

WHERE TECHNOLOGY MEANS BUSINESS

# cnme

computer news middle east



[WWW.CNMEONLINE.COM](http://WWW.CNMEONLINE.COM)



The new  
**cnme**  
computer news middle east

**The technology industry is changing. The power and decision makers are shifting. The phrase 'money talks' is definitely applicable as CFOs become more involved in the expenditure and implementation of IT solutions for enterprises across the Middle East.**

The 'new' CNME will be the key tool for buyers, when they decide on their ICT spend, with individual sections focusing on the key technologies that end users need to invest in. The 'new' CNME will provide essential knowledge on both the technology benefits and more importantly the financial benefits associated with these key areas.

For the past 15 years we have produced Network World Middle East. This magazine, supported by unrivalled content supplied by IDG, has consistently set the benchmark for technology information and led the way in highlighting innovative implementations to rival anything across the globe. Network World ME is not going anywhere. Network World ME will remain as an essential investment in organisations to ensure that distributed businesses perform at consistent levels.

However, the vendor community is shrinking as more acquisitions occur. In parallel we have seen companies see a need to have a more complete offering.

Traditional software vendors have been investing in or buying up hardware vendors, and vice-versa. This is because a complete offering is essential to remain competitive in today's market.



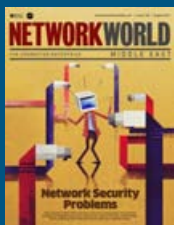
It is especially relevant in the Middle East ICT market where ICT spend continues to increase every year. The Middle East, led by the Kingdom of Saudi Arabia, has become a key region, especially as more developed economies falter and emerging regions grow in stature.

The 'new' CNME reflects the consolidating nature of this industry and will bring together vendors and end-users in a single platform to capitalise on the changing nature of the Middle East ICT industry.

As part of our efforts we will continue to run events in countries across the region, including KSA, Qatar, Bahrain, Kuwait, Oman and the UAE.

For CNME 2011 was a great year, but 2012 promises to be better.

# The 'new' CNME sections



**Network World Middle East** will continue to provide the latest technology information in the form of local case studies, reviews and features. Globally our IDG partnership will ensure breaking news reaches our readers before any other regional publication.



**Telecoms World** will update the region on the ever developing telecoms sector. New technologies ensure this is one area that refuses to stand still and requires huge investment to maintain and ensure communications to rival anywhere else in the world.



**Solutions Advisor** is a new area of focus but for what is a long standing but dynamic area. The software market is a competitive environment and one that shows regular developments and new solutions. Correct use of software can ensure long term ROI.



**Storage Advisor** takes an in-depth view of the storage requirements needed by an enterprise. Data is a major concern of any company and with a multitude of storage options choosing a suitable and secure option for both the short and long term is needed.



**Security Advisor** will engage CSOs and CFOs. Security is an essential area of investment for any enterprise. IT security has turned into a continuous race between developers and hackers. If a company doesn't maintain security it can become a costly oversight.



An enterprise has many considerations when it comes to updating its systems. In many instances it is best to use a company that takes care of the complete integration. **Integration Advisor** will help companies choose the correct partner and service provider.

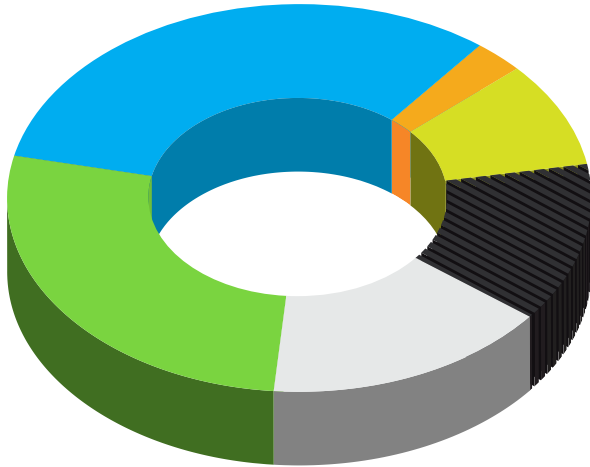


A new addition to the magazine is **Careers Advisor**. This section will be focusing on recruitment, training and education. We will be taking a look at both end users and vendors and keeping an eye on the ever changing landscape and transient job market that is IT.

