



Middle East business intelligence since 1957

## MEED Commercial Rate Card

### Advertising Magazine Rate Card

	Number of Insertions (US\$)				
	1-2	3-6	7-12	13-25	26+
<b>Full Colour</b>					
Double Page Spread	20,598	19,581	18,743	17,745	15,750
Full Page	11,235	10,754	10,238	9,713	8,663
Half Page	7,383	7,009	6,720	6,353	5,670
Third Page	5,671	5,404	5,145	4,856	4,358
Quarter Page	4,762	4,494	4,305	4,043	3,623
Eighth Page	3,400	3,140	2,900	2,600	2,470

	Number of Insertions (US\$)				
	1-2	3-6	7-12	13-25	26+
<b>Cover Options</b>					
Inside Front Cover	24,610	23,861	23,273	21,989	19,528
Double Page Spread					
Outside Back Cover	14,606	14,124	13,750	13,054	11,663
Inside Front Cover	13,536	13,054	12,680	11,984	10,593
Inside Back Cover	12,091	11,663	11,342	10,700	9,577

<b>Tenders</b>	<b>(US\$)</b>
Full Page	10,584
Half Page	6,300
Third Page	4,284
Quarter Page	3,214

**Premium Tenders on MEED.com**  
 Contact us to discuss ways to enhance your company's tender online.  
 Email [advertising@meed.com](mailto:advertising@meed.com)

Insert Rates: On application  
 Agency commission - 15%  
 Guaranteed Position Loading - 20%

Please note that rates may be subject to change at any time without prior notice.  
 Booking deadline: Two weeks prior to publication.

<b>Online Upsell</b>	<b>Rate (US\$)</b>
Print advertisers eligible for either a rotating leaderboard or MPU on a sector for 1 week	1,000

[www.meed.com/advertising](http://www.meed.com/advertising)

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## Supplements Rate Card

Position	Rate (US\$)
Double Page Spread	20,598
Full Page	11,235
Half Page	7,383
Outside Back Cover	14,606
Inside Front Cover	13,536
Inside Back Cover	12,091

Sponsorship	Rate (US\$)
Benefits	25,000
<ul style="list-style-type: none"> <li>• Logo on supplement front cover</li> <li>• Logo on contents page</li> <li>• Full page colour advertisement</li> <li>• Online supplement homepage sponsorship</li> <li>• Logo on all marketing collateral promoting the supplement</li> </ul>	

Online Upsell	Rate (US\$)
Rotating leaderboard or MPU - 1 month on supplement online	1,000

## MEED.com Rate Card

Advertising packages will include:	Elements
Sector landing page advertising takeover	<ul style="list-style-type: none"> <li>• Fixed leaderboard banner - top and bottom</li> <li>• MPU banner</li> </ul>

Frequency	Rate (US\$)
1 month	15,000
3 months	40,000
6 months	60,000
12 months	110,000

MEED.com Newsletter Advertising	Elements
Sector newsletter advertising takeover	<ul style="list-style-type: none"> <li>• Standard banner - top</li> <li>• Skyscraper banner</li> </ul>

Frequency	Rate (US\$)
1 week	5,000
1 month	12,500
3 months	30,000
6 months	53,000
12 months	100,000

Online Upsell	Rate (US\$)
Print advertisers eligible for either a rotating leaderboard or MPU on a sector for 1 week	1,000

## Special Operation Rate Card

<b>Outside Cover Gatefold</b>	<b>Rate (US\$)</b>
Full Run (Gross)	25,000
Net: US\$25,000 less 15% (agency commission)	21,250
1,000 copies	15,000
Net: US\$15,000 less 15% (agency commission)	12,750

<b>Inside Cover Gatefold</b>	<b>Rate (US\$)</b>
Full Run (Gross)	35,000
Net: US\$35,000 less 15% (agency commission)	29,750
1,000 copies	18,000
Net: US\$18,000 less 15% (agency commission)	15,300

<b>Bound Insert</b>	<b>Rate (US\$)</b>
Full Run (Gross)	30,000
Net: US\$30,000 less 15% (agency commission)	25,500
1,000 copies	12,000
Net: US\$12,000 less 15% (agency commission)	10,200

<b>Cover wrap</b>	<b>Rate (US\$)</b>
Full Run (Gross)	45,000
Net: US\$45,000 less 15% (agency commission)	38,250
1,000 copies (Gross)	22,000
Net: US\$22,000 less 15% (agency commission)	18,700