BroadcastPro Middle East is a monthly publication covering television, media and radio broadcasting technology as well as filmmaking trends in the Arab world. The magazine focuses on the entire broadcast chain from content acquisition and editing to media asset management, and playout and transmission across both traditional and new media platforms.

BroadcastPro Middle East is the official media partner for CABSAT, the region's largest industry show. The Editor of BroadcastPro Middle East is the only representative from the region to be part of the jury for the IBC Innovation Awards.

We bring our readers the most significant stories from the market either by way of news, market trends, product reviews, case studies or industry updates. Our audience includes filmmakers, technical and broadcast professionals in television and radio stations, production and post production houses, cable and satellite companies as well as regional Media Free Zone players, systems integrators, distributors and manufacturers.

BroadcastPro Middle East has a strong digital footprint and hosts seminars, workshops, conferences and awards ceremonies providing advertisers multiple platforms for engagement.
**Distribution**

- UAE: 35%
- KSA: 16%
- Qatar: 13%
- Egypt: 10%
- Bahrain: 6%
- Jordan: 4%
- Kuwait: 3%
- Oman: 3%
- Other: 10%

**Audience Profile**

- Technical Directors / VP of Engineering / Broadcast Engineers: 28%
- CEOs / MD / GM: 12%
- Systems Integrators: 10%
- Production Heads: 9%
- Cameramen and DoPs: 8%
- Distributors: 7%
- Manufacturers: 7%
- Post Production Editors: 6%
- Creative Directors / Channel Managers / Programming Heads: 4%
- Lighting Specialists: 3%
- Graphics and Animation specialists: 2%
- Audio Engineers: 2%
- AV Specialists: 2%

**Print Readership**

- Circulation: 7,550
- Print Readership: 22,650
- Digital Subscribers: 14,114
- Web monthly unique visitors: 45,865*
January 2020