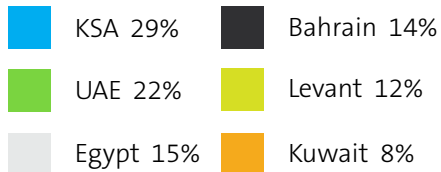


The 'new' CNME is a fully integrated brand. With the above sections all supported by related events and online opportunities, CNME promises to raise the bar and become the knowledge provider for technology vendors and end users alike.

## Distribution and readership information



### Top readership by country



### Editorial

70%

of CNME readers consider its editorial to be great

Over

25%

of CNME readers consider its editorial to be excellent

Over

85%

of readers consider CNME editorial to be good or better than that of other publications within the sector.

### Relevance

Over

90%

of readers agree that CNME is relevant to their business

75%

of CNME readers consider it as their primary source of information for purchasing decisions

### Recommendations

Over

80%

of readers would recommend CNME to their business associates.

**41,000**  
readers per month

Over  
**30%**  
of CNME subscribers have their copy read by three people or more



## Purchasing decisions

**50%**  
of readers often use CNME to make purchasing decisions based on its editorial and advertising content.

**15%**  
of readers rely solely on the editorial and advertising content of CNME to make purchasing decisions.



## A thank you to our Strategic ICT Partner

**CNME has launched many new innovative initiatives over the past year. Our focus has been on ensuring quality content and information is communicated to the regions IT decision makers.**

We have used our magazine, website and numerous events to ensure knowledge is at hand, while enabling the vendors to interact directly with the end users.

Doing all of this is not an easy task and we are pleased to have Etisalat as our Strategic ICT partner.

Etisalat is not just a telecoms company but lead the way in terms of the services and ICT solutions they offer. Etisalat supports CNME in the launch of CIO Council, a joint initiative for a new online platform for CIOs and IT decision makers to communicate, share experiences and gain knowledge from one another.

As part of the agreement, Etisalat invites key customers to all of CNME's events, enabling them to understand new technologies and what the ICT future holds. In addition they send over 7,700 copies to their VIP database.

The CNME team are also pleased to produce 'ICT Insight' on behalf of Etisalat. This publication highlights how Etisalat still set the standards even after 25 years of operation.

**CIO  
50**  
AWARDS  
& FORUM  
2012

January 24th, 2012  
The Arena Madinat Jumeirah, Dubai, UAE



This awards forum provides leading CIOs a platform to share knowledge as well as being recognised in front of peers.

## CIO 50 Middle East awards and forum

For the fourth time in the region, CPI is all set to raise the bar with the regional version of the well-known IDG's global CIO 100 Awards programme. The Middle East CIO 50 Awards will celebrate the top 50 organisations (and the people within them) that are using information technology in innovative ways to deliver business value, whether by creating competitive advantage, optimising business processes, enabling growth or improving relationships with customers.

Perhaps they took a risk on an emerging technology, or deployed the tried and tested in a new way. Maybe they built a better business process, or fostered closer collaboration. Or they found ways to get more from existing customers, to pursue new markets, to save money, to make more. Here's the chance for their peers to understand about the technology innovations that

have enabled or led the way to greater success for their organisation.

Applicants must show not only that they have executed their project well, but that they have done so in uncommon, innovative ways; pioneering a new technology, applying a familiar technology to a new purpose, setting the bar higher for their competitors. And they must demonstrate business value beyond a mere positive ROI, to show how the project changed the way they do business (whether internally or externally) or repositioned them competitively.

Sponsors get an opportunity to be positioned as a supporter of the region's innovation and an opportunity to meet and network with these key decision makers in one day. The forum also offers a valuable educational platform for all our partners.

March 27th, 2012  
Murjaan Ballroom, Madinat Jumeirah, Dubai, UAE



## NetworkWorld ME awards

The doors are now open once again for Network World Middle East 2012 Awards. These awards celebrate innovative and transformative networking projects in the Middle East and the vendors behind them. The Network World Middle East Awards have firmly established themselves as the major networking awards evening in the Middle Eastern IT calendar.

With most organisations having to re-evaluate their priorities when it comes to implementing IT projects, this Awards look for projects that use technology to improve performance, enhance business efficiency and contribute to the bottom line. For our vendor awards, we look for products and services that offer users real bang for their buck and help them chart new paths to business efficiency and cost savings.

