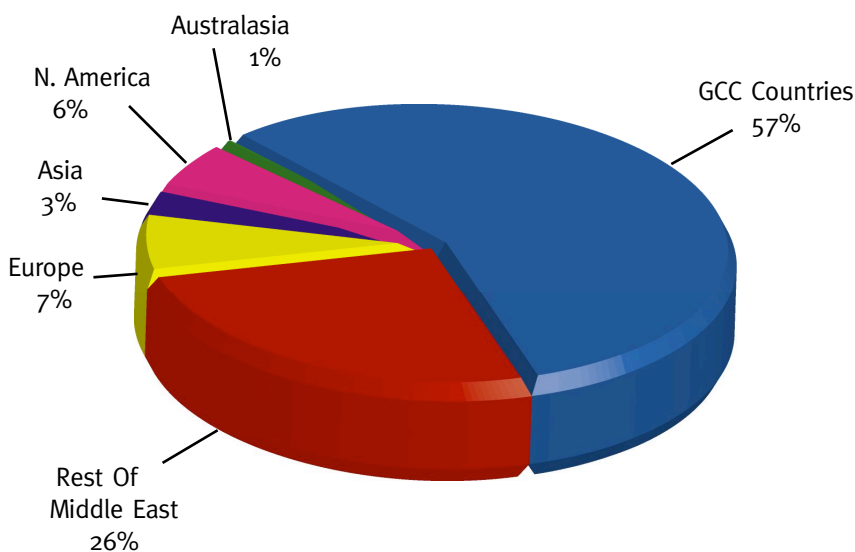
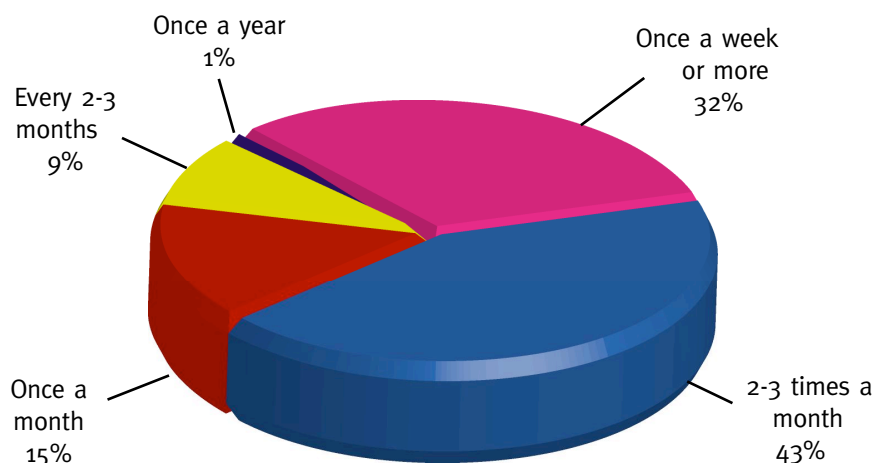
# Middle East & North Africa Media Guide 2012

“An exceptionally useful guide.”  
Gulf Business

## The Facts

### Frequency of use

The Middle East & North Africa Media Guide has a shelf life of one full year, giving advertiser's maximum, and repeated exposure. Unlike magazines or newspapers which are often discarded after being read, **90%** of Middle East & North Africa Media Guide customers refer to the guide at least once a month, with **32%** using the book once a week or more. (Source: Sample survey of customers)

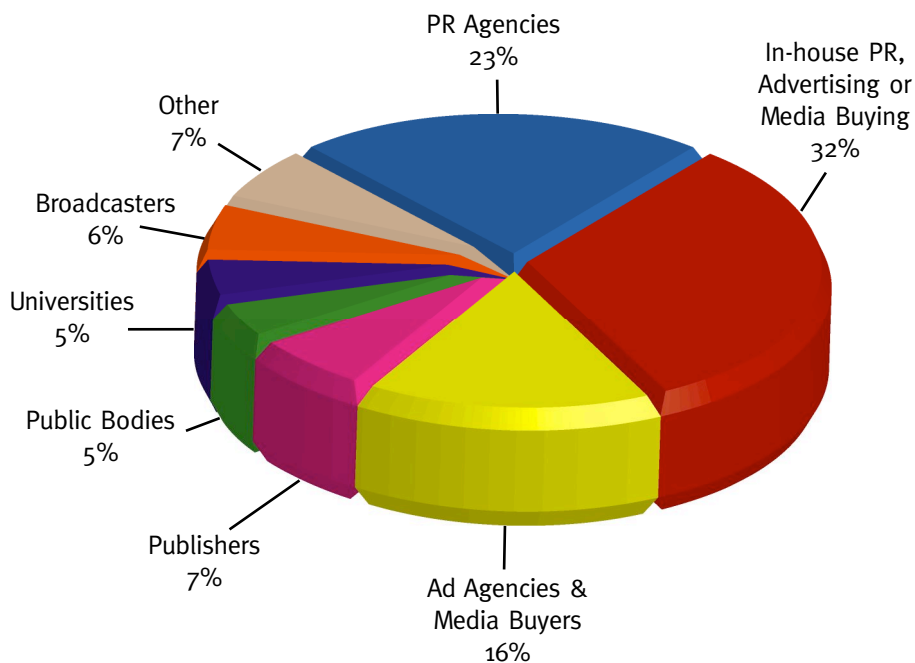


### Geographic breakdown

The 2012 edition of the Middle East & North Africa Media Guide will be available in bookshops across the region, and worldwide through our website. Many of our international customers use the book to find media outlets for their own advertising requirements in the Middle East & North Africa, as well as finding suppliers and creative partners.

