



In Flight Magazine

ACCE IS ALSO IN 1ST & CLUB CLASS ON BOARD OF MANY ARAB AIRLINES



AL COMPUTER COMMUNICATIONS AND ELECTRONICS (ACCE) is the only Arabic IT publication compiled by Arab editors, proficient in the Arabic language, directly catering to a vast IT audience in their native language, directly catering to a vast Arabic audience in the Arab world. Currently, there is a distinct emphasis on Arabization and localization by governments and local authorities. As a result, international and regional manufacturers, developers and exporters of computers, hardware, software, computer programmes, accessories, communications equipment and ancillary industries will find ACCE to be the ideal medium to permeate these markets.

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A Lucrative US\$ 20 Billion Middle East IT and Communications Market Up for Grabs



In the volatile, fast changing, sophisticated and innovation-driven world of IT, it is imperative for players to stay the course and stay on top of developments. All bode well for the burgeoning, competitive Middle East IT sector, which is poised for a major take-off both in terms of growth and revenues.

AI Computer, Communications & Electronics (ACCE) is the brainchild of a visionary Middle East Publishing Group that holds the dual distinction of being the oldest and largest Publishing Company in this region.

ACCE is an upscale, technical publication that reports on the major developments in the industry and reflects local requirements and regional aspirations whilst maintaining a global perspective on IT developments. Since its inception in 1984, ACCE has repeatedly demonstrated its leadership in the domain of Arabic IT publications and reinforced its premiership as a reliable medium for its growing professional readership and companies across the broad spectrum of the regional and international IT industry.

ACCE currently commands an average circulation of **31,841*** copies and brings a rich fare of topical and informative subjects on the IT industry to over 155,000 elite, proficient, specialized readers from key industrial sectors—commerce, banking, insurance, engineering, energy, communications and the government from across 17 Pan-Arab countries from Morocco to the Sultanate of Oman.

The ACCE editorial team is headed by Editor-in-Chief, Antoine Boutros, an acknowledged industry authority, veteran and Editor par excellence. Specialist writers and experts constitute the editorial board with a wealth of expertise and experience on all major facets of the IT industry. It stays focused on innovation, strategies, Internet and e-Commerce among other reader-interest subjects. Other issues of corporate and general importance are also actively discussed and surveys are conducted periodically to elicit viewpoints and opinions.

ACCE, now in its 30th year of publication, is your indispensable key to a vast IT market waiting to be harnessed. It is your vehicle on the highway to success. So join in and be on the pioneering innovator's bandwagon and part of a winning story!

General Information

Circulation 2016 : 31,841

Readership Profile: Computer/ IT professionals, department managers, industry analysts, programmers, technocrats, engineers, financial experts, researchers, academics, top-ranking government and company officials, businessmen and industrialists.

Advertising Rates in US Dollars

FREQUENCY OF INSERTIONS	1 - 4	5 - 8	9 - 12
FULL COLOUR			
Front to Back Cover Gatefold (2 pages)	12600	10500	8400
Outside Back Cover	7700	6300	4900
Inside Cover	6650	5000	4550
Double Page Spread	7350	6000	5250
Inside Page	3150	3000	2800
Half Page	2100	2050	2000

Mechanical Requirements

PUBLICATION DATE: Second week of every other month.

PRINTING: Rotary Web offset on glossy paper.

BINDING: Perfect Binding.

SCREEN: Full colour 133, mono or two colour 110.

COPY DATES: 15 days, prior to publication date.

DELIVERY INSTRUCTIONS: Films and/or ready artwork to be sent to our offices or advertising representatives

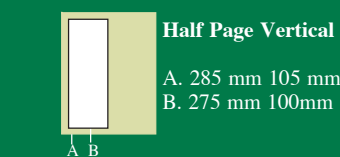
LONG-TERM BOOKINGS: Accepted subject to the advertising rates applied to the dates of insertions.

TRANSLATION: If required, advertising text will be translated into Arabic free of charge.

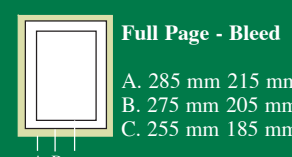
STORAGE MEDIA: CD-ROM, Flash Disk, DVD

FORMAT: EPS, JPEG, TIFF

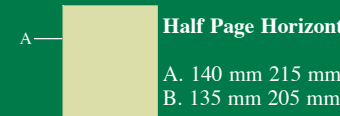
APPLICATIONS: ID, Quark Xpress, Adobe Photoshop, Adobe Illustrator.



Half Page Vertical
A. 285 mm 105 mm
B. 275 mm 100mm

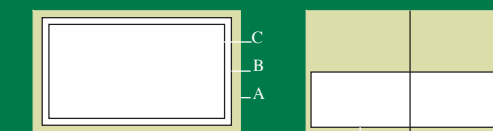


Full Page - Bleed
A. 285 mm 215 mm
B. 275 mm 205 mm
C. 255 mm 185 mm

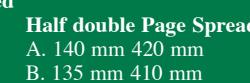


Half Page Horizontal
A. 140 mm 215 mm
B. 135 mm 205 mm

A = Bleed Size
B = Trim Size
C = Type Area



Double Page Spread Bleed
A. 285 mm 420 mm
B. 275 mm 410 mm
C. 255 mm 390 mm



Half double Page Spread
A. 140 mm 420 mm
B. 135 mm 410 mm

AL COMPUTER, COMMUNICATIONS AND ELECTRONICS (ACCE)

is devoted to the needs of IT Managers, Financial Directors, Academics, Departmental Analysts, General Managers and Proprietors of Businesses in the Middle East who specify, purchase, use and maintain computer hardware, software, electronic equipment and telecommunications systems. ACCE is read by no less than 160,000 decision-makers.

Readership Profile

A. Circulation by Job Title

Chairmen/Managing Directors/Proprietors/ Directors/General Managers	21%
Managers	20%
IT professionals*	35%
Engineers/Scientific Staff	14%
Administrative/Financial Staff	10%

(* of which System Analysts, Computer Programmers, Operations Engineers, Data Processing Managers and Consultants)

B. Circulation by Industry Profile

Administration including military	14%
Banking	10%
Energy (including oil)	10%
Engineering	15%
Agents/Distributors	10%
Construction	05%
Communications	18%
Mining	01%
Universities and Schools	08%
Insurance Companies	05%
Others	04%

Circulation 2016

SAUDI ARABIA	7812
KUWAIT	3660
UAE	5647
BAHRAIN	2072
QATAR	1948
YEMEN	1805
Sub TOTAL	22944

LEBANON	2907
SYRIA	-
IRAQ	700
JORDAN	1114
Sub TOTAL	4721

EGYPT	2508
SUDAN	201
MOROCCO	300
ALGERIA	302
TUNISIA	400
LIBYA	38
Sub TOTAL	3749

EUROPEAN CAPITALS	427
SUB TOTAL	31841

Circulation Increase

