

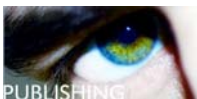
PROFILE OF MEPA MEMBER

Dabbagh

Introduction

The Dabbagh Group of Companies was founded By Sheikh Abdullah Dabbagh in 1962. Sheikh Abdullah, a former Saudi Arabia Minister for Agriculture, set out with a vision was to contribute towards fulfilling the needs of a developing nation. After leaving the government Sheikh Abdullah formed the Dabbagh Group, initially focusing on the agricultural and engineering sectors. He rapidly developed the Group by diversifying its activities and expanding into a variety of markets, thereby helping to develop the economic base of Saudi Arabia.

Through a combination of organic growth, strategic partnerships, acquisitions, and long-term strategic planning, the Group soon established its name as a driving force and a pioneer of business within the Middle East and internationally. Today the Dabbagh Group comprises 28 autonomous companies, operating in diversified businesses in 30 countries.

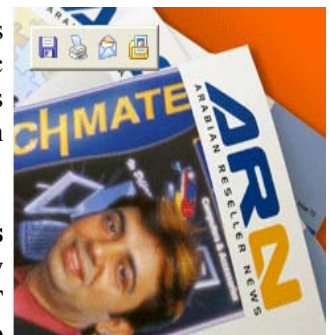


DIT Publishing

DIT Publishing is one of the region's leading Arabic and English Language technology and lifestyle publishing houses with several market leading titles.



Under license from Ziff Davis Media, DIT Group produces **PC Magazine** Middle & Near East and PC Magazine Arabic Edition, which are distributed to more than 16 countries throughout the Middle East, and have a combined circulation of over 60,000.



Launched in 2003 by DIT Group, **Arabian Reseller News (ARN)** is an IT industry magazine that provides critical coverage of IT industry trends, market studies and analysis of cutting-edge technologies, products and IT services to channel and business buyers at a regional level throughout the Middle East.



STARS magazine covers both the Middle East and the West, offering a unique opportunity to present opinions and insights from both an Arab and Western perspective, highlighting the rich cultural heritage of both societies, and helping contribute to mutual understanding and empathy from both sides of the cultural divide. STARS offers an imaginative examination of our world in all its stylistic, geographical and social variation, creating



Under license from Forbes US, DIT Group launched an Arabic version of the world's most influential business magazine in May 2004. Building on the strengths of the world's leading business title, **Forbes Arabia** provides information and insights - giving Arabic business executives the tools they need to compete and win in the Middle East marketplace. Forbes Arabia brings its readers information early and first, when it has economic value. Offering a fresh perspective to independent thinkers who want to be challenged and helping our readers capitalize on business and financial opportunities - before anyone else.

DIT Group is constantly seeking to expand its portfolio of publications by partnering with owners of leading international publishing brands and by producing custom publications for organizations and companies both regionally and internationally.



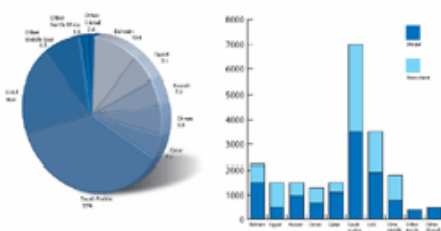
Circulation of PC Magazine (English)

Circulation: 23,600 - English Edition		
Country	Figure	Circulation
BAHRAIN	1,955	8.30%
EGYPT	3,560	15.10%
JORDAN	1,045	4.40%
KUWAIT	1,065	4.50%
OMAN	950	4.00%
QATAR	1,080	4.60%
SAUDI ARABIA	6,540	27.70%
SYRIA	845	3.60%
UAE	4,870	20.60%
OTHER	1,690	7.20%
TOTAL	23,600	100.00%

Circulation of PC Magazine (Arabic)

Circulation: 40,200 - Arabic Edition		
Country	Figure	Circulation
BAHRAIN	2,245	5.60%
EGYPT	10,785	26.80%
JORDAN	1,100	2.70%
KUWAIT	1,345	3.30%
OMAN	1,180	2.90%
QATAR	1,075	2.70%
SAUDI ARABIA	13,550	33.70%
SYRIA	1,930	4.80%
UAE	5,370	13.40%
OTHER	1,620	4.00%
TOTAL	40,200	100.00%

