

PROFILE OF MEPA MEMBER



AL AQARIYA NEWS PUBLISHING LLC.

With multilingual issues being published, Aqariya News firmly believes that it is the best manner to reach Arab tourists, Europeans and English speaking customers in general. Their philosophy focuses on the quality of reading; they maintain the magazine content 65% informative and 35% for advertisements. Aqariya News is highly active in exhibitions. Their main subscribers are part of these events, from whom, they have gathered databases. Their magazine also provides access to brokers and agents worldwide; and to sites covering Emirates and the Gulf Region. Their major concern for their magazines is the distribution, aiming the A, B, and C market.

Aqariya news keeps the customers aware on the latest happenings in this fascinating real-estate world, plus its growth and development within the whole industry. This is the ONE magazine that focuses on Real Estate within the GCC. This magazine is an independent informative guide to Real Estate understanding, projects & property developments from all over the GCC. Its targets include both experienced and new people interested in any aspect of the Real Estate world locally and internationally.

Mission

- Be a consistent source of news for the real estate market worldwide.
- Serve Real Estate and property trade.
- Grant added value and benefits to our readers when buying and selling assets.
- Provide readers with accurate views in contemporary and futuristic property market development.

Vision

- Becoming number one address in property branding.
- Striving for excellence within Magazines, Publications & Online Service.
- Being the Best source worldwide for interest in regard to real Estate within the GCC.

The magazines convey projects in the Gulf to the world. Aqariya is always visible at innumerable locations within the city, some of them include:

- Banks
- Hotels
- Consultant Companies,
- Engineering, contractors, & construction companies
- Property and real estate management
- Government departments
- Stock market
- Coffee shop
- Malls
- Local, regional, & international exhibitions.

Aqariya News is publishing ten different publications:

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|-----------------------------|--|
| 1- Al Aqariya News | Arabic- monthly magazine - 12 issues |
| 2- Al Aqariya News | English – monthly magazine - 12 issues. |
| 3- Al Aqariya News | Russian – bi monthly magazine– 6 issues. |
| 4- Al Aqariya Weekly | Weekly magazine – 34 issues. |
| 5- Al aqariya Borsa | Weekly magazine – 34 issues. |
| 6- Al Aqariya Design - | Bi monthly magazine – 4 issues. |
| 7- Al Aqariya Business Card | Quarterly – 4 issues. |
| 8- Decision Makers | Bi monthly magazine – 2 issues. |
| 9- Al Aqariya Online | First daily electronic real estate newspaper – 60 trial issues. |
| 10- Al Aqariya Borsa | First daily electronic stock market newspaper – 60 trial issues. |

Aqariya News has several websites:

www.aqariyaonline.com
www.aqariyanews.com
www.aqariyadesign.com
www.aqariyawebly.com
www.alaqariyaborsa.com
www.alaqariyastockmarket.com
www.dmmagazine.net

THE MAGAZINES PROVIDE WHO WITH WHAT?

Al Aqariya News - Arabic, English, & Russian Edition

The ONE magazine that focuses on Real Estate within the GCC. This magazine is an independent informative guide to Real Estate understanding, projects & property developments from all over the GCC. Its targets include both experienced and new people interested in any aspect of the Real Estate world locally and internationally.



Al Aqariya Weekly

“First weekly newspaper to specialize in real estate”. This weekly newspaper is able to maintain its high reach all over the GCC as well as its high quality content. It weekly provides the readers with accurate views in contemporary and futuristic property market developments & the latest news in the region

Al Aqariya News Borsa (Stock Market)

An accurate and vast information source merged with Al Aqariya Weekly magazine which analyzes and provides valuable information for readers in regard to the Stock Market Exchange worldwide

Al Aqariya Design

Aqariya Design is a magazine with the aim of focusing solely on interior design; it is the most exclusive international magazine. Interior design professionals in the GCC countries and worldwide constantly update the magazine's content with their ideas to provide the reader's with ideas of the most exquisite taste in the world of design.

