

PROFILE OF MEPA MEMBER



Media Arabia Publishing F.Z. L.L.C.

Media Arabia was established in May 2003 in Dubai Media City and it has two major monthly bilingual publications: ACARAI MAGAZINE specialized in real estate and tourism; CERAMICA MAGAZINE specialized in home and interior décor. Recently the name of the company was changed to DU AD and additional activities were added to the license.

ACARI MAGAZINE

The magazine for real estate & property buyers

At a glance

- The region's leading real estate and property magazine.
- Practical editorial coverage focused on the regions real estate and property developments.
- An unrivalled reach.
- A powerful, respected brand with over 3 years' market experience.

- 12 issues per year.
- Over 15,000 readers per edition.
- Reaches a highly influential corporate audience.

Background to the publication

ACARi is focused on local and regional real estate and property developments with editorial coverage spanning latest property developments and emerging real estate market across all the GCC and Middle East region. ACARi also features real estate and property developments across the globe. Each month ACARi brings together the market's leading real estate developments to provide our readers with the information they require.

- News
- Interviews
- In-depth features
- Case Studies

Benefits

- ACARi is a comprehensive real estate and property magazine for home buyers in UAE and GCC region.
- Extensive Circulation to the targeted audience
- Advertiser benefits – Reaches the desks of key influential decision makers.
- The profile of readers matches the area offering advertisers the best method to reach and target all sections of the local Community.
- Reader benefits – most trusted and useful media and has the largest choice of adverts across most advertising categories

CERAMICA MAGAZINE

CERAMICA ...HOME is where the HEART is. It inspires readers to buy, decorate and enjoy their dream home. The magazine focuses on all aspects of turning your living space into a desirable and comfortable environment in which to relax and enjoy the satisfactions of home.

From top quality modern-style homes and beautiful decorating ideas, CERAMICA is all about relaxed living and comfortable style. CERAMICA provides its readers with modern concepts and ideas to browse through in every issue. With page-after-page of wonderful photography and fascinating articles, the magazine is full of ideas that readers can transfer to their own homes. It is as useful as a sourcebook, as it is an entertaining, leisurely read.

Each issue of CERAMICA is full of inspirational ideas and practical advice for people who are actively seeking to make a change in their homes. Its readers are affluent, family-focused women who are real home enthusiasts with a strong sense of personal style. Its family-orientated readers do their homework before embarking on projects and are looking for inspiration to help them make the most of their homes.

No magazine offers more creative ideas, decorating inspiration, real homes and expert advice on consumer issues and life at home than CERAMICA.

NEWS UPDATE

US NEWSPAPERS LOOK TO ONLINE EDITIONS AS POSSIBLE SAVIORS

As advertisers and readers abandon traditional newspapers in their droves for Internet websites, American newspapers are increasingly looking to their online editions for solutions.

The online editions, once considered the biggest threat to the traditional print versions, could, it seems, actually prove to be their saviors.

The most recent shockwaves in a seemingly unending crisis have seen the Philadelphia Inquirer announcing a 17 percent cut in its editorial staff, the Boston Globe closing its last three overseas bureaus and the Los Angeles Times looking for a buyer.



Newspapers have continued to see falling sales, with reader numbers slumping 2.8 percent in the April to September period in 2006 compared to a year earlier, according to the Newspaper Association of America (NAA).

"The industry is taking the Web more seriously, and that will probably only intensify in 2007," the Project for Excellence in Journalism said in its State of the News Media 2007 report.

"Five years ago, if you had asked me, I'd say I don't know who's going to produce this (content). It might be Google, or Yahoo, or Microsoft, that will be the big media giants," said the organization's Project Director Tom Rosenstiel.

"Today it seems more likely that the New York Times newsroom is going to survive, that the old newsroom is the really the newsroom of the future too."

In 2006, newspaper sites on average boosted their readership by 22 percent, to 56.4 million, according to the NAA. Their Internet drive has never been so intense.

"I really don't know whether we'll be printing The Times in five years, and you know what? I don't care," Arthur Sulzberger, publisher of the New York Times, said in an interview earlier this year.

He later clarified his comments, saying: "It is my heartfelt view that newspapers will be around -- in print -- for a long time. But I also believe that we must be prepared for that judgement to be wrong."

