

energyworld

www.energyworldme.com



MEDIA INFORMATION 2010



WHY CHOOSE energyworld?

We have recognised that there is a distinct lack of positive reporting related to the energy industry. For far too long oil, gas and petrochemical producers have been prodded with a big stick for seemingly dragging their heels on innovation and for damaging our environment with pollutants. But the truth is far different. There are a great many innovators in the market place today, each eager to position their sustainable solutions. We will tap into this resource and bring you the latest developments in the world of 'green' energy. This information will come to you in the form of:

- Exclusive one-to-one interviews with government officials and leading CEOs
- Sustainability developments
- Technology advancements
- Legal advice
- Market analysis
- Profiles of innovative companies

The energyworld magazine made its market debut in November, 2009.

We believe that the timed launch of this monthly, business-to-business title was perfect. Our extensive industry research has enabled us to fill a market gap that provides essential industry facts and figures to leading energy professionals across the MENA region.

Our team of international journalists provide credible, up-to-date information on key subjects that every energy professional needs to know.

We examine global and regional issues affecting the industry, we provide exclusive interviews with the sector's leading figures and authorities and we deliver news, analysis and data from the Middle East and beyond.



MISSION

CPI is one of the region's biggest trade and consumer magazine, guide book and directory publishers. Setup two decades ago, the company boasts more than 15 different titles to meet the needs of global businessmen and women who need to stay one step ahead of their competitors.

FORMAT AND DISTRIBUTION

Printed in A4 format and saddle-stitched.
The print edition reaches around 30,000 readers.
The magazine is distributed at relevant regional industrial shows.

Normal page rates:	PRINT
Full-page colour	\$ 6,900
Double-page spread	\$ 10,000
2/3 page	\$ 5,500
Half-page colour island	\$ 5,100
Half-page colour	\$ 4,800
1/3 page	\$ 3,500
Quarter-page colour	\$ 3,100
Outside back cover	\$ 8,900
Inside front cover	\$ 7,900
Inside back cover	\$ 7,500

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

PAYMENT: On receipt of invoice

UAE	6,401
Saudi Arabia	4,640
Qatar	2,900
Kuwait	3,190
Bahrain	2,631
Oman	2,320
Other ME countries/relevant	3,480
Rest of the world	3,480
Total circulation	29,042



MEDIA INFORMATION

READERSHIP

JOB TITLE

- CEOs/Managing Directors/Other Senior Managers
- Engineers
- Project Managers
- Ministers/Committee Presidents and Chairman
- Consultants
- Installation Managers
- Health & Safety Managers
- Purchasing Managers/Buyers
- Brokers/Risk Managers

INDUSTRY

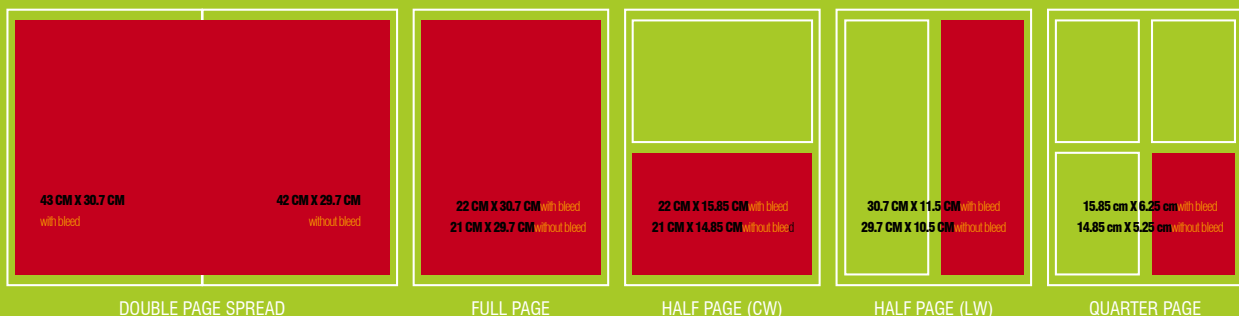
- National oil companies and their subsidiaries
- International oil companies
- National and international service companies
- National and international manufacturers engineering procurement and construction contractors
- Legal and project management companies
- Training and health and safety organisations
- Government organisations
- Petrochemical companies

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 resolutions, CMYK. All fonts need to be supplied to outline. Colour proofs or print-outs must be supplied along with the digital file.

**Advertisements can be designed.
Cost to be advised.**

WHO WE ARE : We are a division of CPI, the leading publisher of magazines and guidebooks in the UAE, on a range of issues that impact the region. Magazines from the CPI stable include Climate Control Middle East, H2O, MEGAWHAT, Banker Middle East, Islamic Banking and Finance, Private Equity & Venture Capital Middle East, OK! Middle East, BBC Good Food Middle East, The Big Project, Computer News Middle East, Network World Middle East, Reseller World Middle East, SMB Advisor Middle East.



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