



# MEGA WHAT

WHO, WHERE, WHEN, WHY & HOW OF THE ME POWER INDUSTRY

**MEDIA INFORMATION 2011**

[www.megawhatme.com](http://www.megawhatme.com)



# MEGAWHAT

➔ **Not only** is the power industry in the Middle East today filled with issues on electricity generation, it is also preoccupied with other emerging topics in energy and power-related sectors. Take, for instance, the hunt for alternative sources of energy, intelligent electricity grids, electric vehicles, smart electrical appliances and ICT-controlled lighting systems, to name a few.

Formally launched in 2007, *MEGAWHAT* has since evolved to cover not only the Middle East but also its neighbouring regions and beyond. Living up to its catchphrase – ...Who, Where, When & How of the ME Power Industry – the glossy, bi-monthly magazine has served its readers well with up-to-date information and timely stories on the industry.

The magazine has assumed a new look since its July/August 2010 issue, putting in new sections and cutting-edge design. It also put up a dedicated website – [www.megawhatme.com](http://www.megawhatme.com) – to serve its readers and advertisers better. But just the same, it carries fresh and incisive news and feature stories on current and timely issues involving the industry and its related sectors. Issues have been humanised, with feature stories and in-depth reports tackling how certain topics affect people and the way future generations will live.

## SUPPLEMENTS

### Retrofit News & Chronicle

➔ This is about retrofitting the existing infrastructure for power generation and other related sectors; doing so is not only about maintaining the machines, but also in line with moves towards energy conservation and having intelligent equipment.

Many power substations and lighting systems across the region, for instance, will be able to save a significant amount of energy and money if they get retrofitted with the latest technologies available. There have been increasing calls for businesses and organisations to operate using lesser energy with the same output, and be mindful of the impact that these actions might have on the environment.

➤ MONTHS OF PUBLICATION: MAR/APR; MAY/JUN; SEP/OCT; NOV/DEC



### Power Zone

➔ This supplement is dedicated to power stations and substations. "Power Zone" brings to *MEGAWHAT* readers analyses and studies on the development of ongoing and planned power plant projects across the region. Countries in the Middle East and North Africa (MENA) are either stepping up their power industry with plans of building new power plants or upgrading the existing ones, to meet their growing demand for electricity.

The power generation business in the region, along with its components and other equipment like switchgear and cabling, has to support the region's rapid economic growth.

➤ MONTHS OF PUBLICATION: MAR/APR; SEP/OCT

### Middle East Nuclear Digest

➔ The nuclear energy sector has gained momentum, as countries across the MENA region have either drawn up or are drawing up plans on various means of alternative sources of energy. The pursuit of nuclear power reactors presents a better

option, as the viability of renewable energy, like wind and solar power, has yet to be proven in the long term.

Kuwait, for instance, has joined the hunt for more feasible sources of electricity, with plans to build four nuclear power reactors by 2022. For its part, Jordan has signed a nuclear co-operation deal with Japan which allows the former to buy reactors from Areva and Mitsubishi. Saudi Arabia said in April 2010 that it would start a civilian nuclear and renewable energy centre whilst the UAE concluded a \$20 billion deal for nuclear plants with the Korean Electric Power Company.

➤ MONTH OF PUBLICATION: JUL/AUG

### Energy Today

Published two times a year, "Energy Today" features the latest and innovative products and ideas concerning the energy industry. It contains special reports on the increasing hunt for wind and solar power to generate electricity. It also tackles the exchange of information and technology on renewables between and amongst countries for a better world.

Energy offers huge business potential for the regional industry, considering what experts say that introducing renewable energy in developing countries and emerging economies is easier than in the developed or highly industrialised countries. The latter already have established infrastructure which, somehow, hinders them from adopting the latest clean energy technologies.

➤ MONTHS OF PUBLICATION: JAN/FEB; JUL/AUG

### Plug IT

➔ Massive calls for and numerous activities towards energy conservation have paved the way for increasing demand for intelligent electrical appliances. "Plug IT" attempts to bring to the readers the latest developments on the various issues concerning home appliances and other household equipment and personal gadgets. It dissects these issues to make them more relevant to the readers. This also marks *MEGAWHAT*'s continued reinvention of itself, covering more sectors related to the power industry.

