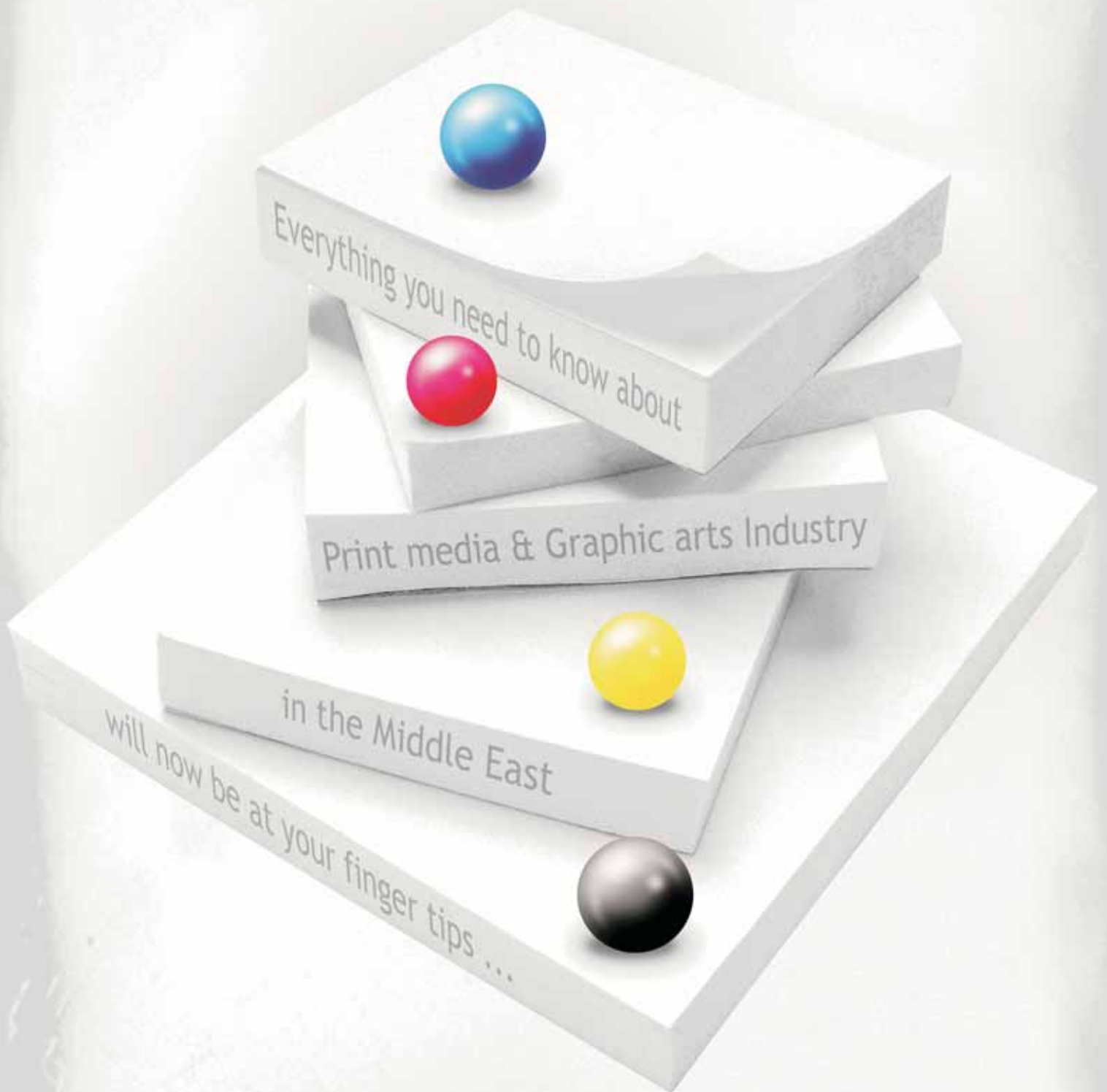


ME PRINTER

MIDDLE EAST PRINT COMMUNICATION MAGAZINE



Bahrain • Egypt • Iran • Iraq • Jordan • Kuwait • Lebanon • Oman
Qatar • Saudi Arabia • Syria • UAE • Yemen

What is happening in the Print Media and Graphic Arts Industry in the Middle East?

The Middle East's printing and publishing industry is witnessing unsurpassed growth and action. From Egypt to Lebanon to the United Arab Emirates, publications are flooding the market day by day, printing technology is offering a level of productivity which were once hard to imagine not just possible but possible in the shortest possible deadlines.

