

**THE**

**CFO**

*MIDDLE  
EAST*

**Media Pack**

2016

**CPI MEDIA GROUP**

CPIMEDIAGROUP.COM

# About The CFO Middle East



The role of the Chief Financial Officer (CFO) has never been more important. For organisations around the world, the CFO is increasingly seen not only as the guardian of financial performance, but as the key entity in driving forward strategic change and pioneering a meaningful and cost-effective presence in new markets and technologies. What's more, the role of the CFO is changing fast, embracing not only the host of fiduciary and banking tasks, but at the helm of Corporate Governance, Best Practice and commitments to transparent and credible growth. Since the financial crisis, increased scrutiny of revenue, profits (and every expense in between) has transformed the CFO from custodian of the balance sheet to the saviour of a company's reputation. In short, the CFO is the eyes and ears of the business and the most critical point of contact for suppliers, clients, contractors, financiers and audit firms - whether prestigious global players or local firms with a niche presence in the market.

CFO ME celebrates this role and provides a monthly executive factfile of critical analysis, guidance and comment for CFOs and the people who liaise and work with them every day.

What's more, as the only magazine in the region for CFOs and senior financial executives, CFO Middle East provides a vital link between regulators, accounting, audit and senior financial professionals.

CFO ME serves as a platform for financial executives to share ideas and opinions; a forum where professional bodies can communicate with their members, supercharging the development of the profession throughout the Middle East.

CFO ME magazine is informative, incisive and educational. Every month it provides guidance, support and knowledge on topics including banking, auditing, government legislation, healthcare, fraud and security, technology, business applications, employment benefits, management, and career development. It also features regular interviews with thought leaders, and the latest industry news and event coverage - not to mention covering the job moves that matter. It's a critical, attractive and provocative tool for reaching the most important C-suite role of all - today's CFO.

## Key facts

**10,000**

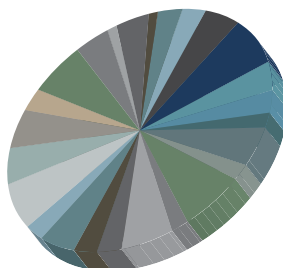
Monthly  
circulation

**41,950**

Readership

## The distribution spread - an industry by industry breakdown

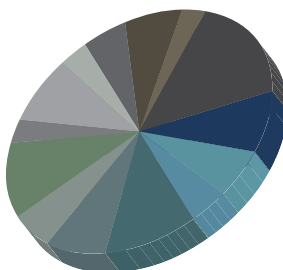
Here are the key sectors receiving CFO ME magazine, and their percentage representation



■ Auditing Firm 5%	■ Manufacturing 6%	■ Construction 6%
■ Accounting Firm 8%	■ Insurance 3%	■ Fashion 4%
■ Retail 4%	■ Education 3%	■ PR and Media 1%
■ Consultancy 3%	■ Property 5%	■ FMCG 4%
■ Government 2%	■ Automotive 3%	■ Telecoms 1%
■ Hospitality 5%	■ Healthcare 7%	■ Consumer Electronic 3%
■ Oil & Gas 2%	■ Banking 5%	■ Miscellaneous Industries 3%
■ ICT 7%	■ Logistics 5%	
■ Travel 2%	■ Food Processing 3%	

## Valued readership: who is reading CFO ME

CFO ME has been created to have one of the most prestigious readership demographics of any title in the region. Its reader-base can be identified as the following key professional roles -



■ CFO 17%	■ External Auditor 11%	■ Financial Advisors 3%
■ Finance Director 8%	■ Finance Manager 8%	■ Consultants 5%
■ Financial Controller 6%	■ Credit Manager 6%	■ Financial Analysts 7%
■ CEO, COO, Owner, Partner 4%	■ Chief Accountant 11%	■ Treasurer 3%
	■ Internal Auditor 3%	
	■ Risk Managers 8%	

## The Readers

In a competitive global environment, the financial management, commercial strategy & accounting functions are the core fundamentals of any business. They ensure effective operations with requisite compliance and controls, balancing expense vs. growth, reducing the cash cycle and maximizing ROI. As well as setting the boundaries of the organisation's appetite for risk and its likely ventures into acquisitions and fresh markets.

CFOs are highest calibre financial professionals, working in critical roles within all the most successful companies: from start-ups looking for their next round of financing to huge corporations planning M&A activity. In short, they -

- Help business owners and executives make tangible connections between a company's operations and its financial performance.
- Manage cash flow and overhead expenses
- Monitor the company's controls and systems and develop the organisation's annual budget, as well as analyse the company's future capital investment requirements as a first step in securing additional financing.

CFO ME is the single source of reliable information for these all-too critical professionals within growing organisations across the region.

CFO ME is distributed free of charge to a readership of senior financial decision makers and influencers working in management and leadership positions, auditing, public accounting and government throughout the GCC.

Our readers span represent all the major professional bodies including AAA, ACT, IFA, ICAEW, ICAS, CIMA, ACCA, CAT, US CPA, IIA/IAA, CIPFA, AAT, ICAI, AIA, AICPA, IMA ICAP along with many others.

# Events



## PANEL DISCUSSIONS

A panel discussion is a public exchange of ideas with the goal of informing audience members about a particular subject or issue. In most cases four, or more panellists, share their knowledge and expertise after been asked questions by a skilled moderator and members of the audience in a format that encourages discussion.

These events are often perceived as significant business milestones, receiving significant media coverage and offering exceptional quality of debate. A typical panel discussion lasts for three hours and starts with a networking and breakfast and closing with refreshments. Yet of course the real draw of the day is the quality of the dialogue.

## SEMINARS

The CFO ME Magazine brand offers sponsors the unique opportunity to create bespoke conferences on topics of interest to accounting, audit and other financial professionals in the private sector, government and in advisory firms, covering almost any subject, in any location across the entire GCC.

Our strength lies in our ability to reach out to accountancy, audit and finance communities and to encourage dialogue.

From past experience we have noticed that delegates are wary of participating in pure sales and marketing driven workshops, but are eager to benefit from knowledge driven events.

The reasoning is that they trust us to tailor events based on advice they really need, which is why we are equally particular about partnering with the right sponsors for such events.



## ROUNDTABLES

Roundtables bring together influential finance professionals, to take part in thought provoking discussions about challenging issues