

MIDDLE EAST INSURANCE REVIEW

INCORPORATING GLOBAL TAKAFUL

Media Kit 2009



MiddleEast Insurance Review

The global financial markets are in a turmoil. There are fears of a global recession. Will the Middle East boom continue? We believe so, and know that business must and will go on. Hence, we have prepared this Editorial Synopsis with great hopes for the region.

Within a short span of two years, *MiddleEast Insurance Review Incorporating Global Takaful (MIR)* has become an important weapon in the arsenal of those insurers, takaful operators, reinsurers, brokers, loss adjusters, regulators and others in the industry who are keen to enhance their professionalism and boost their competitive edge in the market.

MIR has become the magazine of choice for those in the Middle East and North African region and takaful operators around the world with *MIR* being recognised as an official publication in major industry events in the region like the FAIR and GAIF conferences. Among the many staples, *MIR* hosts the MENA CEO Insurance Summit jointly with the Jordan Insurance Commission, partners with ARIG to produce the MENA Insurance Directory, Takaful Re to produce the World Islamic Insurance Directory and BEST Re to host the Asia Takaful Conference.

2009 will be yet another special year for the booming region with the International Insurance Society bringing key players from the global insurance industry to the Middle East at its annual event in June in Amman, while FAIR comes to Abu Dhabi in October. Premium volumes are rising rapidly while the number of players both local and international are also increasing as the markets liberalise.

Hence, we at *MIR* are excited about playing an active role in covering the dynamic changes and positive developments in the MENA region to add our contribution to the region's march towards higher standards and greater professionalism. While ensuring higher editorial standards and quality, we will actively look to boost competition by sharing insights, analyses and strategic advice of key players and experts in the market, and drawing lessons from Asia's more advanced markets.

The boom in the MENA region has only just begun. The hunger is still there. The time is right to ensure that technical standards and best practices are embraced from as early as possible.

For the Middle East, the best is yet to be! And for us at *MIR*, we will be right there to walk with the insurance industry, both conventional and takaful, as it seeks the higher technical ground.

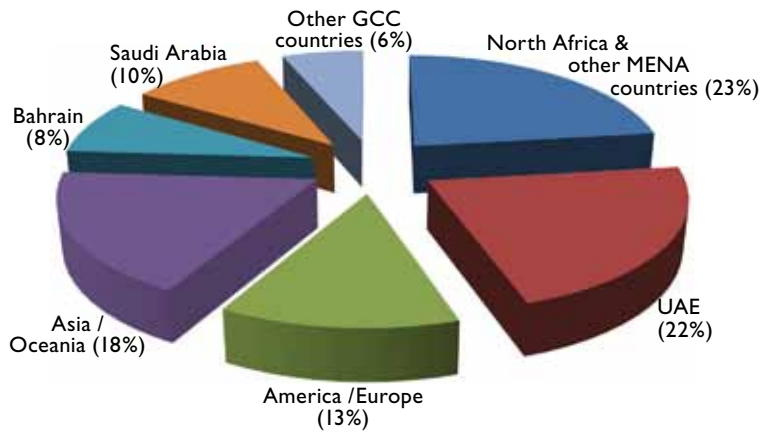


Sivam Subramaniam
Editor-in-Chief
MiddleEast Insurance Review



MiddleEast Insurance Review

Distribution by Country



Our Track Record

After two years serving the market, *MiddleEast Insurance Review* has become an integral part of the marketplace as a highly professional magazine, helping to meet the information needs of insurance practitioners not only in the Middle East but also in North Africa. *MIR* has truly become the magazine of choice for both conventional as well as takaful players in these markets, for those serious about doing business in the Middle East.

Due to our high reputation and extensive reach, *MIR* has been participating as the official publication of such major industry events such as GAIF and FAIR. In addition, *MIR* has set its mark via our technical conferences with the MENA CEO Summit, and ME Healthcare Conferences becoming annual must-attend events.

MIR Incorporating Global Takaful is also the ONLY publication in circulation with a monthly section devoted to takaful issues.

MIR is pleased to partner the MENA region in its march towards professionalism!

Regular Features

- ◆ Middle-East News and Outlook;
- ◆ Reports by Country and by Region;
- ◆ Takaful Developments by Market, Sectors and Models;
- ◆ Shariah and Regulatory Matters;
- ◆ Technical Underwriting Issues;
- ◆ Claims Management and Loss Adjusting;
- ◆ Risk Management;
- ◆ Actuarial Issues;
- ◆ Product Development;
- ◆ Research and Development;
- ◆ Protection & Investment-Linked Products;
- ◆ Pensions & Wealth Management;
- ◆ Investment Portfolio Management;
- ◆ Marketing and Customer Service;
- ◆ HR and Training for Insurance and Takaful Sectors;
- ◆ Corporate Governance and Management Issues;
- ◆ Company Profile of Insurance Companies and Takaful Players;
- ◆ People on the Move;
- ◆ Diary of Insurance Events in the Region;
- ◆ Personality Profile;
- ◆ Ratings; and
- ◆ Technology Solutions for Traditional & Islamic Financial Services.
- ◆ Healthcare

Editorial Advisors

(in alphabetical sequence by organisation name)

- ◆ Mr Yassir Albaharna, CEO, ARIG, Bahrain
- ◆ Mr Gamal Hamza, former Chairman and CEO, Egypt Re
- ◆ Dr Saleh Malaikah, Chairman, BEST Re
- ◆ Mr Ajmal Bhatti, Senior Takaful Advisor, Tokio Marine Europe Ltd
- ◆ Dr Mohamed Elgari, Shariah Advisor & Professor of Islamic Economics, King Abdulaziz University, Saudi Arabia

