

# ARAB BANKING & FINANCE

Invest wisely.

[abfdir.com](http://abfdir.com)  
[wap.abfdir.com](http://wap.abfdir.com)



The region's guide to: banks, financial institutions, insurance companies

Published by



2010

media kit

# Overview

**Arab Banking & Finance** is the cumulative result of a vision to bring together the diversity which characterizes the Middle East's financial sector.

Published annually, **Arab Banking & Finance** has been connecting the region's financial sector for over a quarter of a century. **Arab Banking & Finance** remains the only publication of its kind serving the region. While so many products easily become commodities, reliable and accurate information remains priceless.



2010

media kit

# Mission

Simply put, our mission is to connect business  
*anytime...anywhere...anyplace.*

With a presence spanning four continents and  
23 countries, we aim to connect business locally,  
regionally and globally.



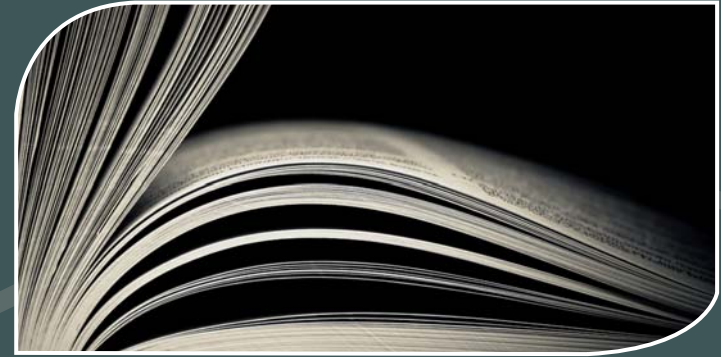
# Membership

Our team of dedicated publishing and advertising professionals are proud members of the following globally recognized organizations, with a mission to enhance the visibility and reach of **Arab Banking & Finance**:

- Arab British Chamber of Commerce (ABCC)
- European Association of Directory Publishers (EADP)
- Middle East Association (MEA)
- Yellow Pages Association (YPA)



# Contents



**Arab Banking & Finance** is divided into two key sections – editorial and directory.

## *Editorial:*

- ♦ Expert opinions
- ♦ Top Arab banks (ranking)
- ♦ Capital Intelligence (CI) ratings
- ♦ Country information (MENA & GCC nations)
- ♦ Featured institutions

## *Directory:*

- ♦ Banks and financial institutions: GCC & MENA
- ♦ Banks and financial institutions: beyond the Middle East
- ♦ Sector associations
- ♦ Central Banks worldwide
- ♦ Who's Who
- ♦ Classified listings of sectors directly supporting sectors
  - Accountants & Auditors
  - Public Relations
  - Real Estate
  - Recruitment

# Multiple Platforms

**Anytime, anywhere, anyplace.**

The best products are those designed with a focus and attention to customer needs.

To better meet your needs, **Arab Banking & Finance** is available through 3 different platforms:

**Print**

25 years +

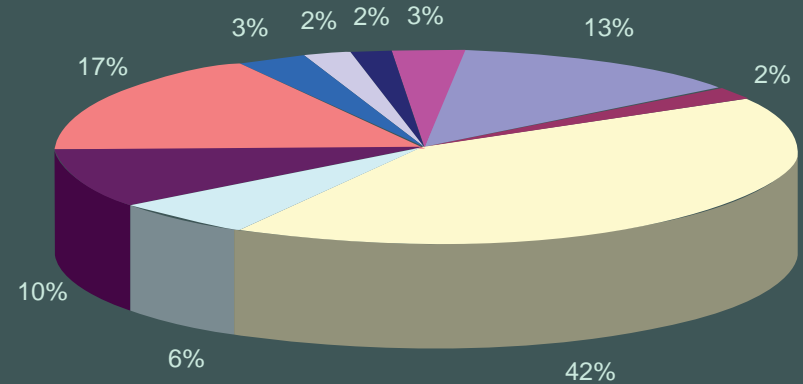
**Online**

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

**WAP**

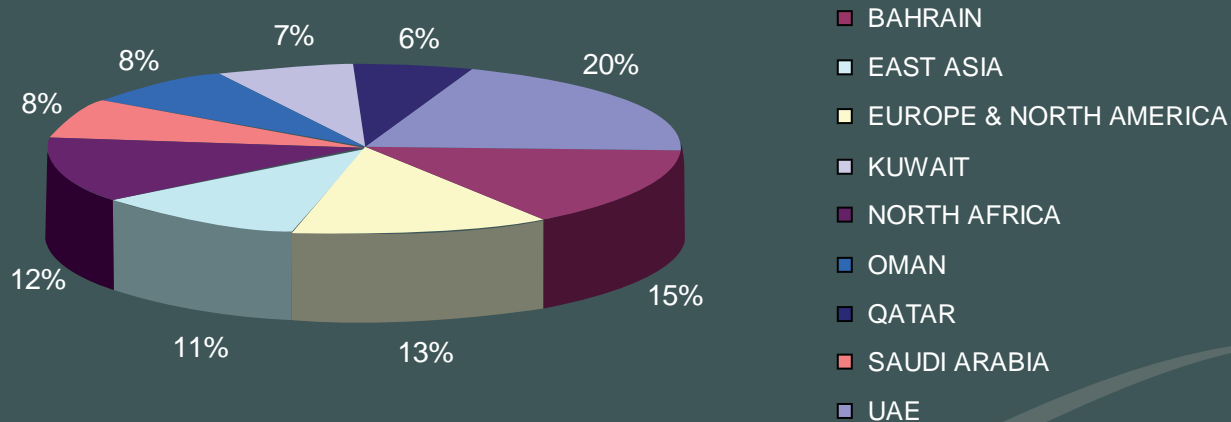
[wap.abfdir.com](http://wap.abfdir.com)