➤ MONTH OF PUBLICATION: SEP/OCT

# ADVERTISING RATES (1 insertion)

Advertising rates (4 colour, 1 insertion); discounts available on series

## Normal page rates

	PRINT	PRINT+DIGITAL (Zinio)
Full-page colour	USD 4,900	
Double-page spread	USD 8,900	
Gatefold	USD 8,500	
Fake cover	USD 6,500	
Centrefold DPS	USD 9,500	
2/3 page	USD 3,800	
1/2 page - island	USD 3,500	
1/2 page	USD 3,100	
1/3 page	USD 2,200	
1/4 page	USD 1,900	

## Cover positions: (Zinio compulsory)

Outside back cover	USD 6,900
Inside front cover	USD 6,500
Inside back cover	USD 5,900
Belly band	USD 6,600

## Company profile

Full page	USD 5,500
Two pages	USD 7,500
Three pages	USD 8,500
Four pages	USD 9,500
Four pages (centrefold)	USD 10,500
Four pages (thick paper, centrefold)	USD 11,500

## Classified ads

3 issues	USD 500/issue
6 issues	USD 400/issue
12 issues	USD 300/issue

FREE online listing on 6 issues and above bookings!



Only USD 600 extra for a digital ad on all sizes!

What is Zinio? See "Global Reach" on page 6

Zinio only available with print

Guaranteed position: +10%

PAYMENT: On receipt of invoice

Size: 9cm x 6cm

## TECHNICAL SPECIFICATIONS (WxH)

<p><b>Bleed:</b> 22cm x 30.7cm</p> <p><b>Trim:</b> 21cm x 29.7cm</p> <p><b>Type area:</b> 18.5cm x 27cm</p>	<p><b>Bleed:</b> 43cm x 30.7cm</p> <p><b>Trim:</b> 42cm x 29.7cm</p>	
Full page (FP)	Double-page spread (DPS)	
<p>12.3cm x 27cm</p>	<p>18.5cm x 18cm</p> <p>12cm x 18cm</p>	
Two-thirds page vertical (2/3V)	Two-thirds page horizontal (2/3H)	Half-page island (HPI)
<p>9cm x 27cm</p>	<p>18.5cm x 13cm</p>	<p>6cm x 27cm</p>
Half page vertical (HPV)	Half page horizontal (HPH)	One-third page vertical (1/3V)
<p>18.5cm x 9cm</p>	<p>9cm x 13cm</p>	<p>18.5cm x 7cm</p>
One-third page horizontal (1/3H)	Quarter page portrait (QP)	Quarter page strip (QS)

## LOOKING TO RECRUIT A POWER INDUSTRY PROFESSIONAL?

Advertise your requirements in MEGAWHAT Magazine

Send your CV to [cv@cpi-industry.com](mailto:cv@cpi-industry.com)

Call +971 4 3756833 / (050) 714 7204 or e-mail [fred@cpi-industry.com](mailto:fred@cpi-industry.com)

NEW!

### Special offer!

Print ads will be repeated online for FREE for 3 months on [www.megawhatme.com/classifieds](http://www.megawhatme.com/classifieds)

## 2011 Editorial programme (subject to change)

Months	Country reports	Product focus	Supplements	Guides & directories	Events* (with extra distribution)
January/February	Saudi Arabia/US	Solar panels, photovoltaic cells; lighting systems	Energy Today		C <sup>3</sup> (Al Khobar); WFES (Abu Dhabi); Middle East Electricity (Dubai); Saudi Urban Transportation Summit (Riyadh)
March/April	Germany/Qatar	Power plant components (turbines, pumps, heat exchangers)	Retrofit News & Chronicle; Power Zone		The MEGAWHAT Society (UAE); 2nd Annual Tunnels & Underground Construction Summit (TBC; Abu Dhabi) Smart Electricity World Africa (Johannesburg); HydroPower World Africa (Johannesburg)
May/June	UAE/UK	Power generators, UPS systems and backups; gensets	Retrofit News & Chronicle		The Nuclear Energy Debate (UAE); IDEA's 102nd Annual Conference and Trade Show (Canada)
July/August	Jordan/Japan	Pressure vessel and structural grids; engines	Middle East Nuclear Digest; Energy Today	Power Solutions Middle East	
September/October	Switzerland/China	Wires and cables (MV, HV and EHV); testing equipment	Retrofit News & Chronicle; Power Zone; Plug IT		POWER-GEN Middle East (Qatar); The MEGAWHAT Society (UAE)
November/December	France/India	Transformers & substations; switchgear and circuit breaker; ICT solutions	Retrofit News & Chronicle	MEGAWHAT Guide & Directory 2012	The Bright Idea; The MEGAWHAT Award (UAE); IDEA Middle East Conference; The Big 5

## THE READERS

Key decision makers in government and the power industry make up the majority of *MEGAWHAT* readers. They include regulators, manufacturers, suppliers, contractors, distributors, retailers and consultants. The magazine covers the entire power industry and its related sectors.

