



عالم الطب والصيدنة



ARAB MEDICO Media Data 2010



ARAB MEDICO

ARAB MEDICO is the leading Arabic journal for medicine, medical equipment, pharmacy, and high quality medical services. It is the only medical journal published in Arabic and distributed throughout the Middle East and Northern Africa.

ARAB MEDICO is published quarterly and covers a wide range of medical specialties with an emphasis on medical equipment and products. ARAB MEDICO provides doctors and healthcare professionals with up to date practical information in all areas of medicine.

Geographical Distribution (Sep. 2009)

U.A.E	26 %	Algeria	3 %
Saudi Arabia	24 %	Marocco	2 %
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Syria	6 %	Iraq	2 %
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Arab Readers in Europe	3 %	Mauretania	1 %
Yemen	3 %	Quatar	1 %
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Kuwait	3 %		

Published quarterly

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Pass-on-Readership: > 4 Readers/copy

Subscribers approx.: 63%

Distribution: Middle East and North Africa.

Additional distribution on all important exhibitions.

Readership Analysis (Sep. 2009)

Doctors / Hospital Doctors	70 %	Universities and Medical Schools	4 %
Hospital Administration	7 %	Medical Services on the Armed Forces	2 %
Laboratories	6 %	Others (Pharmacists, Associations, etc.)	0,5 %
Trading Companies, Agencies	5,5 %		
Public Health Authorities, Ministries	5 %		



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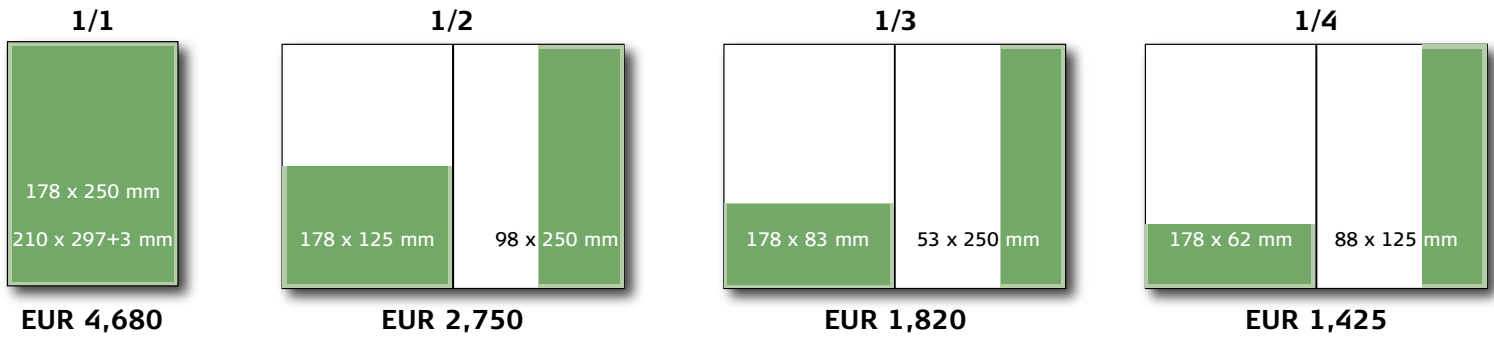
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Readership:

Doctors, hospital directors and administrators in public, private and military healthcare, pharmacists, opticians, universities and other institutions for medical training, research institutes, importers, travel agencies and wholesalers of pharmaceutical and medical products and equipment.

Rates



Special Position

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March 4	June 3	Sept.2	Dec.2
Feb.18	May 24	Aug.23	Nov.22

Please send printable pdf file format (so called locked file).
For translating into Arabic language, we require open files.
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