

## Background

The *Connect-World* series of magazines provide a forum where the highest-level decision makers in the information communication technology (ICT) sector air their views regarding the impact these technologies have upon regional and global development. *Connect-World* recently celebrated its 13<sup>th</sup> anniversary.

*Connect-World* publishes editions for each of the world's major regions: Africa and the Middle East, Asia-Pacific, EMEA, Europe, India, Latin America and North America. *Connect-World* also publishes a yearly Global issue, as well as special editions to commemorate special events, shows and exhibitions, such as for the World Summit on the Information Society.

The world's top decision makers write *Connect-World* articles. They use clear, non-technical, English to discuss how ICT helps shape regional and global development. The articles examine the influence that ICT products and services have on the way people live and do business.

Our writers are the people who know the ICT sector best: the leaders of industry, governments, international organisations, legal experts, bankers and their advisors. Recent non-industrial contributors have included: Hamadoun I. Touré, Secretary-General, ITU, Marc Furrer, President of the Swiss Federal Communications Commission and Paolo Gentiloni, Minister for Communications, Italy. Industrial contributors have included Cesar Alierta, Executive Chairman, Telefonica, Edward Zander, Chairman and CEO, Motorola, Edward Horowitz, President & CEO, SES Americom, Vinton Cerf, Chief Internet Evangelist, Google, Bill Gates, Chairman, Microsoft, Roberto Irineu Marinho, President, Organizações Globo and Hamid Akhavan, COO, Deutsche Telekom.

*Connect-World* is also a major sponsor of leading trade shows globally and regionally such as ITU Telecom, CommunicAsia, 3GSM World, CTIA, IBC Amsterdam and many others.

## Format

A4 (standard ISO).

Printed on high-quality gloss paper and perfect bound to ensure a long shelf life.

As we cover issues, not news, advertisers receive maximum exposure to our readership as the magazine is part of our readers' reference library.

The magazine is non-technical.

*Connect-World* is the only ICT industry publication with regional editions covering the entire world.

## Themes

The magazine focuses on global and regional trends within the ICT Industry.

The issues discussed are universal; they affect urban and rural dwellers of all social classes and are vital to both developing and developed countries throughout the world. The issues concern companies large and small. Certainly, the issues discussed manifest themselves differently in different regions. The best solution for New York may not work at all in Cairo, but the issues affect us all and a fresh look at a problem in Nairobi might well inspire a solution in Seoul.

## Readership

Corporate level decision-makers.

*Connect-World* is read not only by the pool of decision-makers we draw our authors from, but also by those throughout the world concerned with the responsible use of technology for human and economic betterment, by industry executives, by leaders of multinationals, by international organisations and key figures in government.

### Private sector

Presidents, vice presidents, chief executive officers, chief operating officers, chief information officers, chief technical and financial officers, board members, other high-level executives and their advisors.

### Public sector

Heads of state and of regional and local governments, ministers, legislators, the heads of international organisations, regulators, the heads of NGOs, senior civil servants and their advisors.

**For more information, contact our sales team at:**

email: [sales@connect-world.com](mailto:sales@connect-world.com),

telephone: [+44 20 7537 9255](tel:+442075379255)

## Organisational Breakdown

Network Operators -----	9%
Ministries of Communications and Advisers -	8%
Regulatory Authorities and Advisers -----	7%
Manufacturers -----	16%
Service Providers -----	27%
Major Corporations in the region -----	7%
Global Telcos -----	11%
Multinational Corporations -----	15%

**Note:** Distribution is by free qualified subscription to industry executives on a name and job title basis.

## Job Title Breakdown

### Public Sector

Government Ministers  
Under Ministers  
Regulators  
Senior Civil Servants  
State Ministers

### Private Sector

Presidents  
Chief Executive Officers  
Chief Financial Officers  
Chief Marketing Officers  
Chief Information Officers  
Chief Legal Officers  
Directors  
Finance Directors  
Regional Directors

## Trade Shows

- East Africa Com (27-28 April) Nairobi, Kenya
- Arabcom (13-14 May), Beirut Lebanon
- Saudi Com (24-25 May) Manama, Bahrain
- Gulfcomms, (17-21 October) Dubai, UAE
- North Africa Com (26- 27 October) Cairo, Egypt
- GSM>3G Middle East, Telco World Summit, (30 Nov-1 December) Dubai, UAE

## Contributors

Connect-World's writers - and its readers - are leaders of industry, governments, international organisations, legal experts, bankers and their advisors. Connect-World challenges leaders to think beyond and outside the usual solutions, to propose new ways to push development and to question the status quo.

The Connect-World series of magazines, published by World InfoComms Ltd, London, provides a forum where the highest-level decision-makers from the ICT sector can air their views regarding the impact of new ICT products and services on the lives of people throughout the world.

