

THE INTEGRATOR

AN ESSENTIAL READ FOR THE VALUE ADD IT CHANNEL

“Never miss an opportunity to speak loud and clear to your enterprise audience. Advertise with us and take advantage of our interesting media products!”

www.VARonline.com

EMEA's MOST SOUGHT-AFTER PUBLICATION BY SMES AND GLOBAL CORPORATES

The Integrator, published by JNS Media International, is the only influential publication that presented over 100 editions to the information and communication technology (ICT) fraternity in the EMEA region. With consistent prominence since 2005, it speaks closely to SMEs and global enterprises and amplifies the voice of tech enterprises.

The Integrator ensures that large enterprises and small, and medium businesses (SMEs) are on a par with trends, changes, and paradigm shifts in the digital and tech economy. The publication also helps SMEs and global corporates choose the most suitable solutions based on their growing needs of digital transformation, automation, cloud support, enterprise security, etc.

Besides attributing the efforts of JNS Media (the parent organization) in reaching out to 250,000 SMEs across the EMEA region, The Integrator goes over and above to keep businesses fruitfully engaged with the key drivers such as tech companies, BFSIs, logistics service providers, and other focused industries.

The Integrator, joining its co-publication VAR, paved the way for the growth of an enormous number of startups, SMEs, and global enterprises across the MEA over 17 years. Not only it had driven growth opportunities for long-serving stakeholders but also accomplished path-breaking achievements in innovation and events as a No. 1 media solution firm. The Integrator has also nestled ads and promotions for countless brands from over 400 advertisers so far.

Network for Bigger and Broader Success

The Integrator shoulders with JNS Media and VARonline.com to organize major networking initiative "SME Champions, a sustainable networking initiative, and award ceremonies such as ICT Champions, COC, SCRIBE, and more.

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SMALL & MEDIUM
ENTERPRISES



EDITORIAL CALENDAR 2022

The topic-based editorial calendar has been prepared based on several parameters, including the relevance of topics in the UAE/GCC, event focus, and market trends. Besides these primary topics, there will be numerous others that would be covered based on their importance.

JANUARY

Artificial Intelligence

MAY

Digital Transformation

SEPTEMBER

Security Technologies
(Physical, Urban, etc.)

FEBRUARY

Cybersecurity

JUNE

MedTech

OCTOBER

Robotics

MARCH

FinTech

JULY

E-commerce

NOVEMBER

Energy

APRIL

EdTech

AUGUST

Sustainability

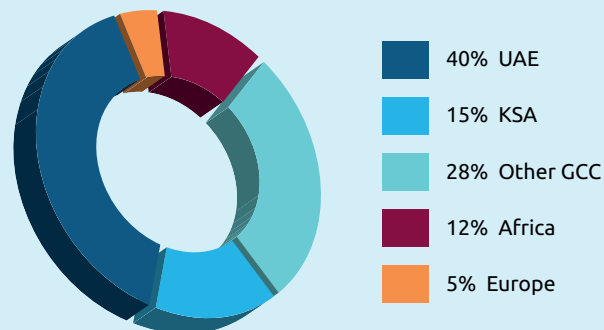
DECEMBER

Defense Technologies

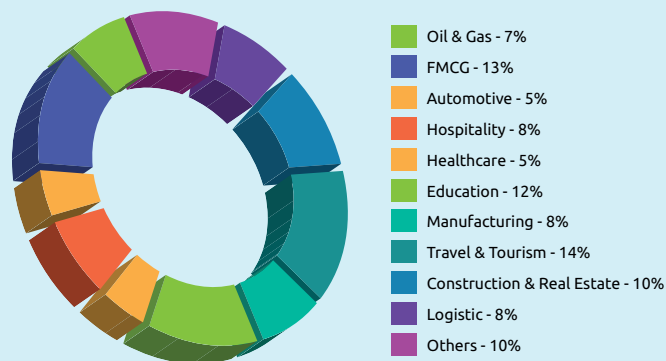


WEB AND PRINT READERSHIP

BY COUNTRIES



SME PARTNERS AND SUBSCRIBERS



JNS PORTFOLIO - AT A GLANCE

- 16-year old, well represented, and a reputed brand
The pioneer tech publisher in the MEA's ICT industry
 - VAR 235+ editions (Volume-based publication)
 - The Integrator - 100+ editions (Value-added channel publication)
- 400+ advertisers and most of them are returning from time to time
- Addressing 200,000+ contact base in the SME sector
- 150+ events hosted in 14 countries with un-parallel reach
- Most-respected awards which have established a reputation in vendor and distribution communities
- A leader in the Lead Generation space



www.VARonline.com

PRINT & WEB ADVERTISING RATES

STANDARD ADVERTISING

Price (US\$)

Double-Page Spread	10,000
Full-Page Ad	5,500
Half-Page Ad	3,500
Bottom-Page Strip	2,500

SPECIAL POSITIONS

Price (US\$)

Inside Front Cover	10,000
Inside Back Cover	8,000
Outside Back Cover	15,000
Full-Page Advertorial	7,500
Belly Band	8,500
False Cover	Price on application
Inside Front/Back Cover Gatefold	Price on application
Inserts	5,000 (Flyer)

VARonline and Email Newsletter

Format

Size

Price (US\$)

Header/Leaderboard Banner	GIF, JPEG	728 X 90	2,500 for 15 Days
Right-Side Banner	GIF, JPEG	336 X 280	1,500 for 15 Days
Large Rectangle - Home Page	GIF, JPEG	728 X 90	1,500 for 15 Days

DEDICATED eMARKETING

Format

Size

Price (US\$)

E-mail Shots / News Exclusive	GIF, JPEG, HTML	Variable Width Upto 640px	4,500
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* The Integrator holds the right to change the price without notice.

TECHNICAL SPECIFICATIONS

Trim 20X27.5
Bleed 21X28.5

Trim 20X13.5
Bleed 21X14.5

Trim 20X5
Bleed 21X6

Trim 40X27.5
Bleed 41X28.5

* 5% VAT applicable on all prices

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