

PROFILE OF MEPA MEMBER



**The General Interest
Pan - Gulf Weekly Magazine**

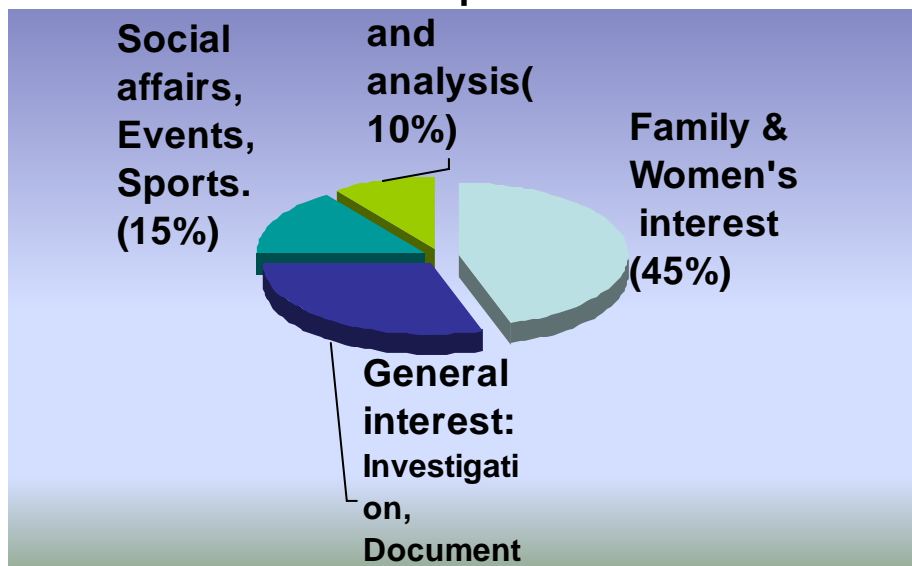


Introduction:

Founded in 1967 by Mr. Ahmed Behbehani, **AI YAQZA** has consistently been confirmed by all media studies as an efficient choice in regional and Pan gulf Media planning.

Due to its high circulation stimulated by a successful journalist formula based on a wide range of editorial content, making out of **AI YAQZA** the most popular general interest weekly in the gulf.

Editorial Profile:



Editorial Content:

- Miscellaneous News
- Al Yaqza in a week
- Articles
- Interviews
- Beauty & Fashion:
 - Beauty
 - Fashion
 - Make-up & Cosmetics
 - Jewelry & Watches
 - “Change your life”
- Home Decoration
- Girl Talk
- Al Haramlek - True stories of women
- Islamic enlightenment
- Marital Bliss - Marriage and Relationships
- Short Story
- Community Case
- Stars
- Sports
- Cars
- Correspondence
- Poetry Forum
- Net Corner
- Games
- Press Releases

Main Advertisers:



Circulation:

Region	Copies	%	Region	Copies	%
Saudi Arabia	64,717	59	Egypt	5,148	5
Western Province	33,182				
Central Province	19,428				
East Province	12,107				
Kuwait	22,894	21	Other Arab countries	3,241	3
UAE	4,820	4	Europe & Other	2,623	3
Qatar	2,063	2			
Bahrain	1,827	2			
Oman	1,590	1			
Pan Gulf Total	97,911	89	Total	11,012	11
Grand Total			108,923		

NEWS UPDATE

DR. AZZAM AL DAKHEEL, SRMG CEO: TECHNOLOGY WILL BE USED AS EXTRA PLATFORMS TO COMMUNICATE A UNIQUE CONTENT

Strategic Expansion for the Saudi Research and Marketing Group (SRMG) in Regional Media Sectors

**SRMG had acquired 51% of the net assets of a number of
the affiliates of the University Bookshop Group**

**The group intends to own a plot of 32.000 squared feet
in Dubai Technology and Media Free Zone**



The Saudi Research and Marketing Group (SRMG) stated that they were in the process of executing a number of essential projects that aim at providing support to its affiliates, and to enhance the Group leading positions in the fields of media, publishing, management and marketing of the knowledge content at the regional and global levels.

Dr. Azzam Al Dakheel, SRMG's CEO, in a keynote, delivered at the Arab Media Forum (dated Dubai, 23 April 2008), held in the Monarch Hotel, Dubai, said that the steps taken by the Group in this respect included a number of strategic applications in the light of the challenges imposed by the technological revolution.

Mr. Al Dakheel added that "the challenges faced by traditional paper-media should not be undermined, especially that the majority of the Arab readers are the young category that tends to the non-traditional means of accessing information. However, there are big opportunities for developing digital media industry, and generating new revenues through sales of e-ads and digital content. This will certainly contribute to the growth of media and the development of the means of editing and producing".

