

2016 Media Kit

Editorial Plan

<p>Spring</p> <p>Digital Offset Printing Print Packaging Improvements Selecting the Right Finishing Equipment The Future of Offset Printing UV Inkjet Inks for Labels Drupa Main Edition</p>	<p>Autumn</p> <p>Improving Flexo Impression The Right Digital Press for your Business Wide Format Trends Setting Challenges in Increase of Insert Volume Workflow Improvements World Publishing Expo Preview All in Print China Preview</p>
<p>Summer</p> <p>Adding Effects in Digital Printing Colour Management and Trends Efficient UC Curing with Sheetfed Offset Improved Creasing and Folding Equipment The Future of Newspaper Printing FESPA Africa Preview Paper Arabia Preview</p>	<p>Winter</p> <p>Challenges in the Pre Press Process Improved Recourse Efficiency for Printers Print Synergies for Success in Print Room Setting the Pace in Post Press Tabloid Change to Counter Falling Circulation</p>

Publishing Schedule

	<i>Spring</i>	<i>Summer</i>	<i>Autumn</i>	<i>Winter</i>
Copy Date:	3 rd March	3 rd June	3 rd Sep	3 rd Dec
Published Date:	13 th March	13 th June	13 th Sep	13 th Dec

Technical articles are required 3 months prior publication

Circulation Breakdown

Over 10 000 distributed copies Printed and Online combined
Distribution and readership breakdown within 20 countries of the region as follows

North/Central Africa Algeria – Egypt – Libya – Nigeria – Morocco – Sudan – Somalia – Tunisia = 4750
The Arabian Gulf Bahrain – Kuwait – Iraq - Oman – Qatar – Saudi Arabia – U.A.E. – Yemen = 4250
The Levant Jordan – Lebanon – Syria – Palestine = 2000

Readership Breakdown

Printers & Finishers	40%	Newspapers	8%
Typesetting & Production, DTP, Repro CTF-CTP	12%	Paper Mills, Merchants & Converters	4%
Publishers (Books/Journals)	11%	Ink Manufacturers, Importers & Suppliers	3%
Sign Printers	10%	Suppliers & Agents	2%
Advertising / Design Production	9%	Institutes & Governmental Implants	1%

Cost per Insertion in £ (GBP)

Size	1	2	3	4	5	6	7	8
Double Page Spread Col	£4565	£4345	£4185	£3955	£3825	£3675	£3455	£3265
Full page Color	£2625	£2492	£2369	£2250	£2138	£2030	£1928	£1830
Full Page Mono	£2240	£2135	£2019	£1921	£1820	£1732	£1645	£1564
Half Page Color	£1884	£1786	£1685	£1604	£1520	£1436	£1359	£1289
Half Page Mono	£1354	£1284	£1225	£1165	£1109	£1050	£1004	£945
Third Page Color	£1597	£1510	£1429	£1352	£1282	£1212	£1149	£1086
Third Page Mono	£1102	£1046	£997	£945	£899	£857	£805	£759
Quarter page Color	£1550	£1473	£1396	£1326	£1263	£1200	£1141	£1085
Quarter page Mono	£857	£831	£815	£773	£735	£696	£661	£630
Sixth Page Color	£717	£681	£646	£582	£552	£518	£482	£466

Extra 5% discount for payment with order

Special Positions	Mechanical Data	Discounts
These rates are in addition to the basic page rate shown above:-	Double Page Spread 395x272mm	Discounts are not applicable in the case of cancellation or late payment. The publisher reserves the right to demand the difference between the single insertion rate and series / discounted rate in this case
Inside Front Cover £150	DPS Bleed 424x299mm	
Inside Back Cover £150	Full Page 297 x 210mm	Material Media is only accepted by email in PC compatible format, as high resolution PDF or JPG files.
Outside Back Cover £225	Bleed Page 303 x 216mm	
Guaranteed Position £100	Two Thirds Page 272 x 123mm	General Terms of Payment: For non-account holders, first order must be paid in advance in order to open your account. For account holders, payment made on receipt of invoice.
Although the advertisers may request special positions within the publication, we will only guarantee the position if the fee of £100 is paid.	Half Page Horiz. 135 x 186mm	
Spot Color Charge	Half Page Vertical 272 x 91mm	Cancellation dates Any cancellation of booked space must be made within 3 months prior to publication date for Mono and 5 months for Color.
This rate is in addition to the basic adv rate shown above. Spot colour charge is £ 150.00	Half Page Horiz. Bleed 151 x 213 mm	
Agency Commission	Half page Vert. Bleed 303 x 106 mm	
10% is paid to registered advertising agencies providing that payment terms are strictly adhered to.	Third Page Horiz. 90 x 186mm	
	Third Page Vertical 272 x 59mm	
	Quarter Page Vertical 135 x 91mm	
	Quarter Page Horiz 68x186mm	
	Sixth Page Horiz 90 x 91mm	
	Sixth Page Vertical 135 x 59mm	
	Translation Charges	
	For new copy, a one-off translation charge of £150 will be added to the first insertion (up to 100 words). Any extra production work incase of supplying different files, will be charged at cost.	

What Sets PrintLink Apart

Magazine published continuously since 1985. Regional distribution for more than 24 years. The only Arabic/English communication medium with global name recognition. Largest circulation. Presents a unique editorial focus and Provides enhanced communication.

Only PrintLink provides a robust Arabic and English editorial programme and valuable circulation working together to attract and engage the executive level decision makers advertisers wish to reach.

From readers looking for information about the region and rest of the world or advertisers looking to target readers in the region, PrintLink Middle East & North Africa provides the passport to the printing industry in the region.



Continuously Published Since 1985

Take Advantage of Our Online Audience

Thousands of readers every month know where to turn for the latest news, events, exclusive editorial content and technology specific articles in Arabic and English. www.printlinkmena.com is the only online platform dedicated to the printing industry in the Middle East & North Africa. These facts make www.printlinkmena.com a unique targeted online-advertising base for reaching thousands of buyers in the region.

Different Advertising Options Available

Rates in GBP

Type	1 month	3 months	6 months	1 year
Flash Leader Banner	£ 500	£ 1200	£ 2500	£ 4000
Still Leader Banner	£ 300	£ 800	£ 1600	£ 2000
Square Banners	£ 200	£ 500	£ 800	£ 1500
Bottom Banner	£ 200	£ 500	£800	£1500

Please note the above rates are for direct placement and do not include Arabic translation if applicable.

File Types: Flash/Animated banners as SWF type, Still banner as JPEG type. Please ensure the dimension and type are accurate. We regularly monitor and can send quarterly reports showing number and origin of visitors to the website. File sizes: Banners should preferably be below 250K, however should you have any special requirements please let us know.