Our third Network World Middle East Awards will

be held in March and once again will highlight the companies that have done the most to innovate and change the face of technology in the Middle East.

Sponsors gain a unique level of exposure throughout the networking community. Sponsors do not only benefit from branding at the event but are also marketed to technology community across the Middle East through an extensive campaign both before and after the event itself. By sponsoring the event you will be provided with a platform to promote your products and services to decision makers from around the region and in addition to this you will be aligned with an event celebrating excellence in the networking industry.

This event provides your company association with the excellence and innovation, which is driving the recovery throughout the region.

The winners from 2011 with their trophies. They came from KSA, Qatar, Jordan, Oman and the UAE to receive the recognition they deserved.



April 16th, 2012  
The Arena Madinat Jumeirah, Dubai, UAE



Security Strategist is one of the region's premier events . In its third year it continues to attract an impressive audience.

## Security Strategist

**Business and security have never been more closely intertwined. Having brought together over 150 top decision makers and minds in the field of information security in 2011, the third edition of Security Strategist will help organisations understand the dynamics behind doing business in these uncertain times.**

Attending Security Strategist 2012 will enable attendees to learn and share the latest techniques and tools, practices and processes for securing the organisation. Expecting to draw 100 plus top decision markers in Information Security from across UAE and GCC, Security Strategist 2012 is all set to be the preferred platform for the industry to come together and collaborate for security.

Organisations need to reevaluate their security practices and implement new network-centric capabilities to ensure the integrity of their services, as

well as benefits such as scalability, unified security policy definition and enforcement, visibility into application traffic and reduced operations overhead.

The unique positioning of Security Strategist means that vendors and the IT community have the opportunity to discuss, deliberate and dissect the regions security issues, and the investment requirements continually needed to maintain an enterprise IT security system.

Our events ensure an audience that is pre-qualified and specifically interested in or considering updating their infrastructure. By doing our pre-event survey we understand their needs and requirements prior to the conference and ensure sponsors get ROI from being our partner at the event. This enables us to understand an end user's security concerns and what help they need.

June 4th, 2012  
Murjaan Ballroom, Madinat Jumeirah, Dubai, UAE

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## Software Congress

**Change today is as much about driving the right IT strategy as it is about driving business strategies. The mandate is about enabling your organisation to deliver at customer speed and to do that, having the right core business applications, architecture and software strategies to enable an integrated approach makes all the difference. CPI's third GCC Software Congress in 2012 will prove that.**

Meeting and fulfilling customer demands in a global business environment calls for an enterprise aligned precisely to accomplish those goals. So how are organisations in the region doing this? The previous Software Congresses were a definitive step forward to find answers to this question and share our findings to help the community benefit from it.

IT organisations today need to invest in defining

application architectures and processes that result in faster responsiveness to business needs, improved functionality and overall application quality.

Driving a mixed agenda, Software Congress will cover topics that range from innovation in the enterprise, to performance, software architectures to portfolio management. Our third Software Congress will be a platform for people to come together, to find out how to do that and more importantly, share their successes.

With over 100 key decision makers attending both of our previous events, Software Congress is a vital opportunity for vendors to meet CIOs from the largest enterprises in the Middle East including vehicles such as government, banking, healthcare, retail, energy and hospitality. Software Congress is the platform to enable the sharing of knowledge for vendors and CIOs alike.

Software Congress attracts an international audience. It highlights the interest between choosing better software solutions and enjoying better business benefits.

# CLOUD CONGRESS

September 24-25th, 2012  
The Arena Madinat Jumeirah, Dubai, UAE



Cloud Congress sets out to answer the questions that trouble end-users with cloud deployments.

## Cloud Congress

**Cloud is the buzzword in the Middle East ICT industry today. The CIOs of the Middle East have shown a genuine interest in investing in the cloud solutions available in the region and understanding the IT requirements needed to ensure a secure and viable cloud implementation is carried out.**

While private cloud uptake has shown growth, public cloud is still surveyed with caution. Amidst this adoption however, there remains entire countries that remain on the edge of actually implementing this solutions. Despite this, CNME continues to be excited by the varied and sheer number of cloud projects today.

Cloud Congress is not your average cloud event. In 2011 we highlighted the need for better understanding of cloud with vendor partners. As with other events we invite end-users and discuss key issues with them but we also look at

the technology from a perspective of the channel supporting these enterprise end users.

