

MIDDLE EAST INSURANCE REVIEW

INCORPORATING GLOBAL TAKAFUL



www.meinsurancereview.com

Regular Features

Country profile



MENA news



Cover story



Shariah issues



The only magazine incorporating **dedicated global takaful coverage** every month

Takaful news



Takaful market profile



Takaful conference report



Interviews



Special features



Interview with regulator



Diary



People on the move



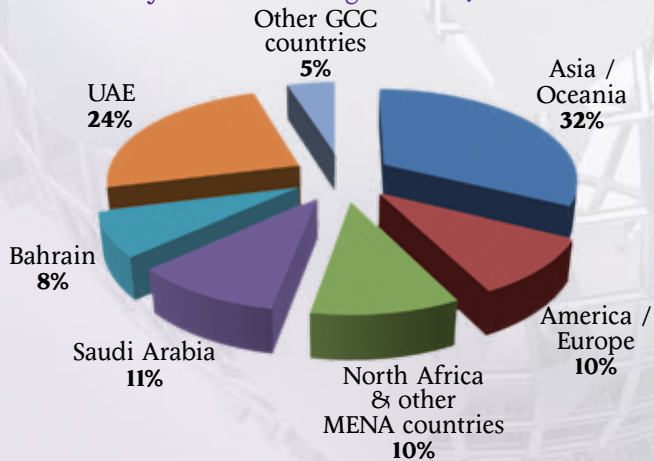
Ratings on the move



Online

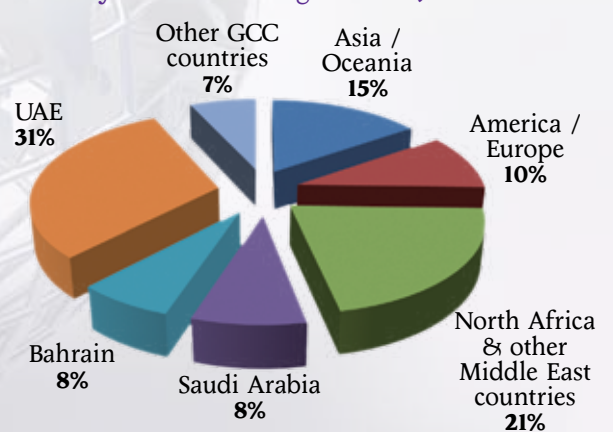
e-Takaful readers' profile

Weekly circulation figures: **22,821**



e-Weekly Middle East readers' profile

Weekly circulation figures: **22,938**

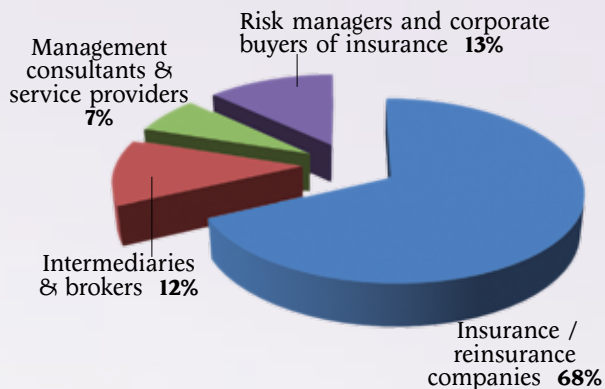


Print

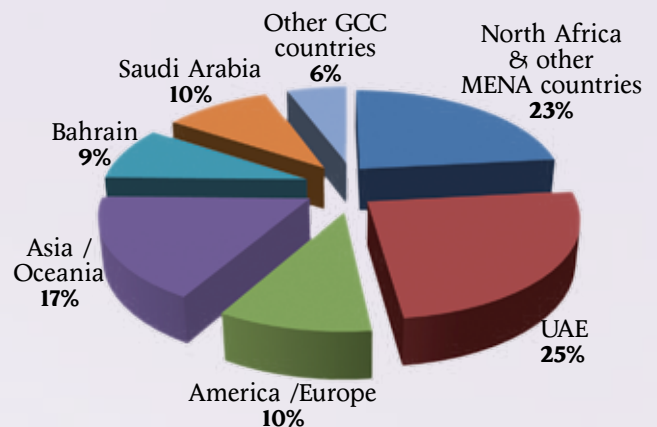
Readers' profile

CEOs and Managers of:

