

PROFILE OF MEPA MEMBER



**Your News sense for
What tomorrow will be.....
Middle East Chandrika**

Chandrika daily represents a legacy and reading culture that finds immediate recognition with the Malayalam readership anywhere in the world. This is borne out by the fact that the newspaper still remains one of the widely circulated and readily subscribed news papers since 1936.

Middle East Chandrika, the most accepted Malayalam Newspaper in Arabian Peninsula which has re-defined the reading habit of Malayalee since its inception in 1936, delivers the same flavor of the nostalgic spirit of Malayalees more than One Year. The fresh and fearless local edition reaches at the doorsteps of Gulf Malayalee everyday morning before 6, O' Clock. Middle East Chandrika retains a wide range of readership in UAE, Bahrain, Qatar, Kuwait, Oman and Saudi Arabia.

Our vibrant editorial team grasps the pulse of the region and en-riches the Malayalee's, ever fixed portfolio of new reading. The newspaper will cater to abroad spectrum of non-resident Malayalees, cutting across the regional and ethnic contours. It would lend a Middle East perspective to the emerging socio-economic and political scenario in India on a daily basis, even while affording an informed world view to the enlightened Keralite reader. A daily update of the regional news back home in Kerala and the developments in the Middle East will be another regular feature.

Riding on an aggressive marketing drive, the Middle East Chandrika aims to touch a readership mark of 200,000 very soon. A circulation campaign is already underway to fetch subscriptions that would generate this readership.

Our well-wishers and established organizational setup with grass roots network are already appointed to reach out to Residence and news stands in retail outlets along with media agencies for the success of campaign.

The Newspaper has always strived to maintain its proximity to the readership. As a result, four editions are presently being. In addition, The Weekly Magazine and the Woman's Magazine regularly enrich the views and sensibilities of the more discerning reader with interesting features and fiction. Apart from this we publish and deliver to every subscribers a new particular health magazine Arogya Chandrika free of cost every month.

Middle East Chandrika the most accepted Malayalam daily newspaper from U.A.E will cater to a broad spectrum of non-resident Keralites, cutting across the regional and ethnic contours. Chandrika, which has re-defined the reading habit of Keralites since its inception in 1936, delivers the same flavor of the nostalgic spirit of Malayalee in its Gulf edition. The fresh and fearless local edition reaches at the doorsteps of Gulf Malayalee everyday. Middle East Chandrika retains a wide range of readership in across Gulf Countries.

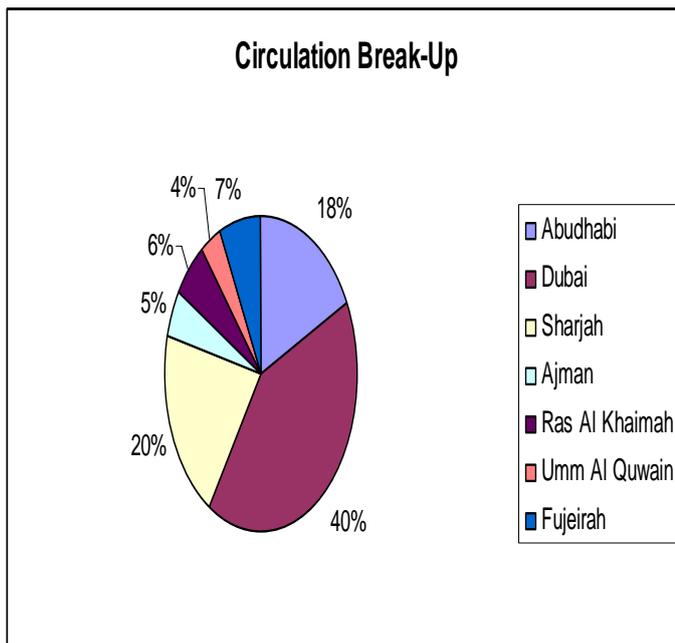
India is going to celebrate its 60th year of Independence day which as all we know brought through after long struggle and sufferings. Thus with enough proud, during this unforgettable occasion we, the Middle East Chandrika is going to release a special supplement to honor our country would be focusing in India as well as in U.A.E.

Total Circulation of the 4 editions in India is around 2,25,000 and in GCC is as follows

UAE	14840
Kingdom of Saudi Arabia	7000
Qatar	1500
Bahrain	1300
Kuwait	1100
Oman	1500
Total	27240

MIDDLE EAST **Chandrika** UAE Edition

Circulation Break-up (Area-wise)



Abu Dhabi	3500
Dubai	5500
Sharjah	2700
Ajman	1100
Ras Al Khaima	800
Umm Al Quwain	340
Fujeirah	900
Total	14840

NEWS UPDATE

WORLD'S PRESS CALLS FOR RELEASE OF JAILED CHINESE JOURNALIST

The World Association of Newspapers and the World Editors Forum have asked the Chinese government to free imprisoned journalist Shi Tao, the 2007 winner of the WAN Golden Pen of Freedom, following the release earlier this month of journalist Gao Qinrong.