2012 will definitely see further investment in cloud solutions across the region. More and more end users are understanding how this technology can benefit their company.

However, many key questions surround the cloud still. How can one go about capitalising on clouds? How can enterprises choose between private and hybrid clouds? What are the regional provisions available for clouds? Are standards applied here equivalent to developed nations or are we lagging behind? Does public infrastructure exist to adequately support enterprise cloud ambitions? And, importantly, are partners being trained sufficiently to provide and support cloud services?

Cloud Congress 2012 will answer these questions and highlight the new trends surrounding the technology. Being a partner with Cloud Congress 2012 is your chance to establish yourself as a thought leader in this space.

## ICT ACHIEVEMENT AWARDS

October 14, 2012  
Murjaan Ballroom, Madinat Jumeirah, Dubai, UAE



# ICT Achievement Awards

## **There is nothing like the ICT Achievement Awards.**

Over 352 enterprises nominated in 20 categories aiming to take home an award. We had attendees from across the GCC at the region's premier award evening.

Innovation is the key word and end users continue to show the region is at the forefront of new technologies, overcoming at times extreme conditions to produce world class IT systems for their companies.

The ICT Achievement Awards recognises CIOs from key vertical sectors such as government, banking, energy, telecoms, healthcare, hospitality and other sectors such as retail, education and construction.

The most coveted award of the evening goes to CIO of the Year. Previously won by the CIO of the RTA and Emirates Steel, this prestigious award is the highlight of the evening and offers the winner an opportunity to

be the CIO Council chairperson for a year. In addition to CIO of the Year we also take time to award the IT Team of the Year and the Future CIO of the Year. Both these awards have been highly sought after in recent years and 2012 promises to be no different.

We also ensure the vendors are not left out with awards for software, hardware, security and storage. These are awards presented to the providers who have helped our CIOs implement and innovate; companies whose solutions have evolved and developed to ensure the next level is possible.

Finally we have two categories rewarding the companies that put it all together - Managed Services Providers and System Integrator of the Year.

The countdown is on for our 2012 ICT Achievement Awards.

CNME's ICT  
Achievement  
Awards 2011  
brought together  
the who's who of  
the regional ICT  
Industry.



Infrastructure Strategies  
Executive Forum

October 29th, 2011

The Arena Madinat Jumeirah, Dubai, UAE



An IT platform  
is only as good as  
the infrastructure  
in place.  
Infrastructure  
Strategies  
outlines the  
thought process  
required.

## Infrastructure Strategies

**In its third year, Infrastructure Strategies continues to help advise the region's CIOs on what technology they need to consider an update of their current system.**

In many cases, one of the major headaches faced by IT, facility or operations managers when taking on the responsibility for their company's infrastructure is understanding which technology to use for their enterprise needs. This conference platform will help you clarify the confusion between the technologies available and provide independent authoritative advice to help you make the right choice for your organisation's current and future infrastructure needs.

We look at the key topics under consideration including; information security frameworks,

governance and compliance, network infrastructure, managed services, storage, business continuity, data protection, data centre transformation, cloud, cabling and virtualisation.

We continue to see the region's CIOs adopt new technologies before what was generally considered only in more developed countries. A CIO needs to, first have an infrastructure that can adapt and grow to support future technologies and this event helps educate them about the key considerations and headaches likely to be faced now and in the future.

It offers our vendor partners an opportunity to educate the IT community on how their solutions can resolve these problems and help CIOs predict where future technologies are heading.

November 20th, 2012  
Murjaan Ballroom, Madinat Jumeirah, Dubai, UAE



## Sustainable ICT and Green Champion Awards

**Green principles in IT is not just about technology, it is about an organisational mindset.**

With Sustainable ICT, CNME is bringing together producers and consumers of green technology solutions to discuss and debate the relevance of these solutions to the region, and ways in which adoption can be increased across enterprises in every corner of the Middle East.

Sustainable ICT will play host to more than 100 stakeholders from the ICT industry, as they voice concerns and learn from each other on adding value to the bottomline, while being ecologically relevant, with green IT and technology.

Across the world we see more and more enterprises launching CSR initiatives and positioning themselves as global leaders in terms

of creating a renewable planet. But what are these companies really doing to ensure this happens? How do we transfer this mindset to others? Are these companies just talk and no action?

