

PROFILE OF MEPA MEMBER



SIRAJ DAILY start edits publication from 1st Sept 2006 in Dubai with a solid circulation of more than 18,000. The Siraj Daily will be available at Malik News Agency networks all over the UAE

The parent news paper at Kerala has a history of 24 years with well-equipped modern technologies and it is set to publish from Calicut, Cochin, Trivandrum, and Kannur along with Dubai Edition reaching thousands of Keralites every morning. The face of Dubai edition designed as per the wish and will of the Keralites, the largest expatriate community living in the Gulf.

The Dubai edition of Siraj Daily ensured the reach even at the remote villages in the UAE as a series of volunteers are in the forefront to make sure the distribution of the newspaper. The distribution target of the news paper in UAE is 25,000 and within 6 months it is expected to reach as hundreds of daily squads will be in the field.

The content of the newspaper is General giving prominence to Kerala politics, culture, social affairs and general reporting from the Gulf also. It features sports, literature, agriculture, Industry; entertainment etc spread over 16 pages.

The Chairman of the Siraj News paper is the most prominent scholar of India Hon. Kanthapuram AP Aboobakar Musliar, the editorial division (Gulf) is lead by Nissar Syed as Chief Editor (UAE) and KM Abbasas Editor Incharge (UAE), Popular News caster Albert Alexis the Senior Reporter for UAE along with a well equipped adversarial, technical, sales, marketing & administration teams set to launch the Daily. Siraj has more than 25 reporters throughout the country and a team of 30 people at the Kerala end also. The newspaper will give prominence to Gulf related matters and a well-defined feature column will be one of the main attractions.

Siraj is selling at AED 1/-so as to reach all the levels of the Keralite society, as this is the first Malayalam morning daily in the UAE selling at AED 1/-.

Distribution

It is available in all the nook and corners of UAE including not only cities but the remote interiors also, like Sila, Ruwais, Bade, Zayed, Dhaid, Buraimi, Khorfakkan, Dibba, and Hatta

In the first week itself SIRAJ made its subscription in Khasab Musandam of Oman as 121 copies where other Malayalam newspapers are only below 10 at this place.

Now Siraj is getting huge orders from different parts of UAE and other GCC countries and the team is working out the distribution formalities. Malik News Agency is distributing the daily.

Editorial Contents

The content of the newspaper is General giving prominence to

- Kerala politics,
- Culture,
- Social affairs
- General reporting from the Gulf

Features

Its following features spread over 16 pages targeting all the walks of life.

- sports
- literature
- agriculture
- Industry
- Entertainment

Editions

Siraj has editions in

- Dubai,
- Trivandrum,
- Kochi,
- Calicut

It is preparing to make editions in all the GCC countries.



NEWS UPDATE

FIPP Launches Digital Edition of Flagship Title

Magazine publishers around the world have an exciting new way to access information and in depth analysis on crucial media issues, with the new digital version of Magazine World, the flagship title of The International Federation of the Periodical Press (FIPP).

Created by FIPP digital sponsor Digital Alternatives, the digital issue is a replica of the print magazine, incorporating user-friendly features such as content navigation, text search and live web links all the way through. The issue can be viewed online at www.fipp.com, or saved and downloaded for offline reading.

The print magazine is currently sent to more than 8,500 subscribers in the magazine industry across the world, and the new digital edition will allow even greater reach and increased circulation in areas where effective postal distribution is a difficult challenge.

The new June issue contains perceptive analysis on the issue of covermounts, and its implications for the magazine industry. It also features the perplexing subject of search engines and

looks at how publishers can monetise and accommodate search as part of a wider digital strategy. FIPP look at unusual distribution methods in Indonesia, offer the punchiest sound bites from London's Business and Professional Media conference and examine publishing in Africa, where a magazine market is gradually being crafted in spite of the region's challenges. All this plus international launches, news, events and interviews with key publishing figures in Sweden and the Czech Republic



Source: FIPP

ACTIVITIES AND OTHER UPDATES



Press Under Siege Conference

Beirut, 10 & 11 December, 2006

World Association of Newspapers
in partnership
with *An-Nahar* newspaper

MEDIA IN DANGER

Newspapers throughout the Arab region face a number of obstacles, including repressive media laws, a lack of editorial independence and multiple commercial challenges. Journalists live under a constant threat of being physically harassed, attacked or even murdered.

The "Press Under Siege" conference will explore the efforts of Arab media to win their independence and freedom in an environment of continuing repression and harassment

RESEARCH ARTICLE

MAGAZINES LEAD IN PURCHASE INTENT

New research from the Magazine Publishers of America (MPA) has established that magazines are the most effective medium for advertisers across the purchase funnel, especially in the key measure of purchase intent.

“Measuring Media Effectiveness: Comparing Media Contribution Throughout the Purchase Funnel” collects the findings of independent marketing research firm Marketing Evolution’s analysis of 19 existing cross-media accountability studies, conducted for a number of leading advertisers. All the media plans analysed were executed between late 2004 and spring 2006, and included TV, magazines and the internet.

Ellen Oppenheim, executive vice president and chief marketing officer, MPA, said: “MPA undertook this study because we were not aware of a comprehensive analysis of cross-media accountability studies that incorporated the internet, and we wanted to understand its impact on magazines’ contribution to ROI (return on investment).

“The critical takeaway is that magazines excel at purchase intent. They are the secret sauce in the media mix that optimises advertising ROI.”

Topline findings were as follows:

Throughout the purchase funnel, magazines were the most consistent performer versus other media studied. Across the 19 studies, magazines produced a positive result in more stages of the purchase funnel in more campaigns than TV or online.

Overall, in these studies, magazines were superior to TV and online in driving positive shifts in purchase intent. Magazines produced the highest absolute levels of purchase intent corresponding with the highest percentage point increase.

Across all five advertising categories studied, magazines ranked 1st or were tied for 1st place in influencing purchase intent.

Magazines were essential in optimising overall media effectiveness and ROI. Because TV was the base (dominant) medium in the studies, Marketing Evolution analysed the impact of media mix relative to TV’s contribution and found that the combination of magazines and TV was more effective across the purchase funnel than either TV alone or the combination of TV and online. Magazines were a key ingredient in the mix. The most powerful mix includes TV, magazine and online advertising.

Magazines were responsible for higher levels of brand awareness than TV and online. TV produced the most significant point change, while magazines came in second, ahead of online.

When Marketing Evolution was asked to recommend a revised spending allocation across media, Marketing Evolution recommended increasing magazine and online advertising as both are typically under-leveraged. Importantly, on average, magazine’s received a recommendation for a slightly higher share of the mix than online.

Source: FIPP

Middle East Publishers’ Association (MEPA).

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