## CONTENTS

Whilst *MEGAWHAT* the magazine started off in 2007 covering exclusively the electricity sector, it has since evolved into a magazine containing insightful news and feature stories on the wider industry of electricity and power. This includes, but is not limited to, nuclear energy and solar and wind power, and other related sectors like lighting systems, consumer electronics and electrical appliances.

## PROFILES

MEP and general contractors, consulting engineers **(33%)**  
 Decision makers in industry **(25%)**  
 Utilities **(20%)**  
 Power industry professionals **(10%)**  
 Property developers, facilities and energy management companies **(5%)**  
 Municipalities/government bodies **(5%)**  
 Trade bodies/associations **(2%)**

## DISTRIBUTION FIGURES

Saudi Arabia	<b>3,105</b>
UAE	<b>2,855</b>
Kuwait	<b>990</b>
Bahrain	<b>950</b>
Qatar	<b>892</b>
Oman	<b>802</b>
North Africa	<b>332</b>
Iran	<b>145</b>
The Levant	<b>125</b>
Other	<b>175</b>
<b>Total</b>	<b>10,371</b>

# GUIDES and DIRECTORIES

## Power Solutions Middle East

➔ This glossy catalogue and directory on the Middle East's power solutions is in A5 format. It carries profiles of companies engaged in the power industry, as well as photographs and details/specifications of their products. It has the directory for Genset and UPS systems, and a glossary of terms commonly used in power protection. It also explains the usefulness of uninterrupted power supply systems and power backups amidst a business environment overwhelmed by increasing information gathering that calls for massive data storage.

## MEGAWHAT Guide & Directory 2012

➔ Wanting to serve the industry better, the magazine will release the maiden issue of *MEGAWHAT Guide & Directory* towards the end of 2011. The publication, in Super-A5 format, will contain listings of all players in the power industry and its related sectors. It will help manufacturers, resellers, industry professionals, students and other interested parties find the products and services they need across the region.

## THE GUIDE'S ADVERTISING RATES

Advertising rates (4 colour, 1 insertion); discounts available on series

	PRINT	PRINT+DIGITAL (Zinio)
<b>Normal page rates</b>		
Full-page colour	USD 4,900	
Double-page spread	USD 8,900	
Gatefold	USD 8,500	
1/2 page	USD 3,100	
1/4 page	USD 1,900	
<b>Cover positions (Zinio compulsory)</b>		
Outside back cover	USD 6,900	
Inside front cover	USD 6,500	
Inside back cover	USD 5,900	
Belly band	USD 6,600	
<b>Company profile</b>		
Full page	USD 5,500	
Two pages	USD 7,500	
Three pages	USD 8,500	
Four pages	USD 9,500	
Four pages (centrefold)	USD 10,500	
Four pages (thick paper, centrefold)	USD 11,500	

**SPECIAL**  
  
**OFFER!**  
 Only USD 600 extra for a digital ad on all sizes!

**Zinio only available with print**

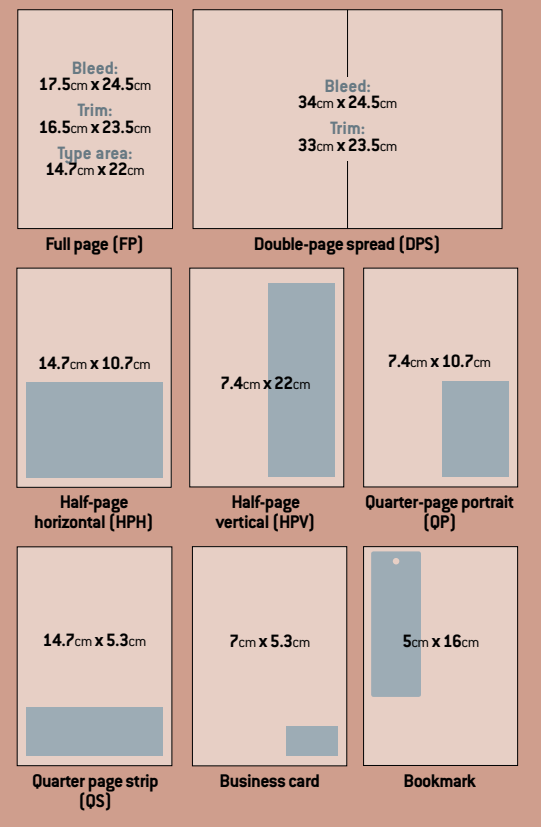
**Guaranteed position: +10%**

**PAYMENT: On receipt of invoice**

### A typical profile will include:

- Vision Statement
- Interview with CEO
- Contact information
- Profile of company
- Profile of projects/products