### Customer breakdown by industry

The Middle East & North Africa Media Guide is viewed as an essential directory for people working in, and with, the media across the region - including in-house advertising and PR managers at major local and international companies, media buyers and planners, PR agencies, advertising agencies, media analysts, publishers, broadcasters, marketing companies, government ministries, charities and universities.



# Middle East & North Africa Media Guide 2012

“An essential tool for anybody working in, or with, the media across the Arab world.”  
Khaleej Times

## Chapters

Each chapter is introduced by insightful editorial giving an overview and analysis of each sector.

- **Newspapers** - National and regional newspapers listed by country and language.
- **Magazines** - Consumer, trade and special interest magazines listed by category and language.
- **Television** - State and independent TV stations listed by category and language, plus pay-TV networks.

- **Radio** - State and independent radio stations listed by country and language.
- **News & Photo Agencies** - Government and independent news agencies, and stock photo libraries.
- **Production Companies** - Independent production companies listed by country.
- **New Media** - Major websites and portals, media websites and digital media agencies.
- **World Media** - Contact details for some of the world's largest media companies.

- **Advertising & PR** - Advertising Agencies, Media Buying & Planning Agencies, Outdoor Media, Public Relations Agencies, and Advertising Representatives.
- **Events & Exhibitions** - Exhibition organisers, stand manufacturers, and event management companies.
- **Media Resources** - Journalist Associations, Media Free Zones, Circulation Auditors, Media Research & Monitoring, Newspaper & Magazine Distributors.

### Don't get lost in the crowd... Stand Out!

Supplement your listing and stand out from the crowd.

The Middle East & North Africa Media Guide is designed to be as comprehensive as possible with free basic listings for all regional media companies.

The only way to grab attention and stand out from your competitors is to enhance your basic listing with an advert.

**Agencies**

**UAE**

**Full Service Agencies**

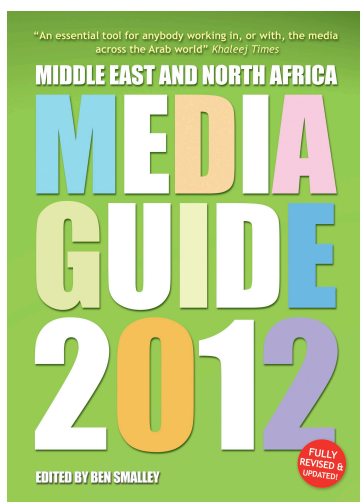
**13th Studios**  
PO Box 53777  
Dubai, United Arab Emirates  
**Tel:** +971-4 390 2785  
**Fax:** +971-4 390 8065  
**Web:** www.13thstudios.ae

**AMC - Abu Dhabi**  
PO Box 4684  
Abu Dhabi  
**Tel:** +971-2 653 1111

“An essential resource... no one else has attempted to create a directory of Middle East media on this scale. Editor Ben Smalley is a journalist with good credentials who clearly understands the business he is writing about. The guide is well structured and intuitive to use.”  
7Days

# Middle East & North Africa Media Guide 2012

“Anyone dealing with Arab media will find this guide book indispensable.”  
TBS Journal



## The Media Guide 2012 is...

- Sold by targeted direct mail, direct sales and in good bookshops across the region
- A one-year shelf life gives advertisers maximum coverage and repeated exposure.
- Sales of the Middle East & North Africa Media Guide are fully supported by promotional media campaigns to maximise exposure and enhance sales.
- All advertisers receive a free copy of the guide.
- Sold globally through the Middle East & North Africa Media Guide website.

### ADVERTISING RATES & TECHNICAL SPECIFICATIONS

All adverts are full colour, dimensions are height x width in millimetres

Type	AED	US\$	Trim Size	Print Area
Inside Front Cover	15,000	4,085	210X149	190X135
Inside Back Cover	13,500	3,675	210X149	190X135
Double Page Spread	18,000	4,900	210X297	190X270
Full Page	10,000	2,720	210X149	190X135
Half Page Horizontal	8,250	2,245	n/a	100X135
Bound-in Bookmark	15,000	4,085	140X45	140X45

(\*For bleed ads, add 3mm on all sides to the trim size)

### CONTACTS

#### MediaSource FZC

PO Box 341138

Dubai, United Arab Emirates

**Tel:** +971-4 356 4200

**Fax:** +971-4 356 4222

**Email:** sales@middleeastmediaguide.com

**Sales Contact:** Robair Boctor

**Mob:** +971-50 751 1568

**Email:** robair@middleeastmediaguide.com

**Editorial Contact:** Ben Smalley

**Tel:** +971-4 356 4203

**Email:** editor@middleeastmediaguide.com

**Size:** A5

**Publication date:** December 1, 2011

**Booking deadline:** 30 days prior to publication date

**Position:** A 10% surcharge is applicable for special/guaranteed positions (except inside front and inside back cover).

**Material:** Provide on CD in EPS format

**Material deadline:** November 15, 2011

**Cancellation:** One month prior to publication date.

**Binding:** Perfect book bound

[www.sociablemedia.me](http://www.sociablemedia.me)

[www.middleeastmediaguide.com](http://www.middleeastmediaguide.com)

**MediaSource**