Dr. Al Dakheel stressed that the strategic vision of the group is based on employing and integrated network of means and mechanisms to provide content. The matter will not be continued to issuing newspapers only but going beyond that to new horizons of innovations and specializations.

Dr. Al Dakheel revealed that SRMG had acquired 51% of the net assets of a number of the affiliates of the University Bookshop Group. The total value of the deal came to SR. 73 Million. "This acquisition forms an added value to content provided through various media channels." He added "University Bookshop is mainly specialized in educational content. Through this deal, we enter into the curricula world, rich with knowledge that we will present to the Arab world, relying on leading and accumulating experience of our personnel".

The Saudi specialized publishing company had established a specialized media company in Dubai Media Free Zone. This company will be active in developing "content" in all its types and categories.

Dr. Azzam Al Dakheel explained that this new firm will enrich media in the region with an excellent collection of media brands specialized in vital sectors that are badly needed by the knowledge market in the region.

"We will cultivate knowledge everywhere. We are keen to achieve ready platforms and will use technology as extra platforms to communicate a unique content. This will cover conference and exhibition industry. For this, we declare the establishment of a new company, Mu'tamarat, for Conferences and Exhibitions, with capital of one million Saudi Royals. The company is fully owned by the Group", he added.

Dr; Al Dakheel said: "when we speak of professionalism, we are aware of the fact that professionalism will enrich content in all its categories. Therefore, the Group will commission on 27th April, Prince Ahmad Bin Salman Institute for Applied Media. The institute's objective of preparing professional staff in content creation in a way that copes with the rapid development and breakthrough in the Arab and global media markets".

The Institute represents a unique initiative in the field of training and rehabilitation in the region, and aims at building up the personnel that would raise levels of information contents in the region.

It is to be noted that the SRMG is headquartered in Riyadh, and has many offices across the world. The group intends to own a plot of 32.000 squared feet in Dubai Technology and Media Free Zone. This property will be used for building new offices for the affiliates, providing them, with the required equipments in order to expand the activities of the Group in UAE and the neighboring countries.

Source: SRMG

PROFESSIONAL MEDIA NEEDS TO ADAPT TO NEW INFORMATION WORLD ORDER, SAY EXPERTS AT ARAB MEDIA FORUM 2008

Dubai-UAE: 23 April, 2008 – The rise in Internet usage will erode professional media's erstwhile monopolies on mass distribution, forcing it to adapt to this new information world order by accepting featured blogs and citizen journalism, according to Dr. Alan Knight, Foundation Chair of Journalism and Media Studies at Central Queensland University, Australia.

Dr. Knight's statement came during the first day's session at the Arab Media Forum (AMF) 2008, taking place from 23 to 24 April at the Monarch Hotel in Dubai.

Titled "The Big Picture: Impact of New Technologies on the Media Scene", the session addressed recent technological advancements that have impacted the media industry, highlighting how the advent of technology is drastically transforming the Arab media landscape. The workshop also explored measures for the industry to cope with the corresponding dynamic changes.

Moderating the session, Zaven Kouyoumdjian, Anchor, Future TV, set the tone with his observation that the Arab world missed the industrial revolution but will win the current information revolution.

Dr. Knight was joined by Abdullatif Al Sayegh, CEO, Arab Media Group; Dr. Azzam Al Dokkail, CEO and Board Member, Saudi Research and Marketing Group; and Eason Jordan, Founder and CEO, Praedict.

To underscore the magnitude of technology's impact, Dr. Knight stated there were 33.50 million Internet users in the Middle East in 2007, a penetration rate of 17.4 per cent of the population, and 920.2 per cent growth since 2000.

Regionally, the UAE has the highest penetration rate of 38.4 per cent, followed by Kuwait with 32.6 per cent and Qatar with 32 per cent, against a world average of 20.1 per cent, the United States 90 per cent, Australia 75.9 per cent, and Malaysia with 60 per cent.



Dr Azzam Al Dokkail CEO and Board Member, Saudi Research and Marketing Group

Azzam Al Dokkail said: "There are opportunities presented by the onslaught of new media technology, especially when you take into account that the region's population is on an average younger than any other part of the world. However, there are challenges precipitated by the high level of illiteracy – higher than any other region – which prevents a significant segment of the population from joining the print readership."

On the question of content, Al Dokkail concluded with the statement: "Content is the master of the situation – technology serves it. To get ahead, we must focus on the development of content."

The speakers concurred that the quality of content is directly linked to the quality of education, and pointed out education is not enough, and needs training and practical experience to help modernize the Arab world.

Al Sayegh said: "With the advent of new technologies, we need to not only educate people – their education must be accompanied by training focusing primarily on the development of content. And, only with strong content can we begin to export to the West, rather than importing from it."