Circulation of Forbes Arabia Magazine



Readership Demographics

Age
Designation
Industry

	Mailed	%	Newsstand	%	Total	%
Bahrain	600	3.6%	600	3.36%	1,200	7.3%
Egypt	500	3.0%	500	3.0%	1,000	6.1%
Kuwait	400	2.4%	500	3.0%	900	5.5%
Oman	450	2.7%	600	3.6%	1,050	6.4%
Qatar	450	2.7%	400	2.4%	850	5.2%
Saudi Arabia	2,700	16.4%	3,500	21.2%	6,200	37.6%
UAE	1,500	9.1%	1,800	10.9%	3,300	20.0%
Other Middle East	500	3.0%	1,000	6.1%	1,500	9.1%
Other North Africa	300	1.8%	-	-	300	1.8%
Other Global	200	1.2%	-	-	200	1.2%
TOTAL	7,600	46.1%	8,900	53.9%	16,500	100.0%

DIT as the publisher of choice helps put out the message to audiences, in a manner that initiates loyalty – and lasts. DIT has been publishing magazines regionally since 1993 and employs over fifty staff with experience in editorial, design and media sales. The team at DIT Publishing is multi-disciplinary; the company employs trained journalists, graphic designers, engineers, MBA's and chartered & management accountants. IT offers a total publishing service covering conception, editorial, design, production and distribution. Their editorial objective is to provide content worth reading, and perspectives which readers rely, are able to relate to and enjoy.

Circulation of Stars Magazine

DIT is not only just professionals, commercially aware and responsive to ideas, they also produce collateral that they and their customers are extremely proud of. They make a true commitment to service - this is our cornerstone of their custom publishing

Dubai International Airport	1,000
Airline Lounges	500
Jumeirah International, 5 Star Properties	4,000
Private Charter	1,000
Commercial Airlines (incl. Emirates)	4,000
Clubs and resorts	329
Total	10,829
Mailing	
Bahrain	122
Kuwait	201
Oman	78
Qatar	92
Saudi Arabia	2,330
UAE	4,017
International	480
Total	7,320
News Trade	
Bahrain	600
Kuwait	800
Oman	600
Qatar	450
Saudi Arabia	4,000
UAE	6,500
Total	12,950
TOTAL CIRCULATION	31,099

Circulation of ARN Magazine

COUNTRY BREAKDOWN	Percentage	Readers
Bahrain	3.5%	259
Egypt	6.1%	459
Jordan	1.5%	111
Kuwait	3.8%	284
Lebanon	3.0%	228
Oman	4.3%	321
Qatar	2.7%	201
Saudi Arabia	29.8%	2237
United Arab Emirates	40.5%	3036
Yemen	0.7%	56
Other Middle East	0.3%	21
Asia	2.3%	171
Africa	0.1%	4
Europe	1.2%	92
International	0.3%	20
TOTAL	100.0%	7500

Their publications are known for their high standards of design and production, gained through the skill and expertise of our creative people and use our experienced media selling team to generate significant third-party advertising revenue.

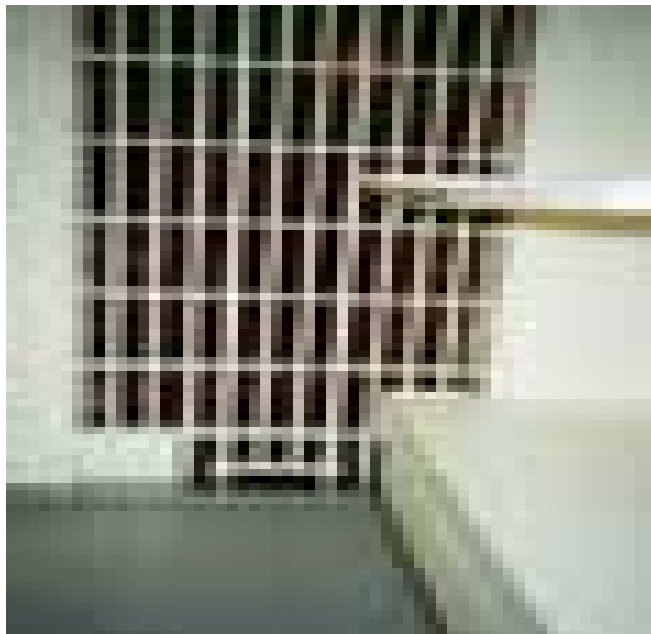
DIT is not only just professionals, commercially aware and responsive to ideas, they also produce collateral that they and their customers are extremely proud of. They make a true commitment to service - this is our cornerstone of their custom publishing operations. They keep their promises, are responsive, on time and produce high quality marketing collateral. And their clients have total control of policy, style and content – while they produce a product fully aligned with the client’s marketing objectives.

NEWS UPDATE

NEW FRAUD ACT PRISON PENALTY FOR MISLEADING DATA

A new piece of legislation in UK, the Fraud Act 2006, could have serious consequences for directors of companies who set out to obtain data without providing necessary information – including jail sentences of up to 10 years.

