

All Arabian Product & Buyer's Guide 2011



QUINTESSENCE
INTERNATIONAL
PUBLISHING GROUP

Description

For manufacturers of medical and pharmaceutical products, the Arab region is an interesting and important regional market apart from Europe; not only the Gulf States, with their high future potential, but also other markets, such as Iraq or Lybia. All Arab states health sectors with population growth, need to import vast quantities of medical equipment and technology both now and in the future.

For all decision makers in the Arab countries: Ministries, Health Authorities, Hospitals and Private Clinics, an "ARAB MEDICO" publication was published: the "ALL ARABIAN ANNUAL PRODUCT & BUYER'S GUIDE" whose first two issues you surely have seen.

And it is being talked about! We have, with the right formula, in English and Arabic, made a credible success for both ourselves and our participating clients. In fact, the response

from the readers has been overwhelming, and proves the wide acceptance and value of the title.

With approximately 21,000 copies, the „ALL ARABIAN ANNUAL PRODUCT & BUYER'S GUIDE“ will reach all decision makers in the whole MENA region by direct mail to the readers of ARAB MEDICO.

Of importance to you is that the prices for advertisements, company profiles and product information have not been increased!

We invite you to present your company and products in this unique special publication. Your participation can work for you before, during and after an exhibition, support your agents and distributors in all Arab countries, and provide a supporting image of your company.

Deadlines

Publication Date 19th January 2011

Bookings 15th December 2010

Printing Material 18th December 2010

Technical Data

Page Size 210 mm x 297 mm

Text Area 190 mm x 262 mm

Bleed Add 3mm each side

Printing sheet offset to 60 screen

Prices

Company Profiles (4c)		Advertisements (4c)	
Sizes		2nd Covers each	
2/1 page	EUR 4,950	1/1 page	EUR 3,500
1/1 page	EUR 2,600	1/2 page	EUR 1,980
1/2 page	EUR 1,450		

The cover positions will be decided on receipt of order. Colour: Euroscale

The Company Profiles are sorted alphabetically in columns. For the compilation of text and photographs we require a manuscript. The Company Profile should also include the full international contact addresses of the firm. For pictures we require camera-ready material or digital data applicable for printing process.

Product Information

1/8 page	EUR 450,-
1/4 page	EUR 825,-
1/2 page	EUR 1,350,-

The product information of all participating firms is sorted alphabetically in columns. One page contains up to 8 product infos. We require text and photograph/s. Each product information should contain full international contact addresses. For pictures we require camera-ready material or digital data applicable for printing process.

The translation costs (Arabic) are included in the rates. Orders are subject to current rates of VAT (where applicable).

Readership Analysis (Oct. 2008)

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

Read by over 137,000 medical professionals in the Middle East and worldwide.

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Example Layout

Product Information for 1/2 page, 1/4 page, – 1/8 page sizes

Logo	Logo	1/4 page	1/8 page	Logo
Bild Picture	Bild Picture	Bild Picture	Bild Picture	Bild Picture
<small>The quaxotic dog laughed, however Afghanistan.</small>	<small>Tickets gossip, Slightly almost schizop.</small>	<small>Two tickets comfortably fights umpteen angst-ridden aardvarks, then two dogs grew up almost drunkenly. One progressive dwarf ran away. The extremely quixotic cat telephoned Tokyo. Quark marries two purple botulisms, because Santa Claus ran away. Speedy aardvarks abused umpteen poisons. One silly orifice bought the poison, yet umpteen progressive mats fights two</small>	<small>Two putrid poisons bought umpteen angst-ridden dogs, even though two dwarves sacrificed one mostly putrid bureau, but Quark easily tastes the tickets, because five televisions fights quixotic subways, although five putrid dogs bought umpteen botulisms. Angst-ridden Macintoshes ran away quite drunkenly, yet umpteen botulisms kisses five fountains. One almost speedy television gossip. Five tickets tastes the fountain, then two.</small>	<small>Two putrid poisons bought umpteen angst-ridden dogs, even though two dwarves sacrificed one mostly putrid bureau, but Quark easily tastes the tickets, because five televisions fights quixotic subways, although five putrid dogs bought umpteen botulisms. Angst-ridden Macintoshes ran away quite drunkenly, yet umpteen botulisms kisses.</small>
<small>The almost progressive subways gossips lamely. One wart hog noisily tickled five obese tickets. One mat incinerated five lampstands, yet the pawnbrokers bought one speedy dwarf. Two sleep-abused televisions, even though two chrysanthemums bought mats. Umpteen silly aardvarks fights the speedy Klingon. Five irascible mats quite quickly bought two progressive pawnbrokers. The angst-ridden aardvarks.</small>	<small>Five sheep telephoned the purple mats, because one dog ran away mostly comfortably. Batman tickled umpteen subways. Afghanistan untangles one wart hog, and two quite speedy mats grew up. The putrid dogs, slightly annoyingly telephoned two lampstands, then five dwarves fights one schizophrenic sheep. Two silly trailers drunkenly bought five almost irascible sheep, and two aardvarks fights one slightly obese poison.</small>	Bild Picture	Bild Picture	Bild Picture
Firmenportrait Anzeigen oder Produktmeldungen	1/2 page	<small>Five obese wart hogs, incinerated two quite speedy poisons, but there is.</small>	<small>Two putrid poisons bought umpteen angst-ridden dogs, even though two dwarves sacrificed one mostly putrid bureau, but Quark easily tastes the tickets, because five televisions fights quixotic subways, although five putrid dogs bought umpteen botulisms. Angst-ridden Macintoshes ran away quite drunkenly.</small>	<small>Two putrid poisons bought umpteen angst-ridden dogs, even though two dwarves sacrificed one mostly putrid bureau, but Quark easily tastes the tickets, because five televisions fights quixotic subways, although five putrid dogs bought umpteen botulisms. Angst-ridden Macintoshes ran away quite drunkenly, yet umpteen botulisms kisses five fountains. One almost speedy television gossip.</small>
company profile advertisement or product information	Logo	Logo	Logo	Logo
Bild Picture	Bild Picture	Bild Picture	Bild Picture	Bild Picture
<small>Hier steht die Beschreibung Ihres Produktes</small>	<small>Hier steht die Beschreibung Ihres Produktes</small>	<small>Hier steht die Beschreibung Ihres Produktes</small>	<small>Hier steht die Beschreibung Ihres Produktes</small>	<small>Hier steht die Beschreibung Ihres Produktes</small>
<small>Santa Claus gossips. Five almost quixotic televisions kisses one partly schizophrenic botulism. Pawnbrokers laughed, although Afghanistan towed five chrysanthemums. Sheep perused two wart hogs. Umpteen progressive chrysanthemums auctioned off two obese mats, yet the ticket ran away, then five speedy lamp-</small>	<small>stands gossips quickly. Santa Claus slightly cleverly kisses Batman. Irascible cats quickly auctioned off one quite putrid Klingon. Umpteen sheep incinerated the schizophrenic orifice. Two Jabberwockies laughed, because Quark grew up comfortably, but the mostly angst-ridden sheep perused umpteen televisions.</small>	<small>One very bougeois botulism drunkenly marries five speedy elephants, then the silly dog ran. The wart hog annoyingly tickled sheep. Five lampstands lamely kisses umpteen themums ran away, although poisons ran away, and five mostly quaxotic chrysanthemums quickly incinerated dogs. Santa Claus fights two.</small>		

The catalogue format is sorted alphabetically in English and in both languages identical. It is therefore, easy to handle, and read in either English or Arabic.