Held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, is built around the theme of 'Bridging Arab Media through Technology'. In its seventh edition, the AMF brings together over 500 top-tier regional and international media professionals and intellectuals to hold in-depth discussions on how the transformation of technology has impacted the local, regional and international media.



Abdullatif Al Sayegh, CEO, Arab Media Group

INSTITUTE TO PROVIDE PRACTICAL TRAINING TO JOURNALISTS

ONE may say that with globalisation, there is a kind of ‘mediatisation’ going on in Saudi Arabia. The kingdom is in the midst of reforms, resurgence, strengthening and regeneration of its inherent capabilities values and natural and human resources.

The latest example is the establishment of the Prince Ahmed bin Salman Institute for Applied Media, which will be inaugurated by Riyadh Governor Prince Salman on April 27.

The institute is the result of an alliance that includes the family of the late Prince Ahmed bin Salman and a number of media organisations such as SRMG, Al Yamamah Press Est., Al Jazirah Organisation for Press, Printing and Publication, Dar Al Hayat Publishing Company, Al Yaum Press, Printing and Publishing House, Al Madinah Al Munawwarah Organisation for Press, Printing and Publication, the Middle East Television Group and Dallah Media Production.

According to Prince Faisal bin Salman, chairman of the Saudi Research and Marketing Group (SRMG), the institute, first of its kind in the kingdom, will provide technical, design and practical training to prospective journalists and mediapersons.

Addressing reporters in the capital on Sunday, Prince Faisal said the Saudi media has made tremendous progress in recent years, and commended the efforts to promote media in the kingdom.

He explained that the institute will be the first step in building a base for media training that can meet the requirements of the media industry in the kingdom in particular and the region in general.

Source: Khaleej Times

ARAB MEDIA GROUP TO SPONSOR SIM 2008 Event

Arab Media Group has recently confirmed their place as the headline sponsor for SIM 2008 – Signage, Imaging & Media, the most comprehensive trade show for the regional marketing communications industry.



Founded in March 2005, Arab Media Group (AMG) is the largest media organization in the UAE.

AMG's business interests include 9 radio stations, 3 newspapers, television, online, logistics and distribution, printing, events management and outdoor advertising. Its' newspaper titles are the English-language compact Emirates Business 24/7 (formerly Emirates Today), its Arabic counterpart Emarat Al Youm, both launched in 2005, as well as the Arabic broadsheet Al Bayan.

With a workforce of 2000 employees, 4 Dubai-based office premises as well as other national locations, AMG's continuous growth and innovation sets this particular media organization apart from its competitors.

Source : SIM Expo / IIR

ACTIVITIES AND OTHER UPDATES

DIGITAL MEDIA SUMMIT



Date: 9 – 10 June, 2008
Venue: Hollywood Roosevelt Hotel
Language: English

Visit digitalmediasummit.com for details

NATIONAL NEWSPAPERS AND TARGETING MEDIA



Date: Tuesday 10 June 2008
Time: 10:00 AM until 04:00 PM
Event type: Seminar
Venue: Central London venue tbc -
Greater London

Contact: Training and Events - email: trainingandevents@mediatrust.org

ONE WORLD — ONE DRUPA



Date: May 29—June 11, 2008
Event type: Exhibition
Venue: Dusseldorf, Germany

Website: www.drupa.com

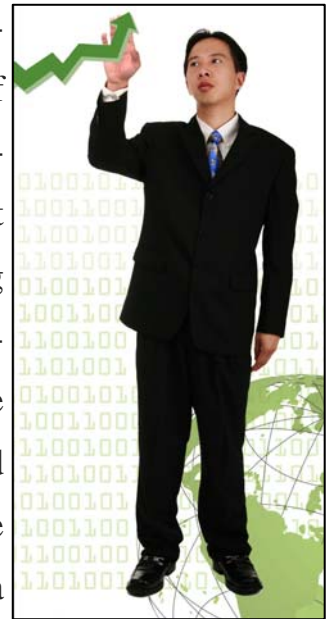
**The World's Leading
Exhibition**
for the Print Media industry

RESEARCH ARTICLE

INMA Research: ONLINE ADVERTISING

The Growth of Online Advertising and Its Importance to Newspapers

Online is moving toward centre stage in marketers' thinking. PricewaterhouseCoopers predicts the medium will represent 14 percent of global advertising by 2011. In 2002, it accounted for less than 3 percent. And although future revenue estimates differ, analysts agree that internet advertising will receive significant investment in the coming years. In fact, Veronis Suhler Stevenson forecasts that internet advertising spending will surpass print advertising spending by 2011 in the United States, a benchmark the United Kingdom and Sweden crossed in 2007. Internet advertising will grow 21 percent annually over the next four years to US\$61.2 billion and print advertising will grow at a slower pace to US\$60 billion in 2011.



