

Your guide to the smart workplace

o f f i c e

middle east

## Everything office

for office managers, facilities managers  
and smaller business owners

### 51% of our mailed readers

have a budget of between \$300,000 and \$1 million



# Office space, people, equipment

News, reviews, advice

For advertising enquiries contact Email: [sales@OfficeMiddleEast.com](mailto:sales@OfficeMiddleEast.com)  
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# Office Middle East

Office Middle East is the first magazine dedicated to the booming office business – covering office supply, equipment use, procurement and management. Published 10 times per year, the magazine reaches both trade and end-user buyers – ensuring that advertisers’ messages are delivered to the most appropriate budget-holders.

A publication of Turret Middle East, the Middle East’s fastest growing magazine and online publisher, Office Middle East magazine is packed with top-quality articles for buyers and users of office equipment and services. It is separated into five core functional sections:

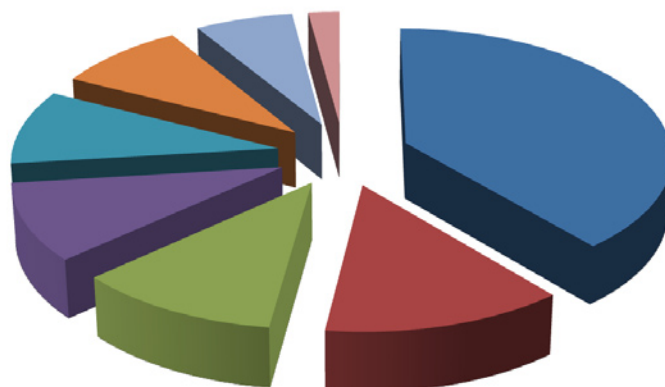
- **Office interiors:** furniture, fitting out, organising the workspace
- **Office space:** identifying the best locations and the best deals in office premises
- **Office IT and telecoms:** essential equipment and how to use it
- **Office people:** finding, keeping and making the most of staff
- **Office mobile:** all you need to take your office with you

Office Middle East is mailed to over 8,000 of the highest-level decision-makers in the UAE on a controlled-circulation basis, with regular qualification of the recipients to ensure that each issue of the magazine reaches the key people in organisations of all sizes in the most timely manner.

Office Middle East magazine will ensure that your message is heard in the right places by the right people.

A dedicated Office Middle East website and email alerts will form an interactive solution for your campaign – pushing the key editorial features, encouraging readers to join the debate and add comments, developing a community of readers and contributors. [O](#)

## Target readers by company activity



- General business
- Office equipment and IT suppliers
- Professional services
- Public sector / government departments
- Hotels and restaurants
- Real estate / property development
- Architects / interior designers
- Trade associations / professional bodies

Source: Turret ME research, 2009

Target readers by company sector		
General business	3,154	38.9%
Office equipment and IT suppliers	1,070	13.2%
Professional services	908	11.2%
Public sector / government departments	795	9.8%
Hotels and restaurants	762	9.4%
Real estate / property development	714	8.8%
Architects / interior designers	535	6.6%
Trade associations / professional bodies	170	2.1%
<b>Total</b>	<b>8,108</b>	<b>100.0%</b>

# Fully packaged solutions

If you are in the business of supplying goods or services to the office sector, our goal is to become your media partner of choice. We can offer you an integrated and fully managed marketing schedule including:

**The printed magazine:** 10 times per year, at least 64 pages per issue – useful advice and information that is sure to be filed for reference

**Inserts:** we can take loose or bound-in inserts in sizes up to A4 and paper weights to 200gsm – ideal for single-page flyers or multi-page supplements or mini-catalogues, to be distributed with the magazine to all readers or selected categories. Contact us for details of this and similar in-magazine opportunities

**Advertorials:** these reflect the style of an editorial feature but use text and images supplied by the advertiser. We produce the material for you; a visual will always be sent to the client for approval, time permitting

**The digital magazine:** available on the Office Middle East website – a complete PDF version

of the current print magazine (including all advertising) plus an archive of back issues. This ensures maximum exposure and a long viewing life for your advertising

**The website:** reference information and added-value analysis for readers and suppliers alike, with opportunities throughout the site for advertising banners and sponsorships


**E-casts:** targeted mailshots using your material, emailed to the complete Office Middle East database of over 10,000 office professionals (or a subset of the list, if you wish). Depending on the content, these e-casts have a high response rate

**Direct mail:** we can similarly produce and distribute conventional targeted mailshots using your material

**OfficeWire:** we distribute an editorial email newsletter to marketing and other contacts, typically advising of forthcoming topics in the magazine and seeking input for features. There is also news content, and there are sponsorship opportunities here

**Highlights:** are featured together in the final section of the magazine. Layout is provided free of charge. All we need are 50 words of text (100 for half page), one quality image (one or two for half page), one logo and full contact details. Highlights are ideal for product launches, company news, distributor networking, market testing, etc.

