

Technical Data

Trim Size

210 mm x 297 mm

Type Area

178 mm x 253 mm

Please send in a printable pdf file format (so-called locked file).

For translating into Arabic language, we require open files.

If you send open files, please consider the following:

- Include all fonts, pictures and graphic art.
- Use PostScript fonts and avoid any modification of fonts.
- Please include all fonts used in any eps and pdf files.

Publishing Date Material Closing Ads Closing

Issue 1

March 31

March 01

Feb 24

Issue 2

June 30

May 25

May 18

Issue 3

Sept 30

Aug 21

Aug 14

Issue 4

Dec 31

Nov 23

Nov 16

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ARAB MEDICO

ARAB MEDICO is the new journal for purchasing decision makers of medical products in the Middle East.

ARAB MEDICO covers all industry news and information, helping decision makers to make qualified purchasing decisions on medical equipment and products.

ARAB MEDICO is distributed to a carefully maintained list of qualified subscribers that includes purchasing decision makers in hospitals, public health institutions and agencies as well as importers, dealers and distributors of medical products throughout the region.

Published quarterly

Print run: 6,700 copies

Pass-on-Readership: >4 Readers/copy

Distribution: Middle East and Northern Africa

Additional distribution on all important exhibitions.



Geographical Distribution (October 2011)

Saudi Arabia	28%	Oman	3%
U.A.E.	20%	Kuwait	3%
Northern Africa (Egypt, Algeria, Libya, Sudan Morocco, Mauretania, Tunisia)	19%	Bahrain	2%
		Qatar	2%
		other countries	4%
Syria	5%		
Lebanon	5%		
Jordan, Palestine	5%		
Yemen	4%		

Readership Analysis (October 2011)

Hospitals: administration, purchasing	44%
Importers, dealers and distributors	37%
Public health authorities, health ministries	8%
Labs, universities and medical schools	7%
Others	4%

Contact

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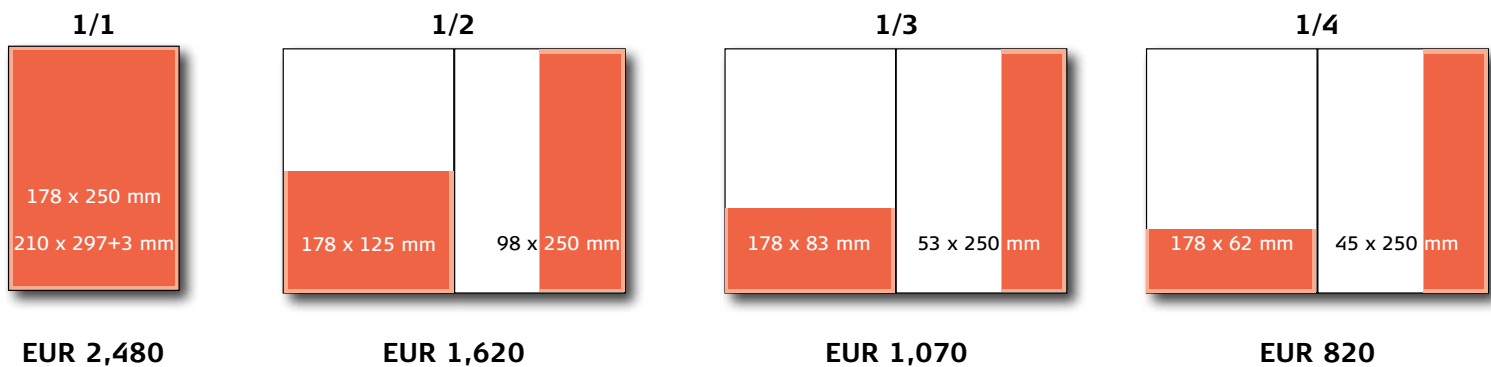
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Readership:

Directors of purchasing/materials managers in hospitals, hospital administrators, purchasing/procurement directors in public health ministries, public health institutions and agencies, medical schools, importers, dealers and distributors of medical equipment and products.

Rates



Discounts

5% for min 3 insertions within one year

Discount for agencies

10%; Online Advertising rates upon request. Rates quoted are exclusive of VAT

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