The Yankee Group expects that online advertising in the United States will double 2007 levels to US\$50.3 billion by 2011 and represent 25 percent of all media.

Data from PricewaterhouseCoopers, the Advertising Association, the Internet Advertising Bureau, and the World Advertising Research Centre (WARC) outlines online advertising's accelerating growth in the UK market. In the first half of 2003, online advertising accounted for 2.5 percent of advertising spending. By the first half of 2007, it was taking 14.7 percent of advertising spending. Compared to other advertising media — television, print display and classifieds, direct mail, outdoor, and radio — spending on internet advertising has shown significant and steady growth. By the first half of 2007, spending in online advertising overtook direct mail in the United Kingdom — £1.3 billion compared to £1.1 billion. It still trails regional newspapers, print classified, print display, and television advertising.

Online advertising is growing in other countries as well, according to eMarketer

Source: INMA

IMEDIA ADVISORY SERVICES

MAKING THE BEST OF THE DOWNTURN

So it looks like we are hurtling into recession. In the USA certainly. In Europe probably worse is to come. In Asia, probably not..... yet.

Sadly I'm old enough to admit this is my fourth experience of this. I was made redundant in '82. Ran an advertising department through '91. Launched a newspaper prior to 9/11, where I was fired and the paper failed. Believe me. I've experienced recession from all sides.



Jim Chisholm

So what should we be doing about it?

The issues for newspapers is that we always come out of recession worse than we went in.

And two mistakes have driven this. Combined, these have got us into the mess we (in Europe and North America) are in.

Now we need to learn from our mistakes and reverse the structural pressures we are seeing by exploiting the cyclical pattern.

Our first mistake was to over-react on cost cutting. As recession took hold we took out costs to retain margins, in full knowledge that the trend was cyclical. And then when things recovered we kept out the costs, driving, at the time, and certainly with hindsight, margins that were clearly ludicrous.

During a recent trip to the USA, I was struck how many people were commenting that our newspaper products are not as good as they used to be. That printing quality was down. Advertising quotas are too high. The reality is that much of our industry has lost its ability to fight back. And that is what we have to do now.

Because the second mistake we made was that we failed to recognise that during recession our advertisers cut back, discovered they did not need us, and didn't come back. The result is that in most newspaper companies I have visited recently the number of advertisers has fallen dramatically. Typically newspapers have lost between a third and half of their customers during this time.

I hear the cacophony of response. "*Consolidation!*" "*The Wal-Mart effect!*" "*The Internet!*" It's all nonsense. In most markets in North America, Europe, and Asia, the number of businesses is growing very fast. What is declining is the direction of sales people to sell to new customers (and, I suspect, the training they receive to direct them).

This trend has been accelerated by the absurdity of up-selling and converged advertising sales (see previous rants). By forcing sales people to sell print and online together we are encouraging them to focus on the few advertisers who need or wish to buy both together, at the expense of the others.

Our experience demonstrates that by simply encouraging sales people to end the month with more advertisers than they start the month, and incentivising them on that basis, as much as revenue growth, that the rot can be stopped.

This habit of replacing loss by selling more space at a higher price to fewer advertisers is critically important NOW. The loss of advertisers happens at exactly this point in time. The action of increasing price has forced many smaller advertisers to look elsewhere. The action of selling larger insertions has not resulted in advertisers getting a proportionately better return on their investment. Because advertising effectiveness does not increase linearly with ad size.

Now as the internet is becoming an increasingly significant part of the revenue mix – and more importantly, potential profit and value contribution - it is vital that we revisit these smaller lapsed advertisers, and the growing range of new ones; sell them certainly onto our websites, and mobile services, but also encourage them back into print, either in the paper, or some new niche products.

Advertiser count must become as important a measure as revenue. Once stable, other criteria such as yield and frequency can be developed.

But such an important realisation that this is the primary cause of our decline, and route to our solution, demands we think about the structure of our advertising sales operations. Our core sales team must learn to end the month with more customers than they started with, and that retention during this difficult period is a primary priority.

Meanwhile a new specific sales force is required to identify and convert new prospects to our wider range of products.

As the recession moves from the downward spiral, to recovery, action now will not only lead to recovery, but to our businesses being in a stronger position than ever before.

Up until 2006, newspapers new revenues were gradually clawing back the losses that they were experiencing in print. OK 2007 was difficult. But the underlying cause – of failing to retain advertisers – is both solvable and rewarding.

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Source: IMEDIA ADVISORY SERVICES



Middle East Publishers' Association (MEPA).

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