Every title has its own strategy.

Thanks to two separate editorial teams, The Washington Post has found a new identity on line, offering a different, more international version of the print edition.

The New York Times, instead, opted to integrate its editorial teams from the print and web editions, to offer a duplicate of the paper online.

"In a way it strengthens the position of the New York Times because the more there is out there ... the more we think people are going to rely on an authoritative and reliable source like the New York Times," explained Vivian Schiller, from NYTimes.com.

"This an opportunity for us," she added.

At the Dallas Morning News, since January 2006, half of its photographers have worked on the video side and every day the paper puts around six videos online, said deputy head of the picture desk, Chris Wilkins.

The atmosphere in the editorial department, which downsized twice in two years, has seen a complete turnaround, he said, predicting that in the next 10 years "the newspaper will be a by-product of the web, it is inevitable."

For others, the question of profitability remains paramount. With some exceptions, most titles offer free access to most of their Internet services, counting on revenue from online advertising.

Online advertising is growing -- there was a 31.5 percent increase in 2006, according to the NAA -- but it still only represents 5.4 percent of advertising in newspapers.

"It's even clearer than it was two years ago that advertising online is not going to be sufficient," said Rosenstiel. "So the most important question that newspaper companies should be working on is how to make the Internet more profitable.

"Whether or not journalism survives and is healthy depends on whether the business side can figure out a new economic model to subsidize the creativity of the newsroom," he added.

With buybacks and partnerships, the future looks uncertain.

Some, such as Rosenstiel, suggest sharing revenues between access providers and newspapers, as with cable television, at least until someone comes up with a new business model.

Source: IFRA

ACTIVITIES AND OTHER UPDATES



breaking
new
ground

MAGAZINES | 2007
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The 2007 summit meetings of the world's press will be very special in many ways. Most importantly, perhaps, the events will be held for the first time ever in Africa. While newspapers throughout the world confront the exciting challenge of creating multi-platform news and advertising enterprises, the media in dozens of African countries still remain engaged in the struggle to finally win freedom and independence.

The Congress, which takes place in Cape Town, South Africa, from 3 to 6 June 2007, will also represent a number of other landmarks: - It will be **the 60th time that WAN has annually brought** together the world's publishers and editors to examine and discuss trends and leading-edge strategies and solutions for the news business.

RESEARCH ARTICLE

PRINT PROFITS STILL BEATS DIGITAL

Although profits remained relatively flat for consumer publishers between 2005 and 2006, especially compared to soaring costs in paper, postal and production, consumer magazine executives seem optimistic about online initiatives and increased spending from both new and existing advertisers boosting the topline.

In the second annual Consumer CEO survey conducted by Folio: and Readex Research, executives from all of the various consumer-magazine sectors described the state of their businesses, from a revenue stream dependent largely on print advertising and subscriptions to a growing but still relatively insignificant e-media business.

The survey polled C-level executives on everything from how they expect to finish 2006 compared to 2005 to their compensation packages to their dependency on live events. Executives from mass-consumer magazines were polled, as were those from city and regionals, enthusiast titles, and association publications.

Not surprisingly, revenue growth topped the list as executives' number-one priority. However, it was a surprise that revenue growth exceeded last year's number-one concern, profitability.

The year also seems to be ending on a relatively high note for many publishers. "Our seven titles will be profitable for the first time all year," says one survey respondent. Others identified such aspects for their keys to success in 2006 as:

- Events
- Web revenue (small but growing)
- Multimedia diversification

When we asked publishers what disappointments they expected in 2006, the overwhelming majority cited soaring costs relative to flat revenue growth. Increases in paper and a whopping 17 percent postal increase (thanks to three consecutive rate hikes within the last year and a half) are cutting into the growth many publishers are seeing in both existing products and new launches. "Our biggest disappointment is the inability to effectively carry out a concrete marketing plan due to increased production and distribution costs," says one respondent. Another stated, "Postage and paper increases will offset ad sales," and a third says, "We're not overcoming increases in paper and postage."

Thirty-nine percent of publishers identified profitability as their biggest challenge in 2006, while 30 percent say it's business development. Another 23 percent said topline growth was their biggest challenge. Perhaps worst of all, 16 percent identified "executing overall direction" as the biggest challenge facing their company.

