

Published Continuously Since 1984

Media Information 2008

Editorial Plan - 2008

January / February

- **Drupa 2008 Preview** -
Global Printing Industry Trends
Super Wide Market Opportunities
Fully Networked Yet ?
Sheetfed Offset Outlook
Adding Value to Newspaper Printing
[ISA International Sign Expo 2008 - Preview](#)

July / August

Digital Flexo Solution - Review
Papers Recent Trends
Measuring Colour Registration in Operation
The Converting World
Digital Print Hardware and Software

March / April

- **Drupa 2008 Main Edition** -
Looking for Trends at drupa
CTP - Review
Going Digital, Staying Offset
Understanding Costs of Print Packaging
Finishing - Reviewing Trends and Technology

September / October

Improving Narrow Web - Flexo presses
Direct Mail Delivery - Print still leading
Reduced Waste Equals profits
Print Drying Technology & Trends
Large Web Width - Web Offset Printing

May / June

- **Drupa 2008 Report** -
Smart Label Printing
Flexo Printing Trends
Networked Print Finishing
Dampening Solutions in Offset Printing
Lamination Systems & Materials

November / December

JDF Offers New Benefits for Printing Industry
Narrow Web Offset Trends
Intelligent Density Systems - Review
Proofing Methods in Newspaper Production
Vehicle Graphics Printing - Review
Finding the Right Publishing Software

Technical articles are required 3 months prior publication

Circulation in the Region

Over 10 000 distributed printed and digital copies, with approx. 4 readers per edition
Distribution and readership breakdown within 20 countries of the region as follows

North/Central Africa Algeria – Egypt – Libya – Nigeria – Morocco – Sudan – Somalia – Tunisia = 3750
The Arabian Gulf Bahrain – Kuwait – Oman – Qatar – Saudi Arabia – U.A.E. – Yemen – Iraq = 4250
The Levant Lebanon – Jordan – Syria – Palestine = 2000

Readership Breakdown

Printers & Finishers	40%	Newspapers	8%
Typesetting & Production, DTP, Repro CTF-CTP	12%	Paper Mills, Merchants & Converters	4%
Publishers (Books/Journals)	11%	Ink Manufacturers, Importers & Suppliers	3%
Sign Printers	10%	Suppliers & Agents	2%
Advertising / Design Production	9%	Institutes & Governmental Implants	1%

Only PrintLink International provides a view of the industry from both a global and a strategic viewpoint. PLI's robust Arabic and English editorial and valuable circulation work together to attract and engage the executive level decision makers advertisers wish to reach.

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Cost per Insertion

Size	1	2	3	4	5	6	7	8
Full page Colour	£2625	£2492	£2369	£2250	£2138	£2030	£1928	£1830
Full Page Mono	£2240	£2135	£2019	£1921	£1820	£1732	£1645	£1564
Half Page Colour	£1984	£1886	£1785	£1704	£1620	£1536	£1459	£1389
Half Page Mono	£1354	£1284	£1225	£1165	£1109	£1050	£1004	£945
Third Page Colour	£1697	£1610	£1529	£1452	£1382	£1312	£1249	£1186
Third Page Mono	£1102	£1046	£997	£945	£899	£857	£805	£759
Quarter Page Colour	£1550	£1473	£1396	£1326	£1263	£1200	£1141	£1085
Quarter Page Mono	£857	£815	£773	£735	£696	£661	£630	£598
Sixth Page Mono	£717	£682	£647	£612	£584	£556	£528	£500

Extra 5% discount for payment with order

<p>Special Positions These rates are in addition to the basic page rate shown above:-</p> <p>Inside Front Cover £150 Inside Back Cover £150 Outside Back Cover £225 Guaranteed Position £100 Although the advertisers may request special positions within the publication, we will only guarantee the position if the fee of £100 is paid.</p> <p>Spot Color Charge This rate is in addition to the basic adv rate shown above. Spot colour charge is £ 150.00</p> <p>Special Inserts Up to 135 gsm £2100 A5 sheet, £2450 per A4 sheet. Larger size inserts will be quoted upon request</p> <p>Agency Commission 10% is paid to registered advertising agencies providing that payment terms are strictly adhered to.</p>	<p>Mechanical Data Double Page Spread 395x272mm DPS Bleed 424x299mm Full Page 297 x 210mm Bleed Page 303 x 216mm Two Thirds Page 272 x 123mm Half Page Horiz. 135 x 186mm Half Page Vertical 272 x 91mm 1/2pp Horiz. Bleed 213 x 151mm 1/2pp Vert. Bleed 303 x 106 mm Third Page Horiz. 90 x 186mm Third Page Vertical 272 x 59mm Quarter Page Vertical 135 x 91mm Quarter Page Horiz 68x186mm Sixth Page Horiz 90 x 91mm Sixth Page Vertical 135 x 59mm</p> <p>Advert Translation Charges For new copy, a one-off translation charge of £150 will be added to the first insertion (up to 100 words). Any extra production work incase of supplying different files, will be charged at cost.</p> <p>Arabic News Translation Enhance your communication with the reader, ask about translation of your press releases and news into Arabic, a service we are happy to provide. Translation done by highly qualified Arab editors.</p>	<p>Discounts Discounts are not applicable in the case of cancellation or late payment. The publisher reserves the right to demand the difference between the single insertion rate and series / discounted rate in this case.</p> <p>Deadline Normally, the 10th of the first month for example: Jan/Feb – 10th Jan. Best to check with publisher.</p> <p>Media Material Media is only accepted by email in PC compatible format, as high resolution PDF or JPG files.</p> <p>General Terms of Payment: For non-account holders, first order must be paid in advance in order to open your account. For account holders, payment made on receipt of invoice.</p> <p>Cancellation dates Any cancellation of booked space must be made within 3 months prior to publication date for Mono and 5 months for Color.</p>
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What sets PrintLink apart: - Magazine published continuously since 1984 – Regional distribution for more than 23 years - The only Arabic/English communication vehicle with global name recognition – Largest circulation – Presents a unique editorial focus – Provides enhanced communication and competitive rates.

From readers looking for information about the region and rest of the world or advertisers looking to target readers in the region, PrintLink International provides the passport to the printing industry in the region.