Sustainable ICT will educate enterprises on how to truly integrate and adopt green technologies that can benefit generations to come.

We will also be recognising the vendors and end-users that are not just talking about green ICT, but are working to make it a reality with the Green Champion Awards.

Vendors with sustainable solutions are offered a valuable chance to showcase their solutions as market leaders and help CIOs understand how ROI is obtained from green initiatives.

Green is the key word across the world. But who in the region is adopting these technologies and what do we need to consider if we want to. That's what you'll find out at our Sustainable ICT event.



# ICT Roadmap

ICT Roadmap is a multi-country event at which we will bring together select technology partners to showcase and demo their solutions. We will invite their customers to talk about specific projects and their experiences.



## UAE

The UAE has shown an impressive re-growth in terms of investment in technology. Innovative implementations continue to be seen and new technologies are being adopted with impressive results. The UAE continues to seek education and knowledge opportunities and whilst we have seen a decline in quality attendees at larger trade shows, smaller niche events like ICT Roadmap can enable vendors to meet these key decision makers face to face and understand their requirements. ICT Roadmap enables the sharing of ideas and knowledge which is key to new projects.



## KSA

For years the Kingdom of Saudi Arabia has led the way in terms of ICT spend. However many vendors see the country as the holy grail and find huge difficulty in the pursuit of partners and customers alike. It is proven that the best route into the KSA market is to be present at events of obvious benefit to the decision makers resident in KSA. Our events will enable this and provide a route into the projected \$billion ICT spend for 2012. Previous attendees to our events are from KSA Mobily, Saudi Aramco, Saudi Airlines as well as many of the banks. We will ensure the major IT channel executives are present too.



## Qatar

Qatar currently has not just a regional focus but by winning the bid for the 2022 World Cup the global attention has shifted towards this upcoming country. With the requirement for huge investment in current infrastructure and their interest in adopting and implementing new technologies, the potential for vendors to gain new and upgrade existing customers is infinite. Qatar companies show a continued interest in the best products and solutions available in the market. ICT Roadmap offers a unique opportunity to demonstrate products and showcase solutions to a interested audience.



## Egypt

Egypt shows renewed opportunities for vendors as the country looks toward a new future. In the past Egypt has proved to be one of the more progressive nations in the region in terms of ICT spend, and there is no reason to believe this is going to change. In fact there is a renewed optimism that investment will accelerate and that Egypt should be a part of every vendors plans moving forward. ICT Roadmap will enable vendors to meet the end users who are looking to invest and upgrade their ICT. In addition we will ensure new potential partners are in attendance.



## CIO Council Roundtables



## CIO Council Roundtables

**As part of our ongoing focus on key verticals CNME will be holding regular roundtables in conjunction with CIO Council.**

The key sectors we have determined are banking, government, hospitality, healthcare, education and energy. After extensive research we will organise for 15 CIOs to attend the roundtable. Attendees will be pre-qualified through a short survey identifying their IT requirements.

The roundtables will be supported by our Strategic ICT Partner, Etisalat, who will attend the event and look to invite key customers relevant to the sector. As a partner we will create a microsite which will serve as a resource centre and knowledge platform to communicate pre and post the event with the audience.

CIO Council Round Tables offer a unique opportunity

to vendors. By partnering with CPI they are assured of an audience interested in their products/solutions, opportunity to meet and find how their solutions can be used by these potential customers and have offline discussions to further these opportunities.

In addition to the above, a vendor is positioned as a thought leader with end-users, and via the post event coverage in the magazine and online gets mindshare with other similar decision makers unable to attend the roundtable itself.

Another benefit often overlooked is the brand awareness. Due to the way we invite and cover the events our partner receives continuous branding for six weeks in the lead up to the day itself. Invitations, online banners and coverage ensure maximum ROI.

Want ROI? A CIO Council roundtable is the answer.

A CIO Council Roundtable offers an excellent opportunity to host potential clients, understand their pain points and advise them on how your solutions can help.

## Supplements



Supplements offer a different route to reaching the end user. Targeted and specific to a sector of the ICT they offer great brand exposure opportunities and a platform to educate the IT community.

**Cabling Planner** published twice annually, keeps decision makers up to date with the cabling industry and its associated solutions. This industry continues to evolve and with the construction boom happening across the Middle East this remains a key infrastructure concern. Distributed with our May and November issues.