## We can additionally offer:

- Company profiles including advertorial copy writing, photography
- Product overviews and showcases
- Reprints on paper or as PDF files 





## Rates

Display advertising	Single insertion	Series 2	Series 3	Series 4	Series 5	Series 6
Double page spread	\$6100	\$5900	\$5700	\$5500	\$5300	\$5100
Single, full page	\$3500	\$3400	\$3300	\$3200	\$3100	\$3000
Half page	\$2700	\$2600	\$2500	\$2400	\$2300	\$2200
Quarter page	\$2200	\$2100	\$2000	\$1900	\$1800	\$1700
Inside cover (front or back)	\$4200	\$4100	\$4000	\$3900	\$3800	\$3700
Outside back cover	\$4800	\$4700	\$4600	\$4500	\$4400	\$4300
Other advertising						
Half page highlight	\$2400	\$2400	\$2400	\$2400	\$2400	\$2400
Quarter page highlight	\$1800	\$1800	\$1800	\$1800	\$1800	\$1800
Double page advertorial	\$5800	\$5800	\$5800	\$5800	\$5800	\$5800
Single page advertorial	\$3200	\$3200	\$3200	\$3200	\$3200	\$3200

NB Add 10% to the above rates if a right-hand page display advertisement is required

## Online advertising

Position	Size	One month	Three months
Top banner	452 x 60 pixels	\$1500	\$3000
Side banner	120 x 80 pixels	\$750	\$1500

## Production schedule

Issue no	Cover date	Artwork deadline	Publication date
Volume 1 - Issue 1	October 202009	23 September 2009	30 September 2009
Volume 1 - Issue 2	November 202009	22 October 2009	29 October 2009
Volume 1 - Issue 3	Winter 202009	22 November 2009	29 November 2009
Volume 2 - Issue 1	February 2009	21 January 2010	28 January 2010
Volume 2 - Issue 2	March 2009	18 February 2010	28 February 2010
Volume 2 - Issue 3	April 2009	24 March 2010	31 March 2010
Volume 2 - Issue 4	May 2009	22 April 2010	29 April 2010
Volume 2 - Issue 5	June 2009	24 May 2010	31 May 2010
Volume 2 - Issue 6	Summer 202009	23 June 2010	30 June 2010
Volume 2 - Issue 7	September 2009	24 August 2010	31 August 2010

## Print specifications

Artwork for print	
Accepted file type	PDF
CMYK images included Greyscale images included	300 dpi (120 dpcm)
Bitmap images included	200 dpi (80 dpcm)
Fonts	All must be included
All final data	CMYK separated

Please ensure PDFs are at least compliant with PDF/X1-a:2001 standards if possible and that no RGB (or 'spot') colour is included, i.e., all colours are CMYK separated or removed if not in use.

Technical data (W x H)	
Double page spread bleed	306 x 466 mm
Double page spread trim	300 x 460 mm
Double page spread type area	288 x 448 mm
Full page trim	210 x 297 mm
Full page bleed	216 x 303 mm
Full page type area	186 x 265 mm
Half page (horizontal)	186 x 130 mm
Half page (vertical)	90 x 265 mm
Quarter Page	90 x 130 mm



Turret Middle East is a leading media company in the Middle East. Turret's exhibitions arm has organised and managed some of the region's biggest events, including the World Future Energy Summit, Taste of Dubai, ADIHEX ADIPEC and Gastech, drawing in record numbers of exhibitors, visitors, delegates, and expert speakers. Turret Middle East Publishing is a successful multimedia publisher of consumer and B2B titles, responsible for Gulf Interiors and Abu Dhabi Week among other projects; these titles are cross-media brands, with online presence and a variety of delivery mechanisms in addition to the core print versions. The expertise that drives Turret Middle East is made up of industry professionals from around the world, with proven experience across all the disciplines required for the creation of successful events and publications, supported by a select range of professional service providers.

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