

PROFILE OF MEPA MEMBER

DIALOGUE PUBLISHING



Dialogue Publishing is a company that is involved with media publication located in Dubai Media City. It was established in 2004 to bridge a gap and fill the demand for a market segment in the publication industry.

The company was incorporated by experienced and competent investors with expertise in Printing and Media Publication from the UAE. Its aim is to produce a high quality and specialized products that will continuously provide a high level of satisfaction to its customers.

At the moment, it prides itself in being the market leader for the corporate insurance publication with its product called Insure Magazine. Insure magazine is the first Arabic and English economic monthly specialized and essentially concerned with spreading awareness and cultural knowledge of insurance issues to individuals and companies and thoroughly covering the sector's activities in the Middle East. It also deals with other vital economic sectors so as to provide decision-makers with the most relevant data they need to manage risk and take appropriate actions.

Dialogue Publishing have a vision to fully penetrate and expand within the major countries in the Middle East with existing offices and correspondents in the Gulf States, Egypt, Lebanon and Jordan. This aspiration also aims at amplifying the quantity in terms of reader as well as advertiser subscription.

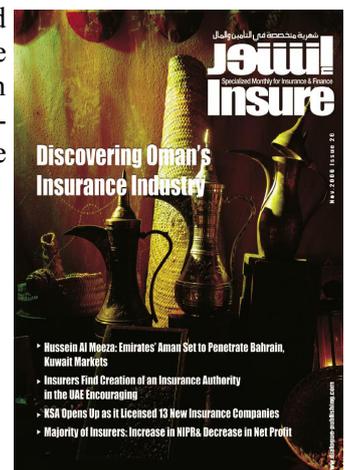
Moreover, the company is planning to develop new and creative specialized products in the future to address a particular need within a market niche. It is also committed in maintaining high level of standard at par with the industry and ensuring that delivery and execution of its excellent product is consistently attained.

INSURE MAGAZINE

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The topics in Insure Magazine

- Insure magazine is monthly issue, dedicated reports concerning the most pressing insurance issues.
- Interviews with ministers and leading decision makers in insurance, other financial, economic sectors
- Insurance and economic field investigation.



Insure Writers

- The writers come from the GCC country and the rest of the Arab world
- Specialized field journalists at the heart of events as they develop.
- Experts in the fields of insurance, finance and economy.
- Government officials.
- Insurance and economic analysts & consultants.
- Letters to the editor and reader's opinions.

Total Distribution

- Insure Magazine distribution more than 10,000 copies in all the GCC countries and most of the Middle East region.
- Every month Insure magazine is giving away 5,000 copies to business leaders in insurance and bank sectors, government officials.
- Insure magazine is available on news stands, by subscription, onboard airlines and in five-star hotels.
- Insure magazine is distributed by Emirates Printing & Publishing Distribution Co. the sister company of Saudi Research & Publishing Co. one of the biggest company in the Arab region.

Advertise in Insure

Insure magazine is given the client different types of advertisement which can suit his budget by size and location which can give the clients more choice to insert his advertisement in the way they like.



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NEWS UPDATE

MEPA has recently got affiliated with FIPP (International Federation of Periodical Press) and WAN (World Association of Newspapers). The Middle East Publishers Association, based in Dubai, was established to serve, promote and protect the interests of publishers in the Middle East

The Middle East Publishers Association, which covers 15 countries in the Middle East, provides essential representation to defend and promote the professional interests of publishers in a difficult region for the press.

FIPP



Founded in 1925 as the Fédération Internationale de la Presse Périodique, The International Federation of the Periodical Press (FIPP) works for the benefit of magazine publishers around the world; promoting the common editorial, cultural and economic interests of consumer and business-to-business publishers, both in print and electronic media.

FIPP membership covers national magazine associations, publishing companies with international interests, suppliers to the industry, small businesses and associated organisations in more than 70 countries. Today, the membership of FIPP includes 255 members in 57 countries, which consist of 43 national associations, 154 publishing member companies, 53 associate members and 5 individual members.

FIPP represents more than 110,000 magazine titles with an estimated annual advertising expenditure in the region of US\$70 billion - based on figures from FIPP/Zenith Optimedia World Magazine Trends 2005/2006 book.

WAN



Founded in 1948, the Paris-based WAN, the global organisation for the newspaper industry, defends and promotes press freedom world-wide. It represents 18,000 newspapers; its membership includes 76 national newspaper associations, newspaper companies and individual newspaper executives in 102 countries, 12 news agencies and 10 regional and world-wide press groups. It is a non-profit, non-government organisation.