International events showcasing products and services from all parts of the world just for the printing and publishing professionals are being hosted across the Middle East.

As more and more players enter the market, competition is stiff, margins are narrow. While the playing field is getting leveled, the game is getting tougher.

The reader is expecting more and more from print, especially as rich media competes for the little time he or she has to read printed communication.

There never has been a more urgent need than now for printers and publishers in the region to keep updated of the latest trends in the industry, to even survive in the Information Age as those who are entrusted with providing the information through print.

The need of the hour is a medium, a vehicle, a forum that helps professionals of the printing and publishing industry to stay ahead - by staying informed.

Now it will be possible for everyone who is a part of the printing and publishing industry in the Middle East or has an interest in it to get the latest news, views and information, delivered right at their doorstep or desktop. Through ME Printer - the region's unique magazine dedicated to printing and publishing professionals - ready to be launched in February 2004.



About the publisher

ME Printer FZ LLC is based in Dubai Media City - a hub of media activity in the region. Its core team has more than 20 years of experience in the field of journalism, printing and publishing.

The ME Printer team already has to its credit the management and publication of Sanat e Chap Magazine (www.iranprint.com) - the most influential source of information in the field of printing and graphic arts in Iran. With more than 250 issues already published, and with 6000 editions and 4500 subscribers, Sanat e Chap has a profile that is very similar to ME Printer with the difference that it covers the printing and publishing trends in Iran and ME Printer will be focusing on the Middle East.



ME Printer keeps you informed

Targeting print and publishing professionals, ME printer offers the latest news, views and expert analysis on print media technologies and trends.

With its wide range of activities, ME Printer's print and online editions (www.meprinter.com) will provide 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 will feature prominently.

Installation of new machinery, drawing up important contracts, ownerships displacement, joint ventures and/or corporate takeovers, and marketing opportunities in the printing industry are some of the areas that the publication will keep in its field of vision.

Technical reviews of prepress systems, presses, and digital equipment will complement other articles. Digital printing and the technology of Print Media are also of central importance to ME Printer.

Published in the United Arab Emirates - the commercial heart of the region - ME Printer will satisfy the need to know for printing and graphic arts business, from Oman to North Africa.



What ME Printer will cover

- Prepress and pre-media
- Print
- Finishing
- Digital technology
- Workflow
- Package Printing
- News & trends
- Markets and services

Who should read ME Printer

- Printers
- Prepress specialists
- Postpress specialists
- Suppliers
- Package printers
- Software vendors
- Graphic designers
- Publishers
- Ad agencies



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ME Printer editorial calendar for 2004

Followings are the main topics of ME Printer. There will be also other articles rounding out each edition. ME Printer targets a comprehensive view at printing industry. You will find in every edition beside cover story, main features and news also articles and reports on most up-to-date and interesting subjects according to trends, demands and innovations.

February 2004

- **Cover story: CTP technology**
 - . Digitisation in printing industry
 - . CTP technology
 - . Digital workflow
 - . PDF, definition and types
 - . Major players in CTP market
 - . CTP market in Middle East: capacities and demands
- **Special Feature:**
 - . Offset packaging printing (corrugated and folding boxes)
- **Event Coverage:**
 - . Drupa work shop presentation in Cairo, Dubai, Tehran and Riyadh
 - . Sign & Graphic Imaging Middle East 2004 in Dubai - United Arab Emirates (10 - 12 January 2004)
 - . IfaPack 2004 in Karachi - Pakistan (17- 19 January 2004)

March 2004

- **Cover story: large format printers**
 - . Large format printers: applications and capacities
 - . A round up on major large format printers in the market
 - . Large format market in Middle East: capacities and demands
 - . Out door advertising: trends and market
- **Event Coverage:**
 - . Pack & Print Machinery Exhibition in Tehran - Iran (3 - 7 February 2004)

April 2004

Cover story: Drupa 2004

- . A glance at Drupa
- . History of Drupa
- . Drupa's role in development of graphic arts during last 50 years
- . Drupa's program and side events
- . Technologies and products on display in Drupa
- . Introducing major suppliers and interview with business partners and representatives of major manufacturers in Middle East
- . An introduction to Germany and Düsseldorf
- **Special Feature:**
 - . Packaging printing (Flexo versus gravure versus offset; which one will win the battle for market share)
- **Event Coverage:**
 - . Cebit Exhibition in Hannover - Germany (18 - 24 March 2004)
 - . DIGI SIGN 2004 in Cairo - Egypt (26 - 28 February 2004)