**INDUSTRY FOCUS 1**
AN IP FUTURE: MAKING THE TRANSITION

**INDUSTRY FOCUS 2**
RECOMMENDATION ENGINES AND AUDIENCE ENGAGEMENT

February 2020

**INDUSTRY FOCUS 1**
CLOUD AND BUILDING DATA-DRIVEN BROADCASTERS

**INDUSTRY FOCUS 2**
BETTER TECHNOLOGIES TO DRIVE FIELD JOURNALISM

March 2020

**INDUSTRY FOCUS 1**
OB TECHNOLOGIES FOR THE FUTURE

**INDUSTRY FOCUS 2**
8K - WHERE ARE WE HEADED?

**EVENT**
CABSAT PREVIEW
NAB PREVIEW

April 2020

**INDUSTRY FOCUS 1**
BIG DATA ANALYTICS

**INDUSTRY FOCUS 2**
DRONES AND HOW THEY HAVE TRANSFORMED FILMING

**EVENT**
CABSAT SHOW ISSUE
NAB SHOW ISSUE
MENA ANTI-PIRACY CONFERENCE

May 2020

**INDUSTRY FOCUS 1**
ANTI-PIRACY: HOW TO FIGHT THE GOOD FIGHT

**INDUSTRY FOCUS 2**
INGEST TO DELIVERY: THE HYBRID WORLD

**EVENT**
BROADCASTASIA PREVIEW
CABSAT WRAPUP

June 2020

**INDUSTRY FOCUS 1**
The Connected Home

**INDUSTRY FOCUS 2**
IP ADOPTION AND STANDARDS

**EVENT**
BROADCASTASIA SHOW ISSUE
MENA OTT CONFERENCE AND BROADCASTPRO ANNIVERSARY PARTY
July 2020

INDUSTRY FOCUS 1
A CLOSER LOOK AT 4K TECHNOLOGIES

INDUSTRY FOCUS 2
OTT CONFERENCE WRAPUP

August 2020

INDUSTRY FOCUS 1
REMOTE PRODUCTION IN LIVE EVENTS AND SPORTS

INDUSTRY FOCUS 2
CAMERA SPECIAL - NEW LAUNCHES

EVENT
IBC PREVIEW

September 2020

INDUSTRY FOCUS 1
HOW TO LEVERAGE THE POWER OF AI IN BROADCAST

INDUSTRY FOCUS 2
ESPORTS - MAKING IT WORK FOR BROADCASTERS

EVENT
IBC SHOW ISSUE

October 2020

INDUSTRY FOCUS 1
IoT AND ITS ROLE IN BROADCAST

INDUSTRY FOCUS 2
STORAGE AND OPTIMISING YOUR WORKFLOW

EVENT
POST IBC REPORT

November 2020

INDUSTRY FOCUS 1
EXPLORING NEW TECHNOLOGIES IN SPORTS BROADCAST

INDUSTRY FOCUS 2
VR AND AR - WHERE THESE TECHNOLOGIES WORK BEST

EVENT
BROADCASTPRO SUMMIT AND AWARDS 2020

December 2020

INDUSTRY FOCUS 1
BUILDING THE CASE FOR 5G ENTERTAINMENT

INDUSTRY FOCUS 2
AWARDS AND CONFERENCE WRAPUP
### Print Advertising Display

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
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<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>207mm x 270mm</td>
<td>$5,000 p/m</td>
</tr>
<tr>
<td><strong>Half Page Horizontal</strong></td>
<td>175mm x 110mm</td>
<td>$3,500 p/m</td>
</tr>
<tr>
<td><strong>Island 2/3 Page</strong></td>
<td>72mm x 144mm</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Double Page Spread</strong></td>
<td>414mm x 270mm</td>
<td>$8,000 p/m</td>
</tr>
<tr>
<td><strong>1. Mid Page Spread</strong></td>
<td>384mm x 57mm</td>
<td>$4,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>per insertion</td>
</tr>
<tr>
<td><strong>2. Quarter Page (V)</strong></td>
<td>52mm x 230mm</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>per insertion</td>
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</table>

*Rates do not include UAE Government 5% VAT tax*
<table>
<thead>
<tr>
<th>Formats</th>
<th>Cost*</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$8,000</td>
<td>414mm(w) x 270mm(h)</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$9,500</td>
<td>+10mm bleed</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,500</td>
<td>207mm(w) x 270mm(h)</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$7,500</td>
<td>+10mm bleed</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$6,500</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$6,000</td>
<td></td>
</tr>
<tr>
<td>Mid Page Spread</td>
<td>$4,500</td>
<td>384mm(w)x57 mm(h)</td>
</tr>
<tr>
<td>Half Page</td>
<td>$3,500</td>
<td>175mm(w) x 110mm(h)</td>
</tr>
<tr>
<td>Horizontal</td>
<td></td>
<td>52mm(w)x230 mm(h)</td>
</tr>
<tr>
<td>Vertical</td>
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<tr>
<td>Island 2/3 Page</td>
<td>$3,000</td>
<td>72mm(w) × 144mm(h)</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$2,500</td>
<td>52mm(w) × 230mm (h)</td>
</tr>
<tr>
<td>Vertical</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Does not include UAE Government 5% VAT
### Digital Audience Overview

**BroadcastProME.com** is a fully responsive, multi-platform leading website with up-to-date news, analysis, expert opinion, videos, and more from across the Middle East's broadcast industry.

Thousands of tagged and carefully targeted articles are published by a newsdesk of experienced industry journalists, on the easy-to-use and well-designed website.

**BroadcastProME.com** continues to grow the brand through mobile optimisation, as well as smartphone and tablet extensions, creating further platforms for content.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>145,802</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>45,865</td>
</tr>
<tr>
<td>Pages/Sessions</td>
<td>3.18</td>
</tr>
<tr>
<td>Avg Session Duration</td>
<td>1 min 04 sec</td>
</tr>
<tr>
<td>Organic Search</td>
<td>36%</td>
</tr>
<tr>
<td>Desktop Users</td>
<td>59%</td>
</tr>
<tr>
<td>Mobile &amp; Tablet Users</td>
<td>41%</td>
</tr>
</tbody>
</table>

*Google Analytics: Q4 2019 Avg*
BroadcastProME.com is a leading source of industry news from the region and beyond. The website has grown to become one of the most reliable sources of the latest news and trends in the market.

Our thriving social media platforms are linked to the website to give a 360 degree view of the industry. Our Twitter feeds not only bring you breaking news but also provide an avenue for interaction between various players in the broadcast ecosystem.

Display Formats

1. Super Leaderboard
2. MPU Main
3. MPU Left
4. Leaderboard

*Google Analytics
Video advertising has emerged as a valuable solution for companies that want to make a lasting impression on their target audience. Not only is video more convenient to consume, but it can also be more engaging too!

Share your video via our newsletters and website on the dedicated video section. Engage with your target market with huge amounts of information in a short time. You can say more in a shorter amount of time on video as compared to text or even images.

