ME Printer
Middle East Print Communication Magazine

FLIP THROUGH **ME PRINTER**
TO DISCOVER THE **MIDDLE EAST** MARKET

ME Printer

ME Printer is a monthly print communication magazine catering to a wide cross section of print professionals in the Middle East. The magazine was conceived to provide relevant, reliable and accessible information about the graphic arts industry in the region.

The company, with over 30 years of accumulate experience in publishing,seeks to fill the knowledge gap in the print industry by providing up-to-date information. The magazine targets the graphics arts and print industry in the broad areas of advertising,public relations, publishing, printing and packaging, along with extensive coverage of the latest technology and market trends.

ME Printer is published in both English and Arabic, and distributed bi-monthly. A host of international experts, including Frank Romano, Professor Emeritus of New York-based Rochester Institute of Technology are regular Contributors to the magazine.
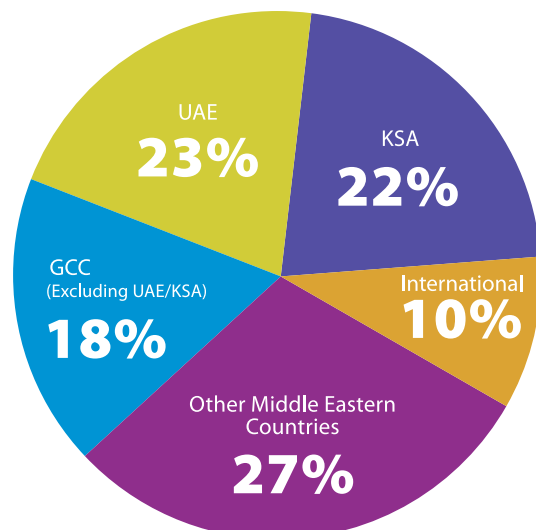
Circulation

Quantity   : 3000
Frequency   : Bi-monthly

Regional Circulation

- **UAE:** United Arab Emirates
- **KSA:** Kingdom of Saudi Arabia
- **GCC:** Gulf Cooperation Council countries (Excluding UAE/KSA) Oman, Qatar, Kuwait and Bahrain
- **Other Middle Eastern Countries** Egypt, Jordan, Syria, Lebanon, Palestine, Yemen, Sudan, Iraq, Iran and North Africa

International Circulation

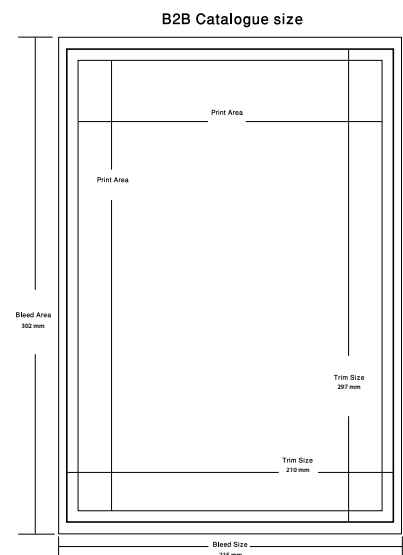- To several countries in Asia, North America and Europe (mainly suppliers)

Pie chart: UAE 23%, KSA 22%, International 10%, Other Middle Eastern Countries 27%, GCC (Excluding UAE/KSA) 18%

ADVERTISING RATES IN
ME PRINTER MAGAZINE

Advertising Specifications	Rate (US$)	Size (mm)
Inside Full Page	3,200	210 X 297 (A4)
Half Page Horizontal	1,700	210 X 148 (A5)
Half Page Vertical	1,700	95 X 297
1/3 Page	1,150	210 X 95
1/4 Page	950	210 X 75
Vertical Strip	700	40 X 297

Creative Advertising	Rate (US$)
Inside Back Cover (IBC)	3,700
Inside Front Cover (IFC)	3,900
Outside Back Cover (OBC)	4,700
Cover Gate Fold	9,900
Cover Page Advertising	11,500
Advertorial (2 Page)	4,800
False Cover Sheet- Front Cover	11,500

The Classifieds Section	Rate (US$)	Size
Vertical Strip	300	4.5x29 cm
Vertical Box	175	4.5x10 cm
Horizontal Box	275	10x8.5 cm

Package	Value Addition
3 issues	5%
6 issues	10%
12 issues	15%

B2B Catalogue size

Print Area
Print Area
Bleed Area 302 mm
Trim Size 297 mm
Trim Size 210 mm
Bleed Size 215 mm

Mechanical Data

Format: PDF, high resolution, 300 DPI, CMYK, fonts embedded.

Bleed: 5 mm on all 4 sides.

Print Area: Please ensure that the text is 5mm away from the gutter margin on either side.

Do not put any crop marks / bleed marks / color bars.

For DPS Ad: In case of DPS (Double page spread) with text & pictures, Please ensure that the text is 5mm away from the gutter margin on either side.

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Effective and Affordable
Online Advertising Opportunities

ME Printer

https://meprinter.com/ & **https://meprinter.com/ar** provides the latest news on technological advancements and management know-how in the printing industry to those who are looking for reliable information.

The issues of investment and commercial trends feature prominently in the website. It is also an efficient, reliable and affordable advertising platform.

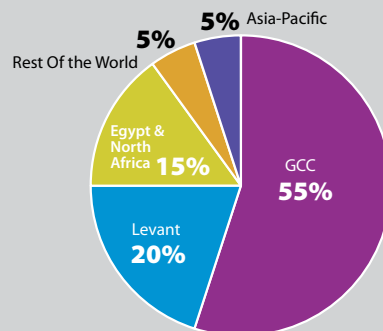|	
Monthly Pageviews	: 165,000
Unique Monthly	: 55,000
English	: 55%
Arabic	: 45%
Major Traffic Sources	: UAE, Egypt, Kuwait, Qatar, Saudi Arabia, Jordan, Iran, Iraq, Turkey, India & Africa

Weekly Newsletter

ME Printer's weekly E-newsletter is a recap of news and happenings in the region delivered each Monday morning to more than 15,000 subscribers.

The newsletter which includes Arabic content as well as job listings and calendar of events is a capsule version of ME Printer magazine.
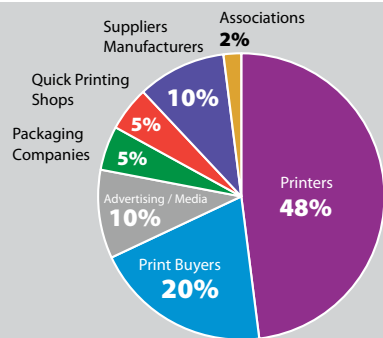
Regions

21,000 **Subscribers**

- 55% **GCC**
- 20% **Levant**
- 15% **Egypt & North Africa**
- 5% **Asia-Pacific**
- 5% **Rest Of the World**

Pie chart: Asia-Pacific 5%, Rest Of the World 5%, Egypt & North Africa 15%, GCC 55%, Levant 20%

Target Audience

- 48% **Printers**
- 20% **Print Buyers**
- 10% **Advertising / Media**
- 10% **Suppliers / Manufacturers**
- 5% **Packaging Companies**
- 5% **Quick Printing Shops**
- 2% **Associations**

Pie chart: Associations 2%, Suppliers Manufacturers 10%, Quick Printing Shops 5%, Packaging Companies 5%, Advertising / Media 10%, Print Buyers 20%, Printers 48%

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P.O.Box 502183- Ajman Media City-UAE, Tel: +971 4 3498974, mail: sales@m eprinter.com, www.meprinter.com

ONLINE ADVERTISING RATES

ME Printer www.meprinter.com | (English Or Arabic)			
$600 / Month	Home Page:	300 X 250	
	Inner Pages:	300 X 250	(All Inner Pages)
	Inner Pages:	468 X 60	(All Inner Pages)
	Inner Pages:	160 X 120	(All Inner Pages)
	Leaderboard:	728 X 90	(All Inner Pages)
	Leaderboard:	728 X 90	(Home Page)

Technical Specs.

File formats: .GIF, .JPG

Target url is 200 characters max.

Animation and rotation is NOT permitted.

Dark background is not permitted.

Weekly Newsletter

$350 / Issue

Banner on Weekly Newsletter   728 X 90

$500 / Issue

Banner on the top of the page   728 X 90

EDM- Email Marketing

$ 750
Exclusive News letters are sent by e-mail to ME Printer database of more than 10,000 clients in the Printing and Graphic Arts industry in Middle East.

Sponsored Editorial/ Partner Content

$ 1,750

600 word articles written by the website editor.
Feature on the homepage for up to 7 days.
Live on website for life.
Video can be Embedded.
Social Media Posts (Facebook, LinkedIn, Twitter, Instagram & YouTube Channel)

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