

# GET ENERGISED!



**MEGA  
WHAT**

...WHO, WHERE, WHEN, WHY & HOW OF THE ME POWER INDUSTRY

THE REGION'S FIRST, DEDICATED MAGAZINE ON THE POWER INDUSTRY TO BE PUBLISHED IN THE REGION!

## WATT'S IN?

**MEGAWHAT** OFFERS COMPREHENSIVE COVERAGE OF NEWS AND VIEWS ON THE MIDDLE EAST POWER INDUSTRY, WITH AN EMPHASIS ON RELEVANCE AND DEPTH. IN ADDITION, THE MAGAZINE ADOPTS THE ROLE OF AN ANALYST, INTERPRETING KEY DATA AND TRENDS IN THE REGION.

A TYPICAL ISSUE OF **MEGAWHAT** CONTAINS NEWS UPDATES, COVER STORY, FEATURE STORIES, CASE STUDIES, TECHNICAL PAPERS, PRODUCT REVIEWS, GUEST COLUMNS, CRITIQUES, EVENTS- AND CONTRACTS-RELATED INFORMATION, AND OF COURSE, ALL THE NEWS THAT IS IN 'PEAK DEMAND'!

**MEGAWHAT** IS THE LATEST MAGAZINE TO COME OUT FROM WITHIN THE CPI-INDUSTRY GRID.

## TRANSMISSION!

THE MAGAZINE, A BI-MONTHLY, IS DISTRIBUTED TO CONTRACTORS AND CONSULTING ENGINEERS, ELECTRICAL ENGINEERS AND DECISION MAKERS IN THE INDUSTRY, UTILITIES, POWER PLANT OPERATORS, CONSTRUCTION COMPANIES, ACADEMICS, RESEARCHERS, REGULATORS FROM MUNICIPALITIES, BUILDING INDUSTRY OFFICIALS, DEVELOPERS (HEADS OF PROCUREMENT), GREEN BUILDING PROMOTERS, SUPPLIERS AND TRADERS OF ELECTRICAL EQUIPMENT, AND INDEPENDENT AND INSTITUTIONALISED CONSULTANTS.

WITH A TARGETED DISTRIBUTION TO KEY DECISION MAKERS ACROSS THE GULF AND THE MIDDLE EAST, THE MAGAZINE OFFERS YOU A DIRECT ROUTE TO YOUR BUYERS.

# FILLING YOU IN ON THE MIDDLE EAST POWER INDUSTRY.

## ALL THE CURRENT NEWS AND VIEWS ON POWER

### EDITORIAL PROFILE OF MAGAZINE

MEGAWHAT carries focused information and data on the power industry (generation, T&D, protection, lighting, energy management and conservation, renewable energy, etc.) in the form of feature stories, case studies, white papers, product reviews and columns. Every issue has a cover story that provides fresh insights and analysis into power-related trends in the region.

### FORMAT AND DISTRIBUTION

- MEGAWHAT is in A4 format and saddle-stitched.
- The print edition reaches in excess of 10,000 readers.
- The magazine is distributed at relevant regional industrial shows.

### INNOVATIVE DIGITAL SOLUTION

CPI Industry also converts the magazine into a digital e-book, a feature it has pioneered in the region. This interactive format will be e-mailed to a Middle East-wide database of buyers and users, with direct on-line links to your Web sites for direct orders. This on-line solution offers a direct and instant interaction between supplier and buyer (see box, right).



In addition, the magazine reaches a worldwide audience through Zinio, a proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access MEGAWHAT anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the title.

#### KEY BENEFITS INCLUDE:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow.
- Advertisements can become fully interactive – direct hot links to your Web site or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the email address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.

### SPECIFICATIONS (In centimetres / w x h):

<b>FULL PAGE (FP)</b> Bleed: 22 x 30.7 Trim: 21 x 29.7 Type area: 18.5 x 27	<b>DOUBLE-PAGE SPREAD (DPS)</b> Bleed: 43 x 30.7 Trim: 42 x 29.7	<b>HALF-PAGE (HPH)</b> Island: 12 x 18	<b>2/3-PAGE (2/3V)</b> Vertical: 12.3 x 27	<b>2/3-PAGE (2/3H)</b> Horizontal: 18.5 x 18
<b>HALF-PAGE (HPV)</b> Vertical: 9 x 27	<b>HALF-PAGE (HPH)</b> Horizontal: 18.5 x 13	<b>1/3-PAGE (1/3V)</b> Vertical: 6 x 27	<b>1/3-PAGE (1/3H)</b> Horizontal: 18.5 x 9	<b>QUARTER (QP)</b> Portrait: 9 x 13
				<b>QUARTER (QS)</b> Bottom Strip: 18.5 x 7

### MATERIAL:

All artwork should be supplied in either **Adobe Illustrator, InDesign, Acrobat (PDF)** or **Photoshop** formats.

All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or if in **Illustrator** converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

4 Advertisements can be designed. Cost to be advised

4 Other/special sizes and loose inserts are available by request.

### DISTRIBUTION FIGURES

Saudi Arabia	2,966
UAE	2,790
Kuwait	980
Bahrain	890
Qatar	820
Oman	790
Egypt	315
Iran	290
Lebanon	155
Other	152
<b>TOTAL</b>	<b>10,148</b>

### PROFILES

MEP and general contractors, consulting engineers	(33%)
Decision makers in industry	(25%)
Utilities	(20%)
Power industry professionals	(10%)
Property developers, facilities and energy management companies	(5%)
Municipalities/government bodies	(5%)
Trade bodies/associations	(2%)

### ADVERTISING RATES (1 insertion)

Normal page rates:	PRINT	PRINT + DIGITAL (Zinio)*
Full-page colour	\$ 4,900	\$ 6,500
Double-page spread	\$ 8,900	\$ 11,000
2/3 page	\$ 3,800	\$ 4,900
Half-page colour island	\$ 3,500	\$ 4,500
Half-page colour	\$ 3,100	\$ 4,100
1/3 page	\$ 2,200	\$ 2,800
Quarter-page colour	\$ 1,900	\$ 2,500

#### Cover positions:

Outside back cover	\$ 6,900	\$ 6,900
Inside front cover	\$ 6,500	\$ 6,500
Inside back cover	\$ 5,900	\$ 5,900

\*Zinio only available with print

- Series discounts available
- Advertising agency commission: **15%**
- Guaranteed position: **+10%**

**ADVERTISING RATES  
EFFECTIVE 1ST  
JANUARY 2008**

**PAYMENT:** On receipt of invoice



For more details, contact

Tel: +971 4 3515316 • Fax: +971 4 3598486

E-mail: fred@cpi-industry.com / amine@cpi-industry.com

[www.cpi-industry.com](http://www.cpi-industry.com)

For digital access, please log on  
[www.cpi-industry.com/digital](http://www.cpi-industry.com/digital)