**CNME Vertical Focus** will be a series of supplements looking at the regions key areas. These will include banking, energy, government, construction and healthcare. Distributed at relevant events and with CNME. Though distributed through CNME each sponsor will also be provided with copies for their own database too.

**Enterprise KSA** will be distributed at GITEX KSA and other events across the country throughout 2012. Produced in March this will provide all vendors, distributors and system integrators a platform to talk KSA and how this country continues to be a key focus in the region. We will also talk to the key end users.

**Systems Integrator Guide** will highlight the leading SI's active across the region. With listing of the major players in each country it will be an important reference to both end users and vendors to understand who is the right partner to have. For vendors looking for partners it is an ideal tool to use to pitch for partners in specific countries.

**Vendor Power List** will be at GITEX 2012 and will promote the vendors that have been progressive throughout the year. This will be published with various segment focus and vendor interviews carried out talking about their successes and what is in store moving forward for 2013.

**CIO Survival Guide** is a regular supplement with CNME. Specific to one vendor with a complete content plan worked out by the CNME editorial team. A CIO Survival Guide is a great way to promote products and solutions at events, or to promote some customers.



## CIO 50 BOOK

## CIO 50 Book

**At our 2013 CIO 50 Forum and Awards we will be launching our inaugural CIO 50 book. This will be a bespoke coffee table book, produced in a high quality, visually stunning format to highlight the achievers of 2011. Exquisitely produced it will be the choice reference material throughout 2012.**

In total we will be producing 5000 copies. To cater to corporate opportunities we will be providing vendors with the chance to brand and provide key clients they want to receive the book as a gift.

In addition to the print format we will be creating an online version which will be located on our website. We will also be sending a link to our database directing our online readers to this.

We will be asking for vendors to suggest and nominate its customers who they feel have

contributed to the development and advance of the technology industry in the Middle East.

The CIOs will have their profiles featured and information on what projects they have developed and initiated. In addition to this we will have case studies and other information relating to these projects.

The book will be distributed at all CNME events, in addition we will be handing out there at external trade shows such as GITEX.

We will also be promoting in the book the technologies the CIOs have used to provide and enabling vendors to associate and sponsor specific sections such as cloud, security, software and hardware. Partners will receive interviews and profiles of key regional representative.

CIO 50 will be the place to be seen in 2012.

The CIO 50 Book will highlight the 50 CIOs who have been the most innovative and delivered the best projects across the region. Our CIO 50 book will be the place vendors and end users alike need to be seen.

Online



Our array of  
online options  
ensure maximum  
return on  
investment for all  
of our partners.

## Online strategy

Our online platforms ensure excellent brand awareness for vendors. [www.cnmeonline.com](http://www.cnmeonline.com) offers intuitive information and is the premier source of information for CIOs and IT decision makers across the Middle East.

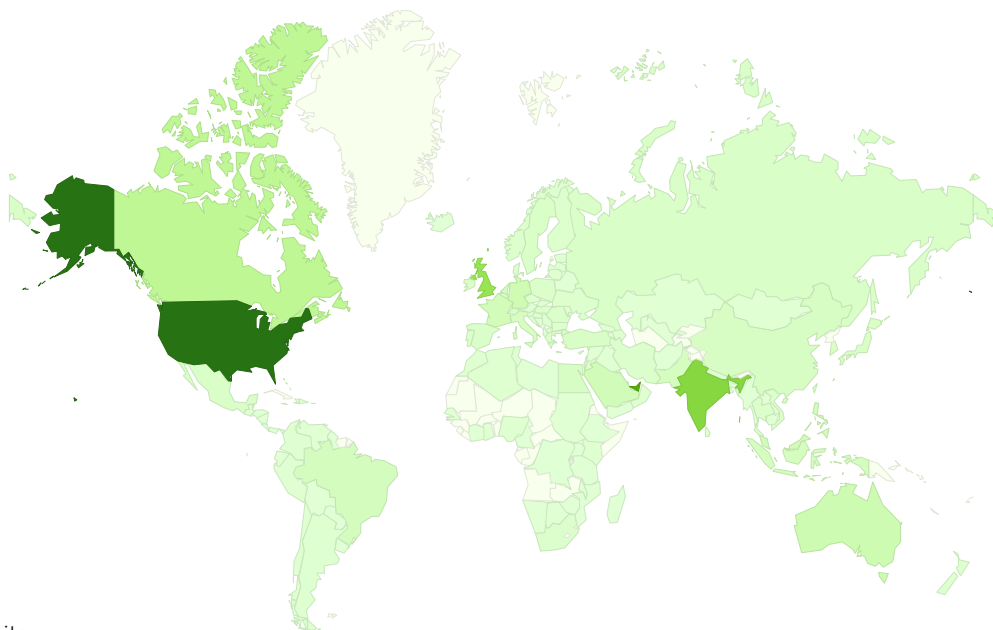
By utilising our loyal readership and followers we provide vendors with a variety of digital solutions such as surveys, banner, advertising, direct mail and microsites. CPI believes in being innovative and understand that a return on investment is needed.