## PAGE SPECIFICATIONS



## OTHER OPTIONS (includes print+digital editions)

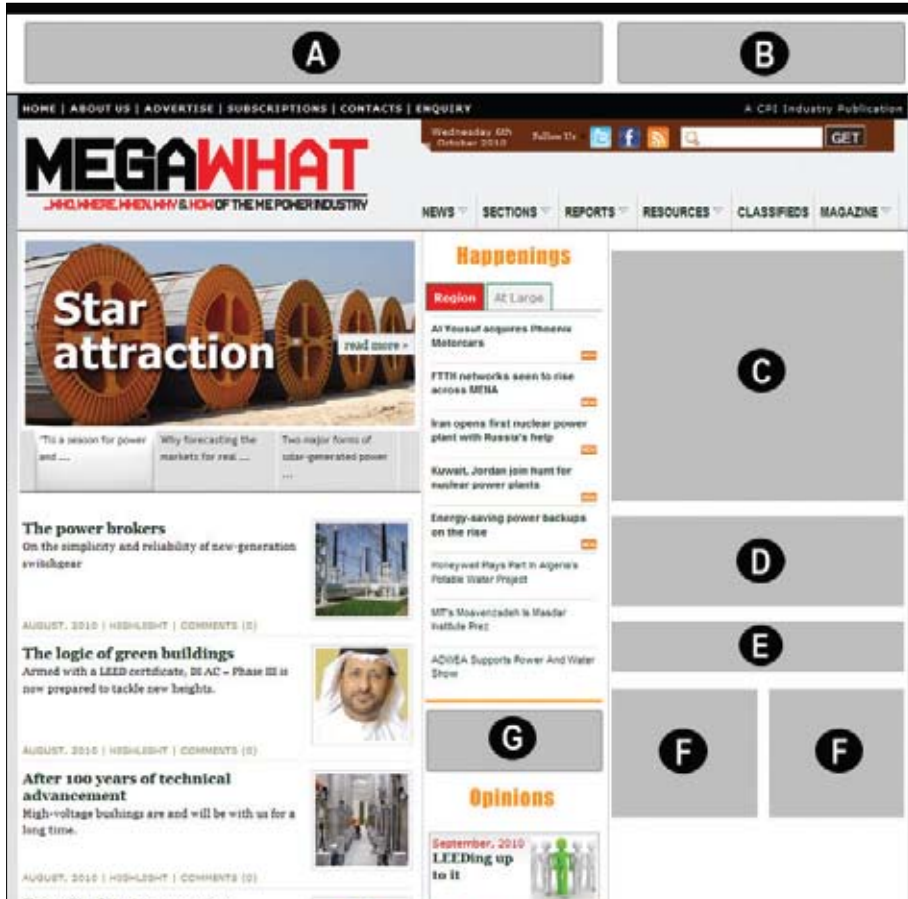
Bookmark (one only for complete print run)	USD 7,000
Section dividers (printed on thicker paper)	USD 7,000
Directory listing (company name, address, contact person and e-mail address under the relevant product/service categories)	FREE
Business card format	USD 1,000
Company logo	USD 500
Enhanced listing	USD 300

Please contact Sri Vidya ([vidya@cpi-industry.com](mailto:vidya@cpi-industry.com)) to be listed in the guides and directories for free.

# WEB SITES AND ONLINE SOLUTIONS

[www.megawhatme.com](http://www.megawhatme.com)

➔ To serve its readers and advertisers better, MEGAWHAT created a dedicated Web site, [www.megawhatme.com](http://www.megawhatme.com). This brings some of the news and other announcements faster to the readers, consultants, contractors, suppliers and developers, giving them a peek of what the upcoming issue will be carrying. This also gives advertisers the flexibility to work with MEGAWHAT either with the printed form or the online version, or both, to maximise exposure for their companies, products and services.



## ONLINE ADVERTISING RATES & SPECS

Monthly rates; discounts available on series

Position	Size (PIXELS)	Rate NON-EXCLUSIVE
<b>A</b> Top banner 1	550 x 60	USD 1,900
<b>B</b> Top banner 2	120 x 90	USD 1,500
<b>C</b> Main box	300 x 250	USD 2,400
<b>D</b> Rectangle 1	300 x 100	USD 1,200
<b>E</b> Rectangle 2	300 x 50	USD 1,000
<b>F</b> Square box	140 x 140	USD 1,300
<b>G</b> Button	170 x 50	USD 900

Please contact us for rates for exclusive advertising.