Readers' Profile

Circulation: 2,980

CEOs and Managers of:	%
◆ Insurance / Reinsurance Companies	68
◆ Intermediaries & Brokers	12
◆ Management Consultants & Service Providers	7
◆ Risk Managers and Corporate Buyers of Insurance	13
Total	100

Our Team

Founder

- ◆ Hwang Soo Jin, Life President, Ins Communications Pte Ltd

Editorial

- ◆ Sivam Subramaniam (Editor-in-Chief)
- ◆ Reynaldo De Dios (Editorial Consultant & Founding Editor)
- ◆ Wong Mei-Hwen (Deputy Editor)
- ◆ Ridwan Abbas (Journalist)
- ◆ Cynthia Ang (Asst Manager – Research)
- ◆ Osama Noor (Mena Representative)
- ◆ Jimmy John (India Representative)

Business Development & Conference

- ◆ Sheela Suppiah-Raj (General Manager – Business Development)
- ◆ Alda Yeo (Assistant Manager - Business Development)
- ◆ Erica Sena (Marketing Executive)
- ◆ Roger Chua (Advertising Sales Executive)
- ◆ May Low (Asst Conference Manager)
- ◆ Priscilla Chew (Conference Executive)
- ◆ Loga Sinnadurai (Senior Conference Assistant)
- ◆ Michelle Suppiah (Conference Assistant)

Design

- ◆ Charles Chau (Manager – Publications)

Administration

- ◆ Jennifer Chee (Administration Manager)
- ◆ Heney Panicker (Manager – Systems)
- ◆ Ann Tay (Projects Executive)
- ◆ Ramli Abdul Aziz (Projects Officer – Directories)
- ◆ Vimala Vellu (Admin Officer – Subscriptions)
- ◆ Sakinna Zakriya (Senior Admin Assistant)
- ◆ Sandy Chen (Senior Admin/Accounts Assistant)

MiddleEast Insurance Review: Advertising Rates

Print Advertising Rates

Premium Positions (full colour)	€	SGD Dollars
Outside Back Cover	2,490	4,950
Inside Front Cover	2,350	4,650
Inside Back Cover	2,180	4,350
Facing Inside Front Cover	2,100	4,200
Facing Editor's Message Page	2,020	4,050
Facing Contents Page	2,020	4,050
Facing People on the Move Page	1,950	3,900
Facing Inside Back Cover	1,880	3,750
Facing First News Page	1,880	3,750
Double Page Spread	3,230	6,450
Gatefold	6,000	12,000
Advertorial* (4 pages)	4,500	9,000
Advertorial* (8 pages)	9,000	18,000
Bellyband (inclusive of printing costs)	3,750	7,500

* Inclusive of 200 free copies of reprints.

Run-of-Page Positions

	€	SGD Dollars
Full Page Colour	1,730	3,450
Full Page Black & White	1,280	2,550
Half Page Colour	1,200	2,400
Half Page Black & White	980	1,950

Deadlines

Booking Deadline	10th of the month preceding the publication issue
Copy Deadline	15th of the month preceding the publication issue

Discounts

6 Bookings	10.0% off
9 Bookings	12.5% off
12 Bookings	15.0% off

Cancellation

All cancellations of bookings must be made in writing at least 21 days prior to publication date (1st day of the month) failing which administration charges of 25% of the advertisement rate will be imposed.

Website Advertising Rates

Impressions*	Squawk Box (200 X 200 pixels)		Banner (468 X 60 pixels)		Sky Scrapper (120 X 600 pixels)		Button (120 X 120 pixels)	
	SGD	€	SGD	€	SGD	€	SGD	€
20,000	SGD 2,620	€ 1,240	SGD 3,150	€ 1,490	SGD 3,680	€ 1,740	SGD 1,590	€ 750
30,000	SGD 3,680	€ 1,740	SGD 4,210	€ 1,990	SGD 4,740	€ 2,240	SGD 2,620	€ 1,240
50,000	SGD 5,240	€ 2,480	SGD 5,770	€ 2,730	SGD 6,300	€ 2,980	SGD 4,210	€ 1,990

* Ad campaign will cease once impressions are delivered

File Size / Format

Must be less than 12 KB in GIF or JPG form for both static or rotating images. (Website advertising sizes are in pixels)

Deadlines

Files must be submitted at least four days before start date.

Print Advertisement Specifications

Artwork Sizes

Full Page Trim	297mm (H) X 210mm (W)
Full Page Bleed	307mm (H) X 220mm (W)
Half Page Horizontal	120mm (H) X 170mm (W)
Half Page Vertical	247mm (H) X 81mm (W)
Double Page Spread Trim	297mm (H) X 420mm (W)
Double Page Spread Bleed	307mm (H) X 430mm (W)
Gatefold	297mm (H) X 207mm+200mm(W)
Bellyband	90mm(H) X 45+210(front)+5+205mm(back)(W)

Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat 3.0 compatibility.

Native layout file formats (both PC or Mac formats are acceptable):

InDesign/Pagemaker, Illustrator, QuarkXpress, Freehand (to be sent with linked files and fonts used, convert to paths, create outline, etc).

All linked graphics and pictures must be in CMYK before importing.

Graphics and pictures used must be in at least 300 dpi resolution at actual size.

Mac filenames must include the three-letter file extension*,

eg filename.ai, filename.jpg, filename.indd, filename.pdf, filename.qxd, etc.

(* file extension may be two or four letters, depending on file format)

Overseas Representatives

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