

Commencing in 2005, VAR chose to fill the gaps which existed in Channel communication in the regional IT industry and has now become the most widely read and recalled IT channel magazine in the region. In addition to postal shipping to a wide database, VAR was the 1st to introduce legwork distribution with teams of well-organized distributors carrying magazine and dropping them onshop floors, thus making them more accessible for people working with IT resellers.

VAR has the unique distinction of being the only magazine that has engaged and informed frontline sales people continuously as the interface between brands and consumers. VAR magazine's large format, easy to read layout and deeper distribution has helped it quickly establish itself as a simple yet strong channel communication tool.

VAR is a monthly magazine ensuring sustained communication with a current circulation of 10,000 copies as well as a widely read electronic version

Advertiser options (US \$)

Page position	Rate in USD
Inside Page	5,000
Center Spread	12,000
Inside Back Cover	8,000
Outside Back Cover	10,000
Inside Front Cover	8,600
Inside Page (prime position)	7,000
Front Cover Strip	3,000
Front Half Page	6,000
Front Top Two Eyes	3,000
Front Gatefold	15,000
Inner Gatefold	13,000
Inside (half page)	2,500
Double Page Spread	10,000

Discounts on contracts

- Annual Contract: 15%
- Half Year Contract: 10%
- 3-5 Ads: 5 %

Discounts on pre-payment

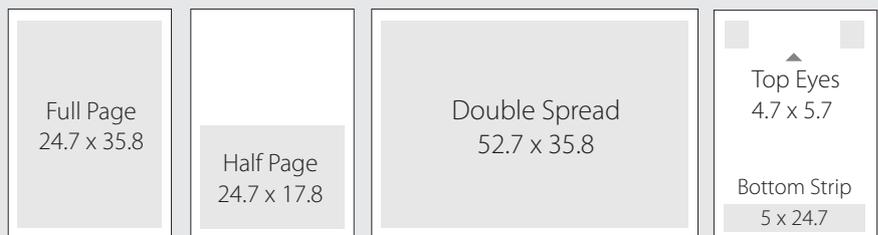
- More than 3 Ads paid in advance: 5%
- More than 6 Ads paid in advance: 10%

Other Advertiser options:

- Call to action campaigns
- Newsletters
- Email blasts
- Direct Marketing

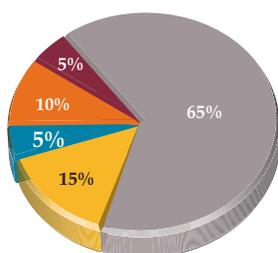
Creative Material final deadline 22nd of every month

Technical Specification as below (sizes in cms)



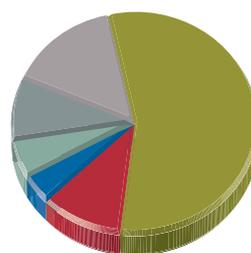
Database Breakdown

Resellers Breakdown



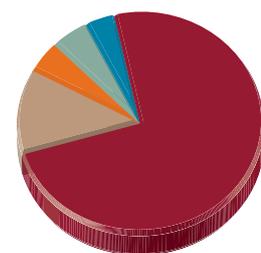
- 65% Dealers (Shop, Traders)
- 15% Corporate Resellers, VAR's
- 5% Power Retailers
- 10% System Integrators
- 5% Distributors

Digital Database Breakdown UAE, GCC, KENYA AND NIGERIA



- 7,500 UAE
- 1,250 Qatar
- 1,450 Kuwait
- 560 Bahrain
- 750 Oman
- 2,000 Others

Print Circulation Breakdown



- 7,500 UAE
- 1,250 Qatar
- 500 Kuwait
- 500 Oman
- 375 Bahrain

Started in April 2010 with an aim to focus on the KSA IT Channel.

Launched as the first and only Bilingual IT channel magazine in the region for Arabic and Non Arabic IT Vendors and Resellers.

It aims on providing complete information about IT products and Market News.

Circulated to a 7500+ industry database.

A special edition is done for every GITEX KSA where VAR Arabia is an exhibitor on a regular basis.

2012 editorial calendar includes plan to introduce several power packed exclusive issues including "Top Distributors", "Top Channel Executives" etc.

2012 will also see the VAR Arabia awards unveiled to recognize the best achievements of brands and individuals in KSA channel.