# Who uses Arab Banking & Finance?



- Advertising & media professionals
- Accountants, auditors & lawyers
- Bankers
- Chambers, embassies, & trade organisations
- Consultants & other business professionals
- Educational institutions & libraries
- Governors of Central Banks worldwide
- Insurance professionals
- Regional ministers & government officials
- Travel & hospitality professionals

# Where does Arab Banking & Finance Go?



Arab Banking & Finance is also distributed at key banking and finance events:

- ▶ WIBC
- ▶ Governance, Risk & Compliance
- ▶ Annual World Islamic Funds & Capital Markets
- ▶ Risk Management Forum
- ▶ GCC Cards Summit
- ▶ Middle East Project Finance
- ▶ Corporate Finance Strategy
- ▶ World Islamic Retail Banking
- ▶ World Card & Payment Summit
- ▶ Strategic Corporate Planning

Arab Banking & Finance acts as a media partner for all these events, actively promoting the event and our advertisers!

# Why promote your brand through Arab Banking & Finance?

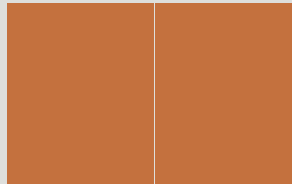
- **Your brand** will be **associated** with a **publication** has been the **trusted** source of information for **over 25 years**
- **Your brand** will receive the **visibility** it needs through
  - **Broad**, but focused, **distribution**
  - Promotion at key **regional and global events**
- **Your brand** will be **accessible** through the *only publication* of its kind currently **servicing the region**
- **Your brand** will be **actively promoted** and **generate interest** through ABF's **multiple user platforms** – print, online, and WAP

# Ad Specifications

2010

media kit

GATE FOLD ADVERTISEMENT



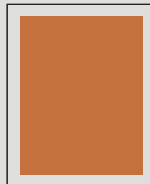
Trim - 335 x 240 mm

FULL PAGE



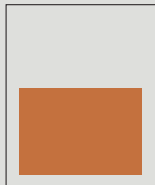
Trim - 170 x 240 mm

FULL PAGE



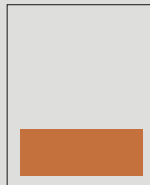
145 x 215 mm

HALF PAGE (H)



145 x 105 mm

1/3 PAGE (H)



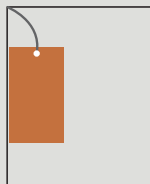
145 x 68mm

PANEL



145 x 20 mm

BOOK MARK



120 x 210 mm

## Gate fold advertisement

Trim size	335 mm (w) x 240 mm (h)
Bleed	345 mm (w) x 250 mm (h)

## Full page

Trim size	170 mm (w) x 240 mm (h)
Bleed	180 mm (w) x 250 mm (h)

## Section Divider; Full Page Colour

Trim size	145 mm (w) x 215 mm (h)
Bleed	155 mm (w) x 225 mm (h)

## 1/2 Page

Trim size	145 mm (w) x 105 mm (h)
Bleed	155 mm (w) x 115 mm (h)

## Panel Ad

Trim size	145 mm (w) x 20 mm (h)
Bleed	155 mm (w) x 30 mm (h)

## Bookmark

Trim size	120 mm (w) x 210 mm (h)
Bleed	130 mm (w) x 220 mm (h)

■ Our preferred file format is a high resolution (300dpi) PDF with CMYK colour and embedded fonts. If your file is under 2MB please email to [info@primediaintrl.com](mailto:info@primediaintrl.com). If your file is over 2MB please use file sharing websites to send your artwork.



**PRIMEDIA**  
INTERNATIONAL

**Head Office - Bahrain**

PO Box 2738 Manama

**Tel:** (973) 1749 0000 **Fax:** (973) 1749 0001

**Email:** info@primediaintl.com

**www.**primediaintl.com

**Qatar**

Primedia Qatar LLC

Dasman Centre, 2nd Floor,  
Al Gharaffa, Doha, Qatar

**Tel:** (974) 457 4888

**Fax:** (974) 457 4889

**Email:** sales@primedia-qatar.com

**Oman**

Tele-Gulf Services LLC

PO Box 3030, Ruwi 112

Sultanate of Oman

**Tel:** (968) 2456 0422

**Fax:** (968) 2456 5852

**Email:** telegulf@omantel.net.om

**UAE**

Primedia International Fz LLC

PO Box 502034,  
Dubai

**Tel:** (971) 4 390 2141

**Fax:** (971) 4 390 8010

**Email:** info@primedia-dubai.com

**UK**

Primedia International (Europe)Ltd

Vicarage House,  
58-60 Kensington Church Street, London  
W8 4DB, United Kingdom

**Tel:** +44 1621 842745

**Fax:** +44 1621 850085

**Email:** info@primediaintl.co.uk

---

**Agent & Affiliate Locations**

Australia | Canada | Fiji | Germany | India | Indonesia | Japan | Malaysia | New Zealand | Pakistan

Philippines | Singapore | Sri Lanka | Thailand | Turkey | United Kingdom | United States



[abfdir.com](http://abfdir.com) | [wap.abfdir.com](http://wap.abfdir.com)