Our list of authors reads like a 'who's who directory' of the ICT industry and includes names such as:

### Non-Industrial

- Otunba Dele Ajani-Smith, President & Chief Volunteer Officer, African Citizens Development Foundation (ACDF)
- S.E. M. Albert Butare, Ministre d'Etat, chargé de l'Energie et des Communications, Rwanda
- Dr. Amr Badawi, Executive President, Egypt Telecom Regulator
- Dr Tarek Kamel, Minister of Communications & Information Technology, Egypt
- Dr Hessa S. Al-Jaber, Secretary General, ictQatar
- Dr Abdul Wahid Khan, UNESCO, Assistant Director-General for Communication and Information

### Industrial

- Saud Bin Majed Al-Daweesh, President, Saudi Telecom Co.
- Desi Lopez Fafe, Managing Director, African Operations, Oracle
- Paul Bell, SVP, Dell
- Massimo Migliuolo, VP for the Global Mobile Vertical, Cisco Systems
- Alan Craig Knott, CEO, Vodacom
- Sabih Masri, Chairman, PALTEL

## Frequency

**Africa and the Middle East** - 1 issue per year

## Publication Dates

**Africa and the Middle East 2010**  
April 2010

## Geographical breakdown

Algeria	Malawi
Angola	Mali
Bahrain	Mauritius
Benin	Morocco
Burkina Faso	Mozambique
Burundi	Namibia
Cameroon	Niger
Cape Verde	Nigeria
Central African Republic	Oman
Chad	Palestine
Comoros	Qatar
Côte d'Ivoire	Rep. of Congo
Djibouti	Rwanda
DRC	Saudi Arabia
Egypt	Senegal
Eritrea	Seychelles
Ethiopia	Sierra Leone
Gabon	Somalia
Gambia	South Africa
Ghana	Sudan
Guinea Eq.	Swaziland
Iran	Syria
Iraq	Tanzania
Israel	Togo
Jordan	Tunisia
Kenya	Turkey
Kuwait	UAE
Lebanon	Uganda
Liberia	Yemen
Libya	Zambia
Madagascar	Zimbabwe

## Distribution

**Africa and the Middle East**  
22,854 copies per issue.

**Trade shows** ----- 12,000

**Controlled circulation** ----- 10,854

Connect-World is sent to national, regional and international leaders throughout the world on a controlled-circulation basis.

As a main sponsor of most of the leading trade shows in each region, we ensure that copies of Connect-World are freely available for trade show attendees to pick up. In fact, many of the trade shows include a complimentary copy of Connect-World in their conference folders.

Advertising in Connect-World therefore guarantees your presence at these influential trade shows, whether or not you are exhibiting.

To check which shows the magazine will be available at this year, please visit:

[www.connect-world.com/telecom-events.php](http://www.connect-world.com/telecom-events.php)

## Recent advertisers include



**For more information contact our sales team at:** email: [sales@connect-world.com](mailto:sales@connect-world.com), telephone: +44 20 7537 9255

### Magazines advertising

#### Single insertion (Full Colour)

a) Single page advertisement	£5,000
b) Single page advertorial	£5,000
c) Single page advertisement + single page advertorial	£7,500
d) Double page spread advertisement	£8,500
e) Double page spread advertorial	£8,500
f) Double page spread advertisement + double page spread advertorial	£13,000
g) Inside Front Cover	£6,995
h) Inside Back cover	£5,995
i) Inside Front Cover plus page 1 (double page spread)	£10,995
j) Outside Back Cover	£10,000

Special positions 15% extra  
Agency discount 15%

#### 3x insertions - Price per insertion (Full Colour)

a) Single page advertisement	£3,850
b) Single page advertorial	£3,850
c) Single page advertisement + single page advertorial	£5,650
d) Double page spread advertisement	£6,250
e) Double page spread advertorial	£6,250
f) Double page spread advertisement + double page spread advertorial	£9,500
g) Inside Front Cover	£5,345
h) Inside Back cover	£4,495
i) Inside Front Cover plus page 1 (double page spread)	£8,200
j) Outside Back Cover	£7,250

Special positions 15% extra  
Agency discount 15%

#### 6x insertions - Price per insertion (Full Colour)

a) Single page advertisement	£3,350
b) Single page advertorial	£3,350
c) Single page advertisement + single page advertorial	£4,850
d) Double page spread advertisement	£4,600
e) Double page spread advertorial	£4,600
f) Double page spread advertisement + double page spread advertorial	£8,075
g) Inside Front Cover	£4,550
h) Inside Back cover	£3,900
i) Inside Front Cover plus page 1 (double page spread)	£7,000
j) Outside Back Cover	£6,200

Special positions 15% extra  
Agency discount 15%

**For more information contact our sales team at:**

email: [sales@connect-world.com](mailto:sales@connect-world.com),

telephone: +44 20 7537 9255

#### Executive Office:

1 & 2 Riverside Offices  
17 Towcester Road  
London  
E3 3ND  
United Kingdom

Tel.: +44 20 7537 9255

Email: [info@connect-world.com](mailto:info@connect-world.com)

Website: [www.connect-world.com](http://www.connect-world.com)