In a letter to Premier Wen Jiabao, the Paris-based WAN and WEF said: "We respectfully call on you to do everything possible to ensure that Mr Shi is immediately released from prison and that all charges against him are dropped. We urge you to take all necessary steps to ensure that in future your country fully respects international standards of freedom of expression."

Mr Shi is serving a 10-year sentence on charges of "leaking state secrets" for writing an e-mail about state-imposed media restrictions in the run-up to the 15th anniversary of the Tiananmen Square massacre. The e-mail was picked up by several overseas internet portals -- and by Chinese authorities, after the American search engine company Yahoo! provided information that allowed them to trace the message.

The Golden Pen award, to be presented on 4 June, 2007, at the World Newspaper Congress and World Editors Forum in Cape Town, South Africa, recognises Mr Shi's outstanding defence and promotion of press freedom.

China released another imprisoned journalist, Gao Qinrong, on 7 December. Mr Gao, who was jailed in 1999 after exposing graft and corruption on a water project in Shanxi province, was released five years early for "good behaviour." He had been sentenced to 13 years in jail on false charges of corruption and pimping.

The letter to Premier Wen said: "We are writing on behalf of the World Association of Newspapers and the World Editors Forum, which represent 18,000 publications in 102 countries, to ask that you grant an early release from prison to journalist Shi Tao, winner of the 2007 WAN Golden Pen of Freedom, as you did to Gao Qinrong earlier this month.

"According to reports, Mr Gao, who worked for the official Xinhua news agency and was jailed in 1999 after exposing government corruption, was released from prison five years early for good behaviour on 7 December. He was sentenced to 13 years in jail on false charges of corruption and pimping after uncovering evidence of graft in an irrigation project in Shanxi province.

"Mr Shi is serving a 10-year sentence on charges of "leaking state secrets" for writing an e-mail about state-imposed media restrictions in the run-up to the 15th anniversary of the Tiananmen Square events. The e-mail was picked up by several overseas internet portals -- and by Chinese authorities, after the American search engine company Yahoo! provided information that allowed them to trace the message to Mr Shi's computer.

"Mr Shi's email included information that had been sent to his newspaper by state authorities, warning journalists of the dangers of "social destabilisation" and risks linked to the return of certain dissidents to China for the commemoration of the events. "The Golden Pen award, to be presented on 4 June, 2007, at the World Newspaper Congress and World Editors Forum in Cape Town, South Africa, recognises Mr Shi's outstanding defence and promotion of press freedom.

"We respectfully call on you to do everything possible to ensure that Mr Shi is immediately released from prison and that all charges against him are dropped. We urge you to take all necessary steps to ensure that in future your country fully respects international standards of freedom of expression."

Source: WAN

ACTIVITIES AND OTHER UPDATES



Zurich, Switzerland
22-23 February 2007

The 17th World Newspaper
Advertising Conference & Expo

“Revenue Generation 2007”

World Association of Newspapers

As global advertising revenues continue to increase, the 2007 World Newspaper Advertising Conference & Expo will focus on the latest ideas and strategies newspapers have to adopt to improve their revenue share and hit ever more challenging targets. You will hear from speakers who are creating new revenues now in their markets. The conference will deliver all the best in advertising ideas and initiatives to help delegates achieve success in 2007 and beyond.



Magazine Media 2.0

Magazine Media 2.0

Never before has digital media played such a fundamental role in successful magazine publishing.

It is here and here to stay, but as a publisher, how do you really master your strategies for digital success?

Magazine Media 2.0 on 14 & 15 March 2007 at the Hanover Congress Centrum in Germany is designed to teach you how.

Don't miss your chance to be part of the 1st international digital magazine conference in association with the International Federation of the Periodical Press (FIPP), the German Magazine Publishers Association (VDZ) & CeBIT.

RESEARCH ARTICLE

ADVERTORIALS PERFORM BOTH AS EDITORIAL AND ADVERTISING

Advertisement features, often known as advertorials, offer marketers the chance to present their arguments in the editorial style of the magazine carrying it. There is an implied endorsement by the magazine, and readers appreciate the additional material given to them.

Affinity Research of New York has published data throwing new light on how advertorials work. It is based on averages taken from its Vista Print Effectiveness Rating Service.

First, in the interviews, respondents rated advertorials in the same way that they rate feature articles appearing in the magazines. Second, a comparison was made with averages from normal display advertisements. Thus advertorials could be assessed both as editorial and advertising content.

The results for advertorials are presented below as indexes, where the norms for conventional editorial features and display advertisements are 100.

Assessing advertorials as editorial content, the indexes were:

Assessed as editorial	Index
Read/looked into	87
Read more than half	103
Took action (net)	133

Compared with the norms for feature articles, 13% fewer respondents reported reading or looking into the advertorials, but among those who do, a similar proportion read at least half. Most significantly, many more (an extra 33%) take direct action as a result of reading the advertorials.

Assessing advertorials as advertising content, the indexes were:

Assessed as advertising	Index
Average recall	91
Brand association	99
Took action (net)	100

Average recall of advertorials was a little lower than for conventional display advertisements, but brand association and actions taken were similar.

Source: FIPP

Middle East Publishers' Association (MEPA).

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