In all, the Association represents more than 18,000 publications on the five continents.

The World Association of Newspapers has three major objectives:

- Defending and promoting press freedom and the economic independence of newspapers as an essential condition for that freedom.
- Contributing to the development of newspaper publishing by fostering communications and contacts between newspaper executives from different regions and cultures.
- Promoting co-operation between its member organisations, whether national, regional or world-wide.

ACTIVITIES AND OTHER UPDATES

Ifra announces 6th annual Asia Media Awards 2007

Held in conjunction with Publish Asia 2007 in Manila

The 6th annual Asia Media Awards 2007 will take place in conjunction with Publish Asia from 27 to 28 March 2007 in Manila, Philippines.

For the sixth consecutive years, the Asia Media Awards will be held for newspapers and magazines in the Asia Pacific and Middle East. The highly-prestigious competition is being organised by Ifra Asia to promote the highest standards of publishing and creativity in the industry.

Hundreds of newspapers and magazines in Asia Pacific and the Middle East have taken part in the competition over the past six years. And with each year, the standard of print quality and journalism has been on the rise, a sign that the publishing industry is indeed in a most healthy state.

For the 2007 Asia Media Awards, Ifra Asia has introduced several new categories as part of its objective to encourage better and better journalism. The competition is now open to all newspapers and magazines in Asia Pacific and the Middle East. All entries except for Best in Print Award must be submitted to Ifra Asia by 26 January 2007. The categories are as follows:

1. Best in Design Award:

The award will be presented to entries whose overall design, originality and content have achieved high levels of excellence. Entries will be judged not only on design but how design is used to project the contents. This includes the use of typography, photography, information graphics and colour.

Category 1: Best in Newspaper Design

Category 2: Best in Magazine Overall Design

Category 3: Best in Magazine Cover Design (new category)

2. Best in Infographics Award:

This award aims to acknowledge excellence in design, usefulness and clarity of information conveyed in newspapers and magazines.

Category 1: Best in Newspaper Infographics - Breaking News

Category 2: Best in Newspaper Infographics - Non-Breaking News

Category 3: Best in Magazine Infographics

3. Best in Print Award:

The Best in Print awards will be presented to newspapers for excellence in standardised printing. The focus of the award is to show the ability of newspaper to print according to existing international standard (ISO 12647-3:2005). This competition is open to newspapers only.

Category 1: Weekday circulation below 80,000 copies

Category 2: Weekday circulation 80,000 – 200,000 copies

Category 3: Weekday circulation over 200,000 copies

4. Best in Newspaper Supplement Award:

This new award recognises the most innovative and successful newspaper supplement.

5. Best in Photojournalism Award:

The award is open to all professional photographers working for either newspapers or magazines or supplying work to either news, sports or feature agencies or providing content for websites affiliated with newspapers, magazines or sites providing independent and non affiliated photojournalism content.

Category 1: News Photography - General News / Spot News

Category 2: Feature Photography

Category 3: Sports Photography

Category 4: Newspaper Photographer (new category)

RESEARCH ARTICLE

B2B magazines and B2B websites make an effective combination: ABM research

For business to business (B2B) marketing campaigns, a combination of professional magazines and online is the best strategy.

Business media websites have earned the strong position of becoming trusted and informative. They join b2b magazines in this respect. Creating a synergy between these two leading media, in a multi-channel campaign, can be very effective.

These are among the conclusions from two research studies commissioned by American Business Media (ABM). 'The B2B Digital Marketing Shift', conducted by Forrester Research, interviewed marketers. Harris Interactive interviewed readers, online users and event attendees about how they use business/professional media in their purchase decision-making.

Attitudes of purchase decision makers

Purchase decision-makers have now had enough experience of online sources to have learned to trust the best of them, as they already do their magazines. They find that seeing advertisements in both media makes a brand more top-of-mind, compared with seeing ads in only one medium. There was evidence that exposure to a brand in one medium often led to seeking further information in another medium – for example, a print ad or attendance at a conference leading to consulting a website.

Decision-makers believe that the business/professional media are a natural and important complement to a marketer's sales force.

Attitudes of marketers

In the Forrester study, an important finding was that the most effective branding media include industry-specific magazines and in-person events. Online was less effective at branding, and was comparable to general magazines and television.

In-person events and industry-specific magazines were the most effective platforms for lead generation.

The research studies underlined the vital role of using several media platforms to promote business products and services. Print, online, face-to-face contact, and other media work together to create a powerful whole.

Source: FIPP



Middle East Publishers' Association (MEPA).

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