## Weekly e-mail newsletter advertising

Per issue rates; discounts available on series

Position	Size (PIXELS)	Rate NON-EXCLUSIVE
Main banner	550 x 60	USD 1,200
Button box	120 x 90	USD 900
Skyscraper	120 x 500	USD 1,450

Please contact us for rates for exclusive advertising.

## Additional advertising opportunities

Monthly rates; discounts available on series

Position	Rate
Classified ads	40% of print
Appointments	40% of print
Company logo	USD 200
Section sponsorship	USD 1,400

**E-blast** USD500 per 1,000 names with a minimum order of \$1,000; HTML design: \$500 extra

## EVENTS (FORUMS, SEMINARS, CONTESTS)

### The MEGAWHAT Society

(April and October, UAE)

This paid membership, bi-annual event taps the movers and shakers in the power industry to share their knowledge and experience with participants and a wider audience. A number of important issues affecting the industry are drawn up, each to be tackled by a group of experts and other participants in a seminar.

The group will lay the groundwork for its members' planned accomplishments for the year with regard to improving the industry during their first meeting, whilst the second conference will evaluate the developments and accomplishments of the group.

The Society may have informal breakfast meetings in-between or after the two general meetings, for networking purposes. Well-known experts and noted speakers may be invited to address these meetings.

### The Nuclear Energy Debate

(June, UAE)

It's a forum that brings industry regulators, professionals and practitioners together to discuss the challenges facing the region's quest for nuclear energy. This comes a month before the publication of the "Middle East Nuclear Digest", a MEGAWHAT supplement for the July/August issue.

Experts in nuclear energy, including manufacturers and professional practitioners, shall be invited to share insights with the general audience.

### The Bright Idea

(November, UAE)

It's a contest amongst university students to send in their ideas for projects that they think could best help the region achieve a more feasible renewable energy strategy. The rules and mechanics of the contest will be disseminated in July while entries should be in by the end of September and the winners will be announced in November.

### The MEGAWHAT Award

(December, UAE)

An annual award-giving ceremony organised by MEGAWHAT to enliven the professional and social activity of the power industry and its related sectors. Three awards (Gold, Silver and Bronze) in two categories (corporate, professional) are given to companies and individuals who have shown exemplary performances – such as best practices, company growth, innovation and personal crusade – in the fields of power, energy, electrical lighting and other related sectors. The rules and mechanics of the awarding ceremonies will be disseminated in September and the winners will be announced in December.

# GLOBAL REACH

## Innovative digital solution

CPI Industry will convert MEGAWHAT and the guides and directories into a digital e-book, which will be available for sale through the popular ZINIO™ format (a feature it has pioneered in the region), at no extra cost to the advertiser. This interactive format will be e-mailed to a Middle East-wide database of product buyers, with direct on-line links to your Web sites for direct orders. This online solution offers a direct and instant interaction between supplier and buyer.

Please check <http://www.cpi-industry.com/digital>



The magazines of CPI Industry reach a worldwide audience through Zinio, a unique proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access CPI Industry magazines on-line and/or in a digital format anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the titles.

### Key benefits include:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow.
- Advertisements can become fully interactive – direct hot links to your Web site or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the e-mail address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.



Please click on [www.cpi-industry.com/digital](http://www.cpi-industry.com/digital) for digital access

# ADVERTISING MATERIAL

### Print advertisement:

All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats.

All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

- Other/special sizes and loose inserts are available by request.
- Advertisements can be designed. Cost to be advised

### Online advertisement:

- All banners to be provided as JPEG or GIF (in case of animation) along with the links
- Please ensure maximum filesize for all these banners (except small button - 20k) are not more than - 40k
- If flash banner, then maximum animation time to be 15 secs and embed link should be set with target = “\_BLANK” attribute (i.e. the link opens in a new browser window)

For editorial enquiries, please contact: **Jose Franco** | [jose@cpi-industry.com](mailto:jose@cpi-industry.com)

For advertising opportunities, please contact - MENA: **Frédéric Paillé** | [fred@cpi-industry.com](mailto:fred@cpi-industry.com)

Euro Zone and UK: **Joseph Quinn** (Horseshoe Media) | +44 (0)20 8687 4139

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