Al Aqariya Business Card

The money/time saving magazine that accurately supplies the active business men with all the contact details for the companies involved in Real Estate. Flawless information to directly approach the precise business desired has never been simpler

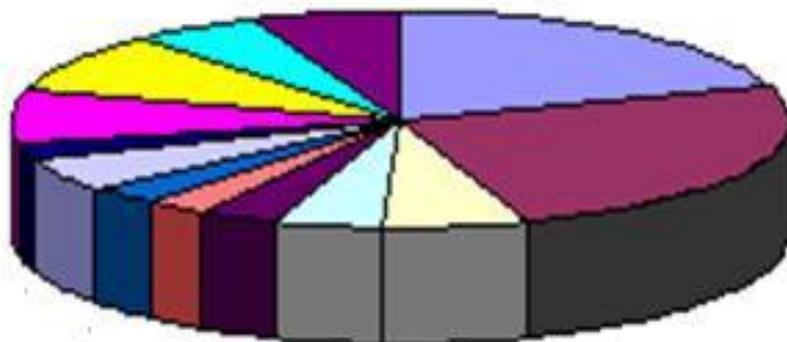
Decision Maker DM

Targeted to the cream of the crop of society this magazine reaches the elite sector. Providing prominent CEOs, Managers and Decision Makers with the necessary information and entertainment to continue with the high quality level of their lives.

Al Aqariya Online

One of the top tools for people looking at any sector in the real estate industry in ALL the Middle East. This daily online magazine comprehends everything an individual might need to know, from where to begin as a first time home buyer to where to invest the next two million dollars. Events, projects, property developments, opportunities, articles and every contemporary issue with relation to the Real Estate world is daily updated and provided.

Aqariya's International Reach 100,000 Issues



NEWS UPDATE

PRINT MEDIA 'WILL STAY ON'

Dubai: So will online newspapers eventually spell the end of their printed counterparts? Not according to Sean Burns, online manager for gulfnews.com.

He sees a newspaper's website which hundreds of thousands of people log on to each month as complementary to its hard copy edition, offering extra ways for readers to interact with the paper.

"Newspapers offer a particular way of consuming news. You can sit down and read it in a very different way to how you would read news on a screen.

"Different people choose different mediums. Some people are very computer savvy and feel comfortable reading from a screen - they will choose to look at a website.

Attractions

"The website also gives them the chance to interact with the paper through, for example, online polls. These attract thousands of votes."

The news operations of many newspaper websites and their print editions are getting ever closer, with reporters producing regular updates for the web and some stories going online before they have been published in the print edition.

With innovations such as electronic paper, a portable page on which the newspaper can be read, the online and print versions could eventually merge completely.

Readers would have all the advantage of continuously updated pages coupled with the portability of a paper newspaper.

"News that is updated 24 hours a day will become necessary on a medium that can broadcast continually."

"You have to do it because people expect it and your readership is from all over the world and will be reading it at all times of the day," Burns said.

The convergence seen between newspapers and websites is being mirrored with other media forms, with websites now for example offering television or audio footage.

"They will eventually all become available on mobile devices, but I think the original media will continue to exist in parallel," he said.

Source: Gulfnews



ACTIVITIES AND OTHER UPDATES

The World Digital Publishing Conference & Expo 26-27 October 2006

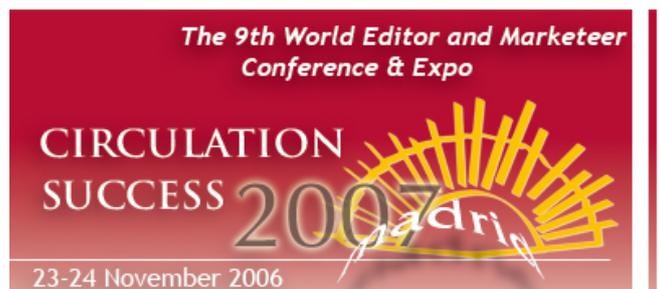


London, UK.

A joint WAN/WEF conference for publishers, digital or online general managers and marketing, sales and editorial executives

Newspapers throughout the world continue to aggressively develop a wide range of new services through various online, mobile and other digital platforms. The success of these new services has been predicated on devising new content development, delivery and sales strategies and pricing models. The World Digital Publishing Conference & Expo will showcase best-practice practical ideas and winning strategies for success in exploiting the opportunities presented by the multi-platform newspaper.

The 9th World Editor and Marketer Conference & Expo 23-24 November 2006 Madrid, Spain



A joint WAN/WEF Conference for Publishers, Senior Marketing Executives & Editors.