We pride ourselves in creating and delivering innovative campaigns meeting and exceeding expectations of our partners.

Our team are experts in creating the ideal platform needed from the branding to ensuring we reach the audience needed.

CIOs realise the benefit of [www.cnmeonline.com](http://www.cnmeonline.com) in terms of knowledge and news they acquire, ensure your brand is the defining image when they visit.

www.cnmeonline.com  
Map overlay



18,094 monthly unique visitors from 158 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	
18,094 % of Site Total: 100.00%	3.36 Site Avg: 3.36 (0.00%)	00:03:48 Site Avg: 00:03:48 (0.00%)	89.49% Site Avg: 89.45% (0.05%)	
Top visiting countries	Visits	Pages/Visit	Avg. Time on Site	% New visits
United States	4,145	4.28	00:05:34	93.13%
United Arab Emirates	3,025	4.80	00:09:37	86.37%
India	2,427	4.36	00:02:39	92.50%
United Kingdom	2,213	3.48	00:06:34	91.01%
Canada	989	3.24	00:03:27	96.77%
Australia	725	2.22	00:01:14	97.23%
Germany	714	2.25	00:02:29	89.14%
Malaysia	670	2.26	00:02:33	87.04%
Saudi Arabia	669	2.48	00:04:14	82.16%

Online traffic

The uptake of online solutions continues to show impressive growth. CNMEonline is the premier source of technology information for decision makers across the region.

## Partnership opportunities



## Why partner with us

- We offer a flexible converged media mix, unlike any other technology publication here. This includes focused events, print, website, social media, newsletters, supplements and video.
- We know our readers' needs. By continuing talking and sourcing of information by our dedicated call centre team we develop initiatives that are what CIOs need and enable the right vendor to meet a potential customer.
- By integrating your campaign across the CNME platforms your brand gets exposure, you have the opportunity to be seen as a knowledge leaders and meet the end users who have budget to spend.

### Be a Platinum Technology Partner

Total cost of \$150,000

- ▶ Sponsorship of Technology Events specified
- ▶ Creation of branded resource centre on CNME website
- ▶ Branding on eNewsletter each month for 1 year
- ▶ 2 CIO Council Roundables during the year
- ▶ Sponsorship of CIO Council
- ▶ 12 x Double Page Spread advertisements in CNME
- ▶ Year long Banner advertising on CNME website (banner to be confirmed)
- ▶ Monthly html sent to CNME database for 1 year
- ▶ CPI to appoint dedicated Account Manager
- ▶ Sponsorship of ICT Roadmap

## Partnership opportunities

### Be a Gold Technology Partner

Total cost of \$120,000

- ▶ Sponsorship of 10 Technology Events
- ▶ 12 Full Page Advertisements in CNME
- ▶ 1 Round Table in 2012
- ▶ 12 htms sent to CNME database
- ▶ Creation of branded resource centre on CNME website
- ▶ Branding on eNewsletter each month for 1 year
- ▶ Year long banner advertsing on CNME website (banner to be confirmed)

### Be a Strategic Technology Partner

Total cost of \$90,000

- ▶ Sponsorship of 6 Technology Events
- ▶ 12 Full Page Advertisements in CNME
- ▶ 1 Round Table in 2012
- ▶ 6 htms sent to CNME database

### Be a Section Sponsor

Total cost of \$70,000

- ▶ Logo Sponsorship of section both in CNME magazine and online
- ▶ 12 Full Page Advertisements in the responding section of CNME
- ▶ Banner advertising across applicable section for 1 year
- ▶ 3 htms sent to CNME database

## Deliverables at a glance

The partnership will include long-term branding with CNME. This will include:

- Sponsorship for the events includes branding across ALL promotional material, speaking opportunities, on-site branding opportunities and option to invite customers
- CIO Council sponsorship includes option to upload white papers and knowledge pieces online as well as logo representation as a partner.
- Resource Centre allows for upload of white papers, case studies and is linked run of site across the CNME online platform plus your banners present.
- Continuous representation online

## CIO Council ME



Innovative, much needed and essential are just a few words used to describe CIO Council ME. A true knowledge platform for CIOs to share information and mentor the region's future CIOs.