Circulation: **3,350**



Readers' geographical distribution



Our track record



Middle East Insurance Review (MIR) has become an integral part of the marketplace as a highly professional magazine meeting the information needs of insurance practitioners not only in the Middle East and North Africa but those interested in doing business in the region.

MIR is the magazine of choice for both conventional as well as takaful players in these markets. *MIR* is the only magazine covering the global takaful industry.

Due to our reputation and extensive reach, *MIR* has been participating as the official publication of such major industry events such as GAIF and FAIR. In addition, *MIR* has set its mark via our technical conferences providing real value-add to the industry. *MIR* also manages the secretariat services of the prestigious exclusive MENA Insurance CEO Club (MICC).



Our team



Editorial

- ♦ Sivam Subramaniam (Editor-in-Chief)
- ♦ Reynaldo De Dios (Editorial Consultant & Founding Editor)
- ♦ Osama Noor (MENA Representative)
- ♦ Wong Mei-Hwen (Deputy Editor)
- ♦ Ridwan Abbas (Journalist)
- ♦ Cynthia Ang (Asst Manager – Research)
- ♦ Jimmy John (India Representative)

Administration

- ♦ Jennifer Chee (Administration Manager)
- ♦ Heney Panicker (Manager – Systems)
- ♦ Umar Taufiq (Executive – Systems)
- ♦ Ann Tay (Projects Executive)
- ♦ Ramli Abdul Aziz (Projects Officer – Directories)
- ♦ Vimala Vellu (Admin Officer – Subscriptions)
- ♦ Sakinna Zakriya (Senior Admin Assistant)
- ♦ Sandy Chen (Admin/Accounts Officer)

Contact details: You can contact any member of our team by using their first name@meinsurancereview.com

Founder

- ♦ Hwang Soo Jin, Life President, INS Communications Pte Ltd

Business Development & Conference

- ♦ Sheela Suppiah-Raj (General Manager – Business Development)
- ♦ Alda Yeo (Asst Manager - Business Development)
- ♦ Manoj Kumar (Asst Manager - Circulation and Marketing)
- ♦ Nuricris Muñoz Ondong (Sales and Marketing Executive)
- ♦ May Low (Asst Conference Manager)
- ♦ Priscilla Chew (Conference Executive)
- ♦ Loga Sinnadurai (Senior Conference Assistant)
- ♦ Michelle Suppiah (Conference Assistant)
- ♦ Mar Wee Ling (Conference Assistant)

Design

- ♦ Charles Chau (Manager – Publications)



Editorial advisors

(in alphabetical sequence by organisation name)

- ♦ Mr Yassir Albaharna, CEO, Arig, Bahrain
- ♦ Mr Gamal Hamza, former Chairman and CEO, Egypt Re
- ♦ Dr Saleh Malaikah, Chairman, BEST Re
- ♦ Dr Bassel Hindawi, former Insurance Commissioner of Jordan
- ♦ Dr Mohamed Elgari, Shariah Advisor & Professor of Islamic Economics, King Abdulaziz University, Saudi Arabia
- ♦ Mr Ajmal Bhatti, President & CEO, Tokio Marine Middle East Ltd

Print advertising rates

All rates are nett (excluding GST)