Still, publishers are pulling the trigger on launching new products and initiatives. Seventy-one percent of respondents expect to launch a magazine this year, while another 63 percent envisioned an ancillary service startup. "We're launching new products with minimal additional staff," says one respondent.

Others say keeping pace is a growing concern. "We've folded a couple new magazines and we're not embracing technology as fast as we could," says one executive. "The technology is not keeping pace with our needs, particularly with Web programming issues," says another.

"Problems on our Web site have greatly reduced revenues, especially from subscription sales." With the apparent surge in consumer magazine deals this year, 46 percent of respondents said they expected to acquire another company in 2006, while 12 percent anticipated being bought by another company.

The Revenue Breakdown

Even though publishers have launched initiatives both in print and online, revenue ratios stayed fairly constant between 2005 and 2006. Print remained the dominant revenue stream, accounting for 50 percent of revenue in 2005 and 49 percent of revenue in 2006. The good news for publishers is that many are starting to see online revenue growth begin to eclipse the loss of print dollars as their publications stabilize, and in some areas, even begin to grow again.

Print advertising was also the fastest growing part of respondents' businesses in both 2005 and 2006, with 60 percent of publishers seeing the fastest growth from print in 2006. "We're growing advertising 80 percent year over year," said one respondent.

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Paid subscriptions accounted for 26.5 percent of the total revenue mix in 2006, up slightly from 2005. "We're starting to see circulation revenue that comes from sources beside print subscriptions," says one executive. "We've doubled our circulation," claimed another.

While much of the emphasis is online, the returns are still fairly theoretical. In 2006, Web advertising accounted for 10 percent of the total revenue mix, up from 8 percent in 2005. "The Web seems to be a good place with great growth potential and has proven so with FY 2006," says one executive. However, another cited "Web sites and e-newsletters" as the biggest disappointments this year.

Still, 33 percent of publishers with less than \$10 million in total annual revenue and 43 percent of publishers generating more than \$10 million per year in revenue say that online is their fastest growing revenue stream. Fifty-three percent of publishers under \$10 million say they expect to see increased revenue from online in 2006 while 68 percent of publishers generating more than \$10 million expect to see a jump in online revenue this year.

Costs on the Rise

Consumer publishers are taking it in the wallet in 2006, with 77 percent of those with over \$10 million in revenue reporting an increase in distribution costs, and 67 percent of publishers with under \$10 million reporting the same. Just 11 percent of smaller publishers and 13 percent of larger publishers say they expect an increase in paper quality.

And while launches are on the rise, most publishers are still conservative when it comes to hiring new staff. Forty percent of large publishers expect to boost the size of their staff in 2006, compared to 34 percent of smaller publishers.

Meanwhile, executives at larger companies seem more optimistic about their compensation than their peers at smaller publishers. Fifty-seven percent of executives at larger publishers expect their compensation to increase in 2006, compared to just 27 percent of executives at smaller publishers.

Optimistic Newsstand?

The newsstand may be the single biggest challenge for consumer publishers, with declining sell-through and skyrocketing distribution costs. "We're not growing newsstand significantly after changing distribution early in the year," says one executive.

However, 59 percent of respondents say they think newsstand sales will increase in 2006 compared to 2005. Interestingly, smaller publishers, who often have a harder time securing newsstand space than larger publishers, appear to be more optimistic. Seven percent of respondents that generate less than \$10 million in annual revenue say they expect to see newsstand sales jump by 30 percent or more (something none of the larger publishers expect).

Twenty-eight percent of publishers generating more than \$10 million per year say they expect newsstand sales to stay the same in 2006, something that 22 percent of smaller publishers agreed with.

Nineteen percent of larger publishers expect newsstand sales to decrease in 2006, compared to just 3 percent among smaller publishers. The majority of respondents expecting a decrease say it will be less than 10 percent.

Methodology: The survey sample of 1,000 was selected by Folio: and Readex Research from Folio:'s domestic circulation. Data was collected by Readex via mail survey from July 6 to Aug. 17, 2006. The survey was closed for tabulation with 233 usable responses, a 23% response rate. Results include only the 163 who noted in the survey that they work at organizations that publish consumer magazines. Margin of error for percentages based on 163 usable responses is 6.0% at the 95% confidence level.

Source: FIPP

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