

Arabian Watches & Jewellery

Business Newsletter Broadcast

WEEKLY BUSINESS NEWS ON THE JEWELLERY & WATCH WORLD ON THE MIDDLE EAST

www.mpparabia.com / www.mpp-me.com
& AWJ B2B Newsletter Broadcast

2010 ADVERTISING RATE SHEET

Newsletter Periodicity: Weekly broadcasted each Thursday

On-line advertising opportunities in the Middle East -Ten good reasons to consider advertising on this site

- * Guaranteed subscriber base of over 18,000 and growing. These are carefully sieved and closely identified top international decision makers. There is no wastage because your advertising message is directed to this elite community and the channel itself is very focused on its target audience.
- * Promoting your company and its products and / or services to potential local, regional and international clients
- * Direct & immediate response
- * A proven and tested medium
- * The site offers uniquely specialized services coupled with advanced technology applications in the Middle East
- * The site is local, regional and international in the scope of its reach
- * A specialized medium directly targeting the world of jewellery manufacturers and suppliers
- * Feedback is carefully monitored on a daily, weekly and monthly basis. There are also simple ways of handling sales inquiries
- * The site is a perpetual salesperson for your products and services on a 7 X 24 X 365 basis
- * Interactive website porter with newsletter broadcast facilities and occasional breaking news.

Rates (in US Dollars) - per banner per month

Position:	Unit Price
Website Skyscraper	\$ 4,000
Website Upper Banner	\$ 3,000
Newsletter Upper Banner:	\$ 2,500
Watch	\$ 1,500

Guaranteed Circulation: 18,000 registered subscribers across the Middle East and around the world, with average daily hits of 860 unique visitors. The readership is truly global. The GCC constitutes 52.63% of the readership, the Levant and North Africa 4.78 %, Europe, North & Latin America 15.5 %, the Indian Subcontinent 5.74 %, Far East / Asia 11.02 % and remainder of the world 10.33 %.

Mechanical Data & Technical Specifications:

- * Website-Skyscrapers: 600 pixels (height) X 125 pixels (width)
- * Website-Upper Banner: 70 pixels (height) X 465 pixels (width)
- * Newsletter Broadcast Upper Banner: 60 pixels (height) X 468 pixels (width)
- * Website Watch: 111 pixels (height) X 120 pixels (width)

www.mpparabia.com is published in conformity with Middle East press laws and in compliance with local and regional religious and cultural norms.