Premium Positions (full colour)	US\$	S\$	Run-of-Page Positions	US\$	S\$
Outside Back Cover	4,130	4,950	Full Page Colour (ROP)	2,880	3,450
Inside Front Cover	3,880	4,650	Full Page Black & White	2,130	2,550
Inside Back Cover	3,630	4,350	Half Page Colour	2,000	2,400
Facing Inside Front Cover	3,500	4,200	Half Page Black & White	1,630	1,950
Facing Editor's Message Page	3,380	4,050	Deadlines		
Facing Contents Page	3,380	4,050	Booking Deadline	10th of the month preceding the publication issue	
Facing People on the Move Page	3,250	3,900	Copy Deadline	15th of the month preceding the publication issue	
Facing Inside Back Cover	3,130	3,750	Discounts		
Facing First News Page	3,130	3,750	6 Bookings	10.0% off	
Double Page Spread	5,380	6,450	9 Bookings	12.5% off	
Gatefold	10,000	12,000	12 Bookings	15.0% off	
Advertorial* (4 pages)	7,500	9,000	Cancellation		
Advertorial* (8 pages)	15,000	18,000	All cancellations of bookings must be made in writing at least 21 days prior to publication date (1st day of the month) failing which administration charges of 25% of the advertisement rate will be imposed.		
Bellyband (inclusive of printing costs)	6,250	7,500			

* Inclusive of 200 free copies of reprints.

Print advertisement specifications

Artwork Sizes	
Full Page Trim	297mm (H) X 210mm (W)
Full Page Bleed	307mm (H) X 220mm (W)
Half Page Horizontal	120mm (H) X 170mm (W)
Half Page Vertical	247mm (H) X 81mm (W)
Double Page Spread Trim	297mm (H) X 420mm (W)
Double Page Spread Bleed	307mm (H) X 430mm (W)
Gatefold	297mm (H) X 207mm+200mm(W)
Bellyband	120mm(H) X 45+210(front)+5+205mm(back)(W)

Materials

PDF: CMYK; 300dpi; all fonts embedded; Acrobat compatibility.

Native layout file formats (both PC or Mac formats are acceptable):

InDesign/Pagemaker, Illustrator, QuarkXpress, Freehand (to be sent with linked files and fonts used, convert to paths, create outline, etc).

All linked graphics and pictures must be in CMYK before importing. Graphics and pictures used must be in at least 300 dpi resolution at actual size.

Mac filenames must include the three-letter file extension*, eg filename.ai, filename.jpg, filename.indd, filename.pdf, filename.qxd, etc. (* file extension may be two or four letters, depending on file format)

Website advertising rates

Impressions*	Button (120 X 120 pixels)		Squawk Box (200 X 200 pixels)		Banner (468 X 60 pixels)		Sky Scraper (120 X 600 pixels)		Rectangle Header (378 X 180 pixels)	
	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$
20,000	1,330	1,590	2,190	2,620	2,630	3,150	3,070	3,680	4,170	5,000
30,000	2,190	2,620	3,070	3,680	3,510	4,210	3,950	4,740	5,000	6,000
50,000	3,510	4,210	3,510	5,240	4,810	5,770	5,250	6,300	6,250	7,500

* Ad campaign will cease once impressions are delivered

eNews Alerts sponsorship rates

We have three electronic news alerts: • eDaily Asia • eWeekly MiddleEast • eWeekly Takaful

	Button (120 X 120 pixels)				Banner (468 X 60 pixels) or Sky Scraper (120 X 600 pixels)				Top Banner (550 X 60 pixels)			
	Monthly		Yearly		Monthly		Yearly		Monthly		Yearly	
	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$
eDaily Asia	1,670	2,000	15,000	18,000	4,170	5,000	33,750	40,500	5,210	6,250	42,190	50,625
eWeekly MiddleEast	420	500	3,750	4,500	1,000	1,200	7,500	9,000	1,380	1,650	10,340	12,400
eWeekly Takaful	420	500	3,750	4,500	1,000	1,200	7,500	9,000	1,380	1,650	10,340	12,400

File Size / Format: Must be less than 25 KB in GIF form.

Deadlines: Files must be submitted at least four days before start date.

Head Office

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Overseas Representatives

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