May 2004

- **Cover story: Digital printing**
 - . Capacities and applications
 - . A round up on major different digital printing devices in the market
 - . Digital printing market in Middle East: capacities and demands
 - . Print on demand: definition and markets
 - . Personalized printing: definition and markets
- **Special Feature:**
 - . Re export market in UAE
- **Event Coverage:**
 - . Pulp & Paper Indonesia exhibition in Jakarta - Indonesia (21- 24 April 2004)

Jun 2004

- **Cover story: Newspaper printing**
 - . Newspaper industry in Middle East
 - . Printing newspaper in Middle East: capacities and demands
 - . Major players and technologies in newspaper printing
 - . Digital applications in newspaper industry
 - . State-of-the-art prepress technology in newspaper printing
- **Special Feature:**
 - . Drupa 2004 review
- **Event Coverage:**
 - . Propac Arabia Exhibition in Jeddah _ Saudi Arabia (9 - 13 May 2004)

July 2004

- **Cover story: Post Drupa**
 - . Some vital facts and figures on Drupa
 - . New developments in the following sectors:
 - . Prepress and pre media
 - . Printing
 - . Digital printing
 - . Packaging printing
 - . Postpress and finishing
 - . Consumables and accessories
 - . Interview with Drupa officials on the current trade fair and future events
 - . Interview with representatives of major companies regarding their activities during the fair
 - . Major deals and agency contracts made during drupa
 - . What the experts in world of Middle East graphic arts have to say about Drupa
 - . Drupa's side events
- **Event Coverage:**
 - . Inpex 2004 in Isfahan - Iran (8 - 12 June 2004)





August 2004

- **Cover story: Investment management in printing industry**
 - . Market research mechanisms and decision making on investment and purchase
 - . Marketing mechanism in the world with approach towards local requirements
 - . Interview with agents and major suppliers about their services for customers who have to decide what to buy
 - . Interview with buyers and people involved in process of making decision on what to buy
 - . CRM (customer relations management) in printing industry
 - . Conditions and modernization process in graphic arts industry
- **Event Coverage:**
 - . ProPak & Print 2004 in Kuala Lumpur - Malaysia (7 - 10 July 2004)

September 2004

- **Cover story: Printing equipment (installation, after sale services and maintenance)**
 - . Interview with agents and distributors of major graphic equipment vendors
 - . Interview with technicians and repairmen
 - . Comments of printers who recently installed new equipment
 - . International standards
- **Special report:**
 - . A round up on packaging printing equipment and materials in the Gulf region
- **Special Feature:**
 - . Printing promotional articles (pad printing, screen printing.....)

October 2004

- **Cover story: Used equipments**
 - . Important factors to be considered when buying used equipment
 - . Quality issue in used equipment
 - . Used equipment: world market
 - . Used equipment: Middle East market
 - . How can we access used equipment market on-line?
 - . Major dealers of used graphic equipment in the world
 - . Major dealers of used graphic equipment in Middle East
- **Special report:**
 - . A pre review on Gulf pack & Gulf print exhibitions in Dubai
- **Event Coverage:**
 - . Labelexpo exhibition in Chicago - USA (14 - 16 September 2004)



November 2004

- **Cover story: Calendars and promotional gifts**
- **Special report: Gulf pack & Gulf print exhibitions in Dubai**
 - . Exhibitors and products on display
 - . Visitors
 - . Pavilions of different countries
 - . Exhibition's side events
 - . Facts and figures on exhibitors, visitors and deals and agreements made during the show
 - . Future plans
- **Event Coverage:**
 - . Ifra Expo in Amsterdam - Netherland (11- 14 October 2004)
 - . Packaging industry fair in Istanbul - Turkey (29 Sep. - 3 Oct. 2004)

December 2004

- **Cover story: Human resource in graphic arts industry**
 - . The situation of work force in Middle East printing industry
 - . Training skilled staff for the region
 - . Training, providing information and establishing new training technologies
 - . Performance and experience of trade organizations and formations in Middle East
 - . International training organizations
 - . Regional training organizations

News and updates

- New regulations
- New organizations and formations
- News on activities of organizations and companies
- People
- Installation of new equipment
- New plans of agents
- New technologies
- New equipment
- New software
- Innovations
- Appointments
- Events
- Seminars, conferences, forums...
- Awards
- Important regional and international trade fairs

Miscellaneous (other information)

- Exhibitions
- Information and news resources
- Research institutes and organizations
- Training organizations
- Printed and digital resources
- Major printing organizations



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