Advertiser options (US \$)

Page position	Rate in USD
Inside Page	5,000
Center Spread	12,000
Inside Back Cover	8,000
Outside Back Cover	10,000
Inside Front Cover	8,600
Inside Page (prime position)	7,000
Front Cover Strip	3,000
Front Half Page	6,000
Front Top Two Eyes	3,000
Front Gatefold	15,000
Inner Gatefold	13,000
Inside (half page)	2,500
Double Page Spread	10,000

Discounts on contracts

- Annual Contract: 15%
- Half Year Contract: 10%
- 3-5 Ads: 5 %

Discounts on pre-payment

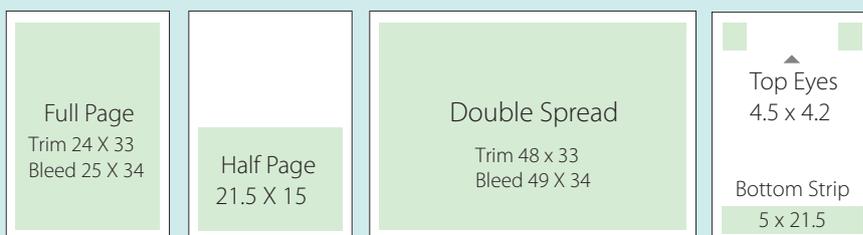
- More than 3 Ads paid in advance: 5%
- More than 6 Ads paid in advance: 10%

Other Advertiser options:

- Call to action campaigns
- Newsletters
- Email blasts
- Direct Marketing

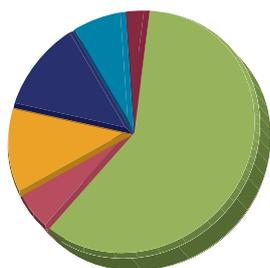
Creative Material final deadline 22nd of every month

Technical Specification as below (sizes in cms)



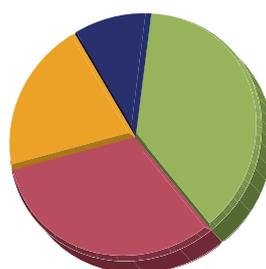
Database Breakdown

Circulation by reader profile



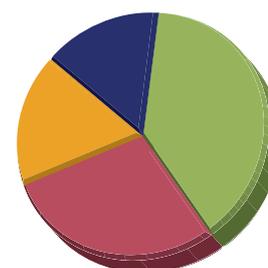
Dealers	60%
Retailers	6%
Corporate Resellers	12%
System Integrators	12%
Distributors	7%
Venders	3%

KSA Distribution by cities



Riyadh	2850
Jeddah	2400
Al Khobar	1500
Others	750

Digital Database KSA Countrywise



Riyadh	3419
Jeddah	2544
Al Khobar	1500
Others	1313

Launched in October 2011 at GITEX 2011, The Integrator is a monthly magazine for the value add IT channel.

It is extensively distributed to an exclusive SI, vendor and value add distributor database for the GCC.

Additionally, a digital version of the Magazine is made available to a larger database of readers.

The editorial focus is consistently on Technology topics that are of current relevance to the industry and maps the trends and shifts that the readers in the value add channel need to be aware of.

The Magazine holds the Annual Integrator awards that recognizes the best performance of Brands and companies across different categories

Advertiser options (US \$)

Page position	Rate in USD
Inside page	5,000
Center Spread	12,000
Inside Back Cover	7,000
Outside Back Cover	10,000
Inside Front Cover	8,600
Front Prime page	9,400
Front Cover Strip	3,000
Inside Front Gatefold	15,000
Inside Back Gatefold	13,000
Inside Cover Gatefold	14,000
Double Page Spread	10,000
Front False Cover 2 Pages	14,000
False Cover 4 Pages	20,000
Pouch	15,000
Belly Band	10,000

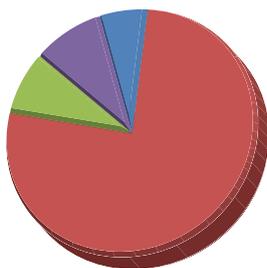
Creative Material final deadline 22nd of every month

Technical Specification as below (sizes in cms)

<p>Full Page</p> <p>Trim 20 X 27.5</p> <p>Bleed 21 X 28.5</p>	<p>Half Page</p> <p>17.3 X 12.3</p>	<p>Double Spread</p> <p>Trim 40 x 27.5</p> <p>Bleed 41 X 28.5</p>	<p>Cover Strip</p> <p>5 x 20</p>
---	-------------------------------------	---	----------------------------------

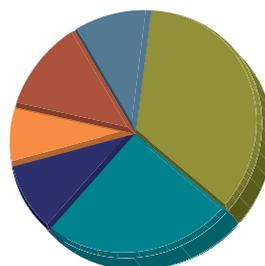
Database Breakdown

Circulation by reader profile



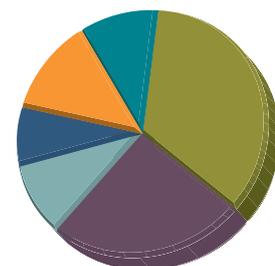
- SI/Value Add Resellers/SMB focused
- VAD & Sub Distributors
- Vendor/Brand
- Large Corporate Resellers

Distribution - Countrywise



- KSA - 2275
- Oman - 520
- UAE - 1625
- Qatar - 780
- Bahrain - 650
- Kuwait - 650

Digital Database Countrywise



- KSA - 3062
- Oman - 700
- UAE - 2188
- Qatar - 1050
- Bahrain - 875
- Kuwait - 875