## CIO Council ME

**CIO Council ME is a joint initiative between Etisalat and CNME. Predominately an online platform the council's aim is creating a CIO community and provide them with a platform on which to discuss key issues and concerns they may have when implementing or upgrading their IT systems.**

To support their education needs we have our array of events which our members are automatically invited to. Whether it is security, cloud or vertical focused, we have the whole IT spectrum covered.

Being a partner of CIO Council ME offers the vendor a number of benefits in terms of messaging, mindshare and . vendors will have the opportunity to post educational articles such as whitepapers, case studies and invite customers to join.

In addition we will be working with partners

to create discussions key to their business and communicating these issues to CIOs using the social media elements associated with CIO Council as well as the usual method such as banner advertising and email blasts.

CIO Council ME is the region's first dedicated CIO communication platform and both CNME and Etisalt will be continually communicating to our databases regarding current and future CIO initiatives.

Future CIO is a secondary platform to CIO Council. With the aim of providing mentors to aspiring CIOs the aim is to develop the regions future IT decision makers and give them an insight into current implementations happening.

CIO Council can help a vendor realise the now and the future.

## Editorial calendar 2012

Month	Solutions World	Storage Advisor	Integration Advisor	Network World	Security Advisor	Telecoms World	Careers
January	Collaboration tools/ social networking	Explaining big data	New services to watch for	WAN optimisation	IP surveillance	Metro Ethernet	Careers of 2012
February	CIO talk - the winners discuss software	Business continuity/ disaster recovery	SPs - best among lot	Data centre	Identity and access mgmt	4G	University Profile/IT programme
March	Application optimisation	Working with legacy systems	Forming contracts, working out kinks	Unified Comms	SIEM	Microwave backhaul	Training programmes - what are vendors doing
April	Virtualisation - do we have enough success stories?	Deployment challenges and overcoming them	Choosing partners - tips and tricks	Ipv6	Vulnerability assessment	MVNOs	Training programmes - what are partners doing part II
May	Management software	Business intelligence and data analysis	Working with the best - bird's eye view from the CIO corner	40/100G switching	IPS	Convergent charging	University Profile/IT programme
June	Training and certification	Using data to drive your business	Evaluation and partnership extension	High speed wireless	Compliance	M2M Communications	Education conference - what was new and bold
July	Enterprise architecture	Lifecycle management - from cradle to the grave	Global sourcing in your partnership strategy	MPLS	Endpoint security	Femtocells	Third party trainers - how do they help vendors and students
August	IaaS and PaaS - ME reactions	SANs in the enterprise - has their day come?	Testing your partner - do they have the right certifications?	Video conferencing	Next-gen firewalls	IPTV	University Profile/IT programme
September	Cloud and living with it	Data management - inside and outside borders	Pilots - dos and don'ts	Networking in the cloud	Security in the cloud	Infrastructure sharing	Outsourcing/IT recruitment - things to watch out for
October	Mobility and dealing with it	Lowdown on virtualised storage	Hall of Fame and Ones to watch - Sis and managed service providers	Server technology	Cybercrime	Customer experience management	Workplace improvement - ensuring employees stay
November	ICT Achievement Awards 2012	De-duplication and data recovery	Strategising with the partner - sharing plans to profit further	Desktop virtualisation	Mobile security	Spectrum strategies	University Profile/IT programme
December	Solutions in 2013	Storage in 2013	Service provision and systems integration in 2013	Network management	Virtual security	HSPA +	Analyst talk - what's on the wings in 2013

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Specification	Trim size WxH (mm)	Bleed size WxH (mm)	Type size WxH (mm)
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Full page	207x270	217x280	175x240
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Cover mount	Specs on application	Specs on application	Specs on application
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