Hosted by the Association of Spanish Newspaper Publishers (A.E.D.E.)

As the 21st century develops, newspapers are increasingly faced with difficult challenges and management decisions. As never before, newspapers need practical ideas and strategies to develop circulation and leverage their massive content advantages into new channels and businesses. The 2006 World Editor and Marketer Conference & Expo will showcase best practices from around the world as to how we can increase circulations, develop innovative business ideas and profitably exploit new content channel opportunities.

RESEARCH ARTICLE

Readership accumulation: The time has never been better for magazines to capture a larger share of media-mix budgets

The UK's National Readership Survey has recently launched a survey of the rate at which magazine and newspaper readerships build up through time. It will have substantial impact on the planning of advertising campaigns which use print media.

The time has never been better for magazines to capture a larger share of media-mix budgets. There are now two countries which have readership accumulation surveys – the USA being the other one. Consequently magazine advertising campaigns can be planned like television advertising: with weekly target points, weekly reach estimates, and weekly weight goals.

The similarity between the two countries' results, and the close match with what we already know about how people acquire and use their magazines, means we can be confident that a broadly comparable pattern exists in most if not all other countries around the world.

The UK survey was conducted by NOP World (NOP and MRI) and was designed along similar lines to the USA project which MRI conducted three years ago.

Both surveys used a large sample of 7,000-10,000 respondents who filled in one-week diaries of their reading of magazines – and newspapers too in the UK. By comparing the dates when an issue first appeared and when it was first read by a diarist, it was possible to measure the speed at which different publications built up their readership over a period of days, weeks and months. Every magazine has its own individual curve showing its build-up of readership across time.

Consider three contrasting examples of UK accumulation curves. Television weeklies accumulate less than 30% of their eventual readership in the first three days, but shoot up to 91% by day 5 when the listed TV programmes start. There are negligible new readers after day 7. General weeklies (excluding women's weeklies) immediately reach 50% on the on-sale day, but thereafter accumulate readers at a slower rate than the TV weeklies, and are still attracting new readers after day 21. Monthly magazines generally accumulate much more slowly and thereby extend an advertiser's campaign. For example the Women's general monthlies shown in the graph take 28 days to reach 50% of their readers and 60 days to reach 80%. They are still delivering new readers for advertisers beyond 90 days from the on-sale date.

The differences in the curves for the many different types of publication make good sense. They demonstrate that there are three prime factors which determine the rate at which a title's readership builds up through time. One is how time-critical the editorial content is. Another is the degree of interest a publication has for people outside the purchasing household – the wider the interest, the greater the pass-on readership and therefore the slower the rate of build-up. The third factor is the physical qualities of the publication: is it still an attractive object to pick up after a few weeks (such as the home interest 'shelter' magazines), or is it likely to be dog-eared and scruffy?

What does accumulation mean for magazine advertising?

For magazine-only campaigns the accumulation data will be of great benefit. The information will help make magazine advertising even more effective than before, by phasing the insertions and thus the time-released delivery of exposure in the optimum way.

For mixed-media campaigns the benefit could also be substantial. Kathi Love, CEO of MRI (and a member of FIPP's Research Committee), spoke about accumulation data at FIPP's Ad Sales Workshop in Amsterdam last November. "Bringing print into media-mix has always been difficult because print has never been planned like television. TV planning sets a target reach goal each week to influence purchase decisions as they occur. Magazine planning hasn't had that option because the weekly data have not been available. It's been impossible to schedule print to meet basic week-by-week media objectives. So it's been difficult to put print into a media-mix plan with TV." Now it can be done.

Another advantage is that accumulation data will improve post-campaign analysis of magazine delivery and sales response. By distributing the advertising exposure more accurately through time, it will link it with sales more efficiently, thus producing more measurable effects, and leading to better proof of performance.

Erwin Ephron, of Ephron, Papazian & Ephron Inc in the USA, and a well-known media philosopher, said "The big step is to lose insertion planning and focus on how print delivers messages. The answer is 'over time'. We should use actual week-by-week audience delivery for planning, just as we do with television. We have all the data we need from the accumulation studies to place magazine exposures in time. It's our thinking that has to change."

Source: FIPP

Middle East Publishers' Association (MEPA).

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