

Arab Banker, the journal of the London-based Arab Bankers Association produced for the ABA by EAPGROUP Business Media [EAP], brings together bankers, entrepreneurs, investors and business professionals from across the Middle East and North Africa as well as individuals and institutions based outside the region. The Association enters its 29th year of successful operation this year as a networking hub and the driving force behind *Arab*

Banker, which has been the voice of the Arab banking community in the West and the Arab world for more than 20 years.



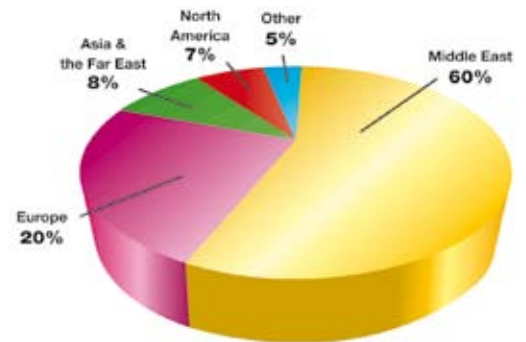
Originally launched as an in-house journal for ABA members worldwide, this lavishly produced high-quality professional publication now has a print run of 11,000 and is circulated worldwide. Approximately 60 per cent of *Arab Banker's* circulation is in the MENA region.

An exclusive and well-defined readership

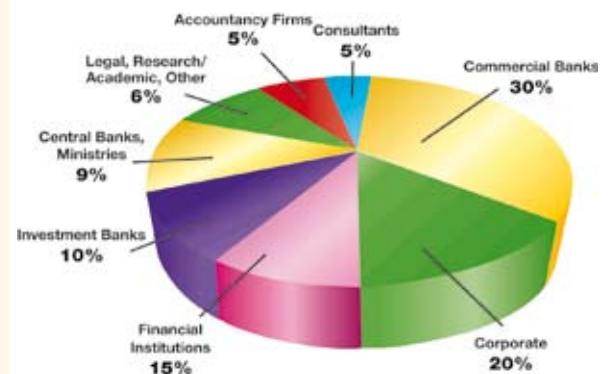
Arab Banker is read by leaders and decision-makers in the banking, financial, corporate and public sectors as well as a wide spectrum of professionals with close interests in the region, from Chairmen to Chief Executive Officers, Government Ministers and senior officials, Islamic banking and finance experts, IT experts and others responsible for specifying and purchasing. These categories of readers include a wide range of private and corporate investors and entrepreneurs.

Arab Banker readers are providers of investment and commercial banking services, merger and acquisitions services, and corporate finance services as well as leading merchants and corporations in the Middle East business and finance sector. They rely on the support of computer hardware and software providers; accounting, tax and legal advisers; specialist risk analysts; management and dealing systems providers; brokers and insurers. They are users of hotel accommodation and airlines and also represent a body of high net worth individuals.

Geographical Distribution



Professional Distribution



ARAB BANKER ■ KEY FACTS

› 11,000 Copies › Full colour on art paper › Perfect-bound with glossy cover

◆ Regular Features ◆

› News › People on the Move › Bank Results

› Banking Services and Technology › Exclusive Interviews with leaders in Arab Business and Finance › The Role of Arab banks in the Global Market › Impact of globalisation on Banking and Finance in the Middle East

› Islamic Finance › Arab Funds › Regional Stock Market Analysis › Oil and Gas › Executive Travel

◆ Events Calendar ◆ Art, Culture and Leisure

◆ Editorial Mix ◆

› 60% Banking and Finance › 10% Key Industrial Sector Analysis

› 20% Banking Technology › 10% Lifestyle, Travel and Tourism & Recruitment

Display Advertising Rates 2009

Four issues a year — April — June — September — December

	Colour	Mono	Type Area	Trim Size (mm)	Bleed (mm)
Double Page Spread	£7,920	£6,380		297h x 420w	303h x 426w
One Page	£4,475	£3,950	250h x 180w	297h x 210w	303h x 216w
Business Briefing	£3,575	£3,300	250h x 180w	297h x 210w	303h x 216w
Half Page Horizontal	£2,695	£2,255	130h x 180w	148h x 210w	151h x 216w
Half Page Vertical	£2,970	£2,475	250h x 85w		
2 / 3 Vertical	£3,520	£2,750	250h x 118w		
1 / 3 Vertical	£2,035	£1,595	250h x 56w		
1 / 4 Page	£1,675	£1,265	130h x 85w		
1 / 8 Page	£1,050	£690	60h x 85w		
1 / 16 Page	£650	£450	60h x 40w		