Misleading individuals when collecting their personal data is in breach of the Data Protection Act 1998, but Section 3 of the new Act which came into force on 15 January 2007 makes it a general offence to withhold information which legally should be provided in order to profit or gain from doing so.



The relevant wording states that a person commits a breach if he/she:–“dishonestly fails to disclose to another person information which he is under a legal duty to disclose, and intends, by failing to disclose the information to make a gain for himself or another, or to cause loss to another or to expose another to a risk of loss.”

While this is a very broad prohibition, there is good reason to suppose that collecting data without a suitable data protection notice would be covered. This would make the penalty for unfair obtaining potentially much more serious than currently although it is thought unlikely that the maximum penalty would be applied.

Source: PPA

ACTIVITIES AND OTHER UPDATES



IFRA Workshop on “Persistent Innovation”

Moving beyond brand to create the product-driven newspaper

5 - 6 February 2007

**Workshop venue:
Associated Newspapers Ltd.
Northcliffe House
2 Derry Street, Kensington
London W8 5TT**

Today's newspapers – and especially today's newsrooms – must be nimble and creative to address competitive challenges. Yet too often newspaper and newsroom culture resists the very changes necessary to thrive.

In this workshop, Bob Cauthorn, one of America's leading newspaper innovators, will guide participants through a series of concepts whose goal is to create a culture where innovation is not simply embraced, but is a part of the fibre of the organisation.

Whether you hope to begin experiments with citizen journalism, reinvigorate your print product, build online reach or just want to increase print circulation, this workshop will expose you to approaches to accomplish your goals and truly respond to an audience's needs.

- How traditional views on brand can impede needed innovation
- The changing audience: the ritual reader has gone and the era of the random access reader has arrived
- It's never too late to change!: several recent case studies of new efforts triumphing in a supposedly "dead" sector
- Understanding the major modes of content consumption today and how to build product that satisfies all audiences
- How to successfully tap into today's empowered audience
- Pitfalls to avoid
- How to build differentiated print and online products that allow both to thrive
- How to build products that will grow print circulation again
- Developing content models
- The steps necessary to successfully engage citizen journalism and interactive content.

Middle East Publishers' Association (MEPA).

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RESEARCH ARTICLE

NEW IMPULSES FOR DIGITAL PRINTING



Throughput speeds are increasing, printing quality is good, colour printing is possible and even costs are showing positive trends. Users and manufacturers are developing concepts and starting projects for new areas of application, such as the personalised newspaper. Cooperation scenarios and distribution concepts are being investigated. Yet, replacement of the offset process is still not in sight – but new developments could bring surprises.

Benefits

- File size may be selected to comply with the final requirements - from non-destructive compression for print, to video resolution for the Internet, with the benefit of shorter transmission times.
- Production cycles are potentially shorter, although it demands close integration and co-ordination within the process.
- Lead times for the acceptance of material are shorter.
- Communication between operating units becomes increasingly efficient and reliable.
- Remote proofing using video or digital output enables images to be assessed adjusted and accepted prior to production.
- Approval and acceptance of material via soft proofing.
- Costs, beyond the initial investment, are no greater when a digital workflow is achieved - and likely to be less as the technology develops.
- Data integrity - what you see is what you get. Reliability and confidence are obtained from the consistent procedure for converting data.
- Flexibility is obtained as you can change items without consuming materials.
- Administration cost saving is obtained through:
 - the avoidance of film duplication;
 - the ability to repeat material from existing data;
 - the storage of material in an archive;
 - the ability to select material from a remote location;
 - the reduction of delivery costs.

The technologies used in digital production require a commitment from those implementing a digital workflow. The data and files are largely intangible with the exception of the sign-off proof. Thus a disciplined methodical approach to the handling and manipulation of material is required. Change management, the relationship between creative and technical people, education, training and partnership with suppliers in both the techniques and handling of digital information are important areas for attention.

Money and investment

An investment in equipment, software, facilities and their effective management will all be necessary. This will require planning, training and understanding before efficiency is achieved. A clearly defined implementation strategy will be required, with a selection from:

- the in-house production of editorial and advertising;
- the partial in-house production of editorial and advertising;
- the control of production;
- the outsourcing of production to a data management centre.

The digital material the publisher prepares or controls may be provided by a wide variety of programmes (computer techniques), methods (formats) or media (data storage). A publisher should be capable of using these if there is a requirement to handle the data.

Delivery methods

The distribution of data and images between participants in the production cycle is a major activity in the digital process. The facilities used in the production of a magazine will need to be compatible with the formats, file sizes and colour accuracy needed. Data volume will determine the method of transmission employed and value added will influence the choice of provider.

Source: PPA

Middle East Publishers' Association (MEPA).

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