

# ME Printer

Middle East Print Communication Magazine

## Flip through **ME Printer** to discover the cutting edge of printing

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 24 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 over 6000 copies are printed and distributed monthly. It has a Classifieds section dedicated to the sale and purchase of used equipment, jobs, vacancies, services for print houses and investment opportunities in the Middle East.

A host of international experts, including Frank Romano, Professor Emeritus of New York-based Rochester Institute of Technology are regular contributors to the magazine. Renowned industry professionals such as Rod Hayes and Dr. George Simonian are the technical editors for the English and Arabic sections.

## Advertising Rates

Position	US\$
Inside Full Page	3,200
Inside Back Cover (IBC)	3,700
Inside Front Cover (IFC)	3,900
Outsdie Back Cover (OBC)	4,700
Inside Half Page	1,700
Inside page 1/3	1,150
Inside page 1/4	950
Vertical Strip	700

### Creative Advertising

Cover Gate Fold	9,900
Cover Page Advertising	11,500
Advertorial to be pasted on Cover Page	13,500
False Cover Sheet- Front Cover	11,500

### On-line Advertising

Website Banner (Home Page)	350
Website Banner (Inside Pages)	250
Newsletter Banner	400
Email Shot	800

### Rates for Advertising in the Classifieds Section

Vertical Strip	4.5x29 cm	\$300
Vertical Box	4.5x10 cm	\$175
Horizontal Box	10x8.5 cm	\$275

### Value added Package

### Adjustment

3 issues	5%
6 issues	10%
11 issues	15%

### Mechanical Data

Full Page	A4
Half Page Horizontal	21cm X 14.5cm
Half Page Vertical	29.7cm X 9.3cm
1/3 Page	21cm X 9.5cm
1/4 Page	21cm X 7.5cm
Vertical Strip	4.3cm X 29.7cm

Format: PDF, high resolution, 300 DPI, CMYK, fonts embedded and Bleed 3 mm on all 4 sides.

### The size of ME Printer website Banners

234 X 60 (Pixels)	125 X 120 (Pixels)	300 X 250 (Pixels) (Inside Pages)
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Do not put any crop marks / bleed marks / color bars.  
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.

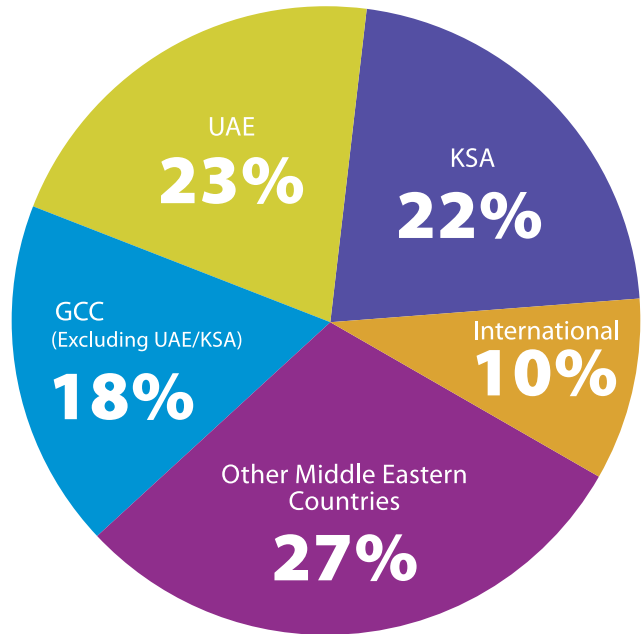
# Circulation

## ME Printer

Quantity : 6000  
Frequency : Monthly

## Regional Circulation

- UAE:** Locally distributed in the Emirates
- KSA:** Saudi Arabia
- GCC (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)

## E-Printer

### E-Mail Blast Campaigns

15000 Subscribers  
Direct E-mail  
[www.meprinter.com](http://www.meprinter.com)

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