COVER PAGES

Inside Front Cover	£8,250	Inside Back Cover	£7,700
Outside Back Cover	£8,800		

SPECIAL SECTION

Semi-display mono (black and white) advertisements and notices, including appointments, conferences, courses, seminars, international property, tenders, books etc appear in the last pages of *Arab Banker*

1 Page	£2,675	250h x 180w
1/2 Page Horizontal	£1,650	120h x 180w
1/4 Page Display	£875	120h x 88w

Full-colour rates will apply for Special Section advertisements in colour

Additional Charges optional

Guaranteed Position	+10%
Spot Colour	£900
Inserts	Please contact the ABA for a quotation

Series Discounts

2 insertions	5%
3 insertions	10%
4 insertions	15%

Technical Data

Printing process: Four-colour, sheet-fed litho.

Advertising Artwork: All colour and black-and-white advertising artwork should be submitted to *Arab Banker* specifications (see advertisement sizes above and enquire if in doubt) as digital media — either as a repro-quality high-resolution PDF file or as an Adobe Indesign file with all elements used in the artwork — 300-dpi images, high-resolution Illustrator graphics, and fonts. If supplying artwork in Photoshop, please do not flatten layers but send the file as .psd with layers intact in Mac or PC format. For all other formats, including film, a minimum charge of £100.00 plus VAT will be added to the invoice. Film separations for reproduction should be right-reading positives with the emulsion side down and a screen of 175 per inch / 65 per cm). All artwork, whether PDF, Indesign, or film, must be accompanied by a laser print or colour proof. *Arab Banker* can design your advertisement to your specifications. Please enquire for details.

Copy Deadline

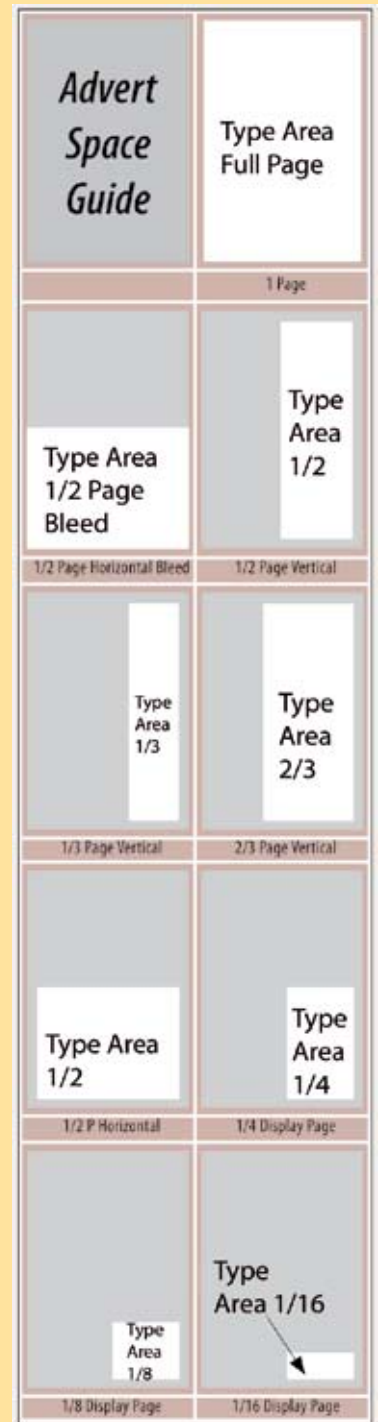
All advertising material must reach *Arab Banker* at least **one month before publication**, though exceptions can be made in special circumstances. All Advertisements are accepted subject to the Arab Bankers Association's standard terms and conditions, which are available upon request. These rates are subject to VAT where applicable.

Contact for media packs, price queries and sample issues —

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