---

1. Website Video Advertising

2. E-Newsletter Video Advertising
The email newsletters are designed to offer subscribers up-to-date news stories and events. The e-newsletters are created by the news team driving the reader to specific, targeted pages.

The e-newsletter offers an unparalleled route to get directly into the inbox of more than 14,000 qualified industry professionals.

14,114 Subscribers

22% Average open rate

1.35% Average click-through rate (CTR)

Source: Q4 2019 Avg

Display Formats

Leaderboard

Sponsored Video
Digital Advertising Email

EDM (Email Direct Marketing)
Email blast is one of the most popular methods to promote products and services online and the biggest advantage is its speed and reach. It is a third party email sent to a large subscribers list. A key aspect of any email blast is the target audience. It is vital you are hitting inboxes where the probability response, purchase or interaction is high.

Lead Generation
Third party email blast send to full subscribers database including a data info grab to collate leads, which will be qualified and sent to you.

14,114 Subscribers
14% Average open rate
## Formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Cost*</th>
<th>Dimensions**</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPEG/GIF/PNG/HTML5</td>
<td>Monthly Tenancy Model</td>
<td>Desktop in bold</td>
</tr>
<tr>
<td><strong>Super Leaderboard</strong></td>
<td>$6,000</td>
<td>970px(w) × 90px(h)</td>
</tr>
<tr>
<td>Extended size and top of the website on all pages</td>
<td></td>
<td>728px(w) × 90px(h)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>550px(w) × 80px(h)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>320px(w) × 80px(h)</td>
</tr>
<tr>
<td><strong>MPU Main</strong></td>
<td>$4,000</td>
<td>345px(w) × 345px(h)</td>
</tr>
<tr>
<td>Right on homepage and sticky banner on all news pages</td>
<td></td>
<td>300px(w) × 250px(h)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>250px(w) × 250px(h)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>200px(w) × 170px(h)</td>
</tr>
<tr>
<td><strong>MPU Left</strong></td>
<td>$3,500</td>
<td>300px(w) × 250px(h)</td>
</tr>
<tr>
<td>Left sticky banner on homepage contents column</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Leaderboard</strong></td>
<td>$3,500</td>
<td>728px(w) × 90px(h)</td>
</tr>
<tr>
<td>Middle of the website on home and news pages</td>
<td></td>
<td>550px(w) × 80px(h)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>320px(w) × 80px(h)</td>
</tr>
<tr>
<td><strong>Newsletter Leaderboard</strong></td>
<td>$3,000 p/newsletter</td>
<td>728px(w) × 90px(h)</td>
</tr>
<tr>
<td>Banner on newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Digital Issue Leaderboard</strong></td>
<td>$3,000</td>
<td>728px(w) × 90px(h)</td>
</tr>
<tr>
<td>Top of newsletter exclusive</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EDM</strong></td>
<td>$3,500</td>
<td>640px(w)</td>
</tr>
<tr>
<td>Email blast</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>EDM Lead Generation</strong></td>
<td>$6,500</td>
<td>640px(w)</td>
</tr>
<tr>
<td>Email blast with info grab</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Video</strong></td>
<td>$6,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Create a short video production and send out via all channels for maximum engagement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Does not include UAE Government 5% VAT

**Required dimensions for responsive screen sizes
CPI Trade Media events are designed to bring key issues, debates and innovations closer to the audiences they impact. They bring dialogues to life by presenting the views of eminent professionals, market-makers and industry leaders who know the critical factors driving sector change and understanding what it takes to make a difference. Our events are designed to be of real, practical value — impacting SMEs, Enterprise businesses and large corporates and offering every scale of business a key template for change, empowering companies to mature, evolve and thrive.

The events that we create, and deliver are crafted so as to provide uniquely enjoyable and informative occasions — taking place in five-star settings with masterful catering and amenities. Locations are chosen so as to facilitate access for key industry stakeholders — and attracting decision-makers and influencers ensures that our events offer powerful, real value to sponsors, who are consistently able to meet and engage with their premium prospects.
<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2020</td>
<td>7th April</td>
<td>Anti-Piracy Conference</td>
</tr>
<tr>
<td>June 2020</td>
<td>17th June 2020</td>
<td>MENA OTT Conference and BroadcastPro Anniversary party</td>
</tr>
<tr>
<td>TBC 2020</td>
<td>TBC</td>
<td>SatellitePro Summit &amp; Awards</td>
</tr>
<tr>
<td>November 2020</td>
<td>10th November 2020</td>
<td>BroadcastPro Summit &amp; Awards</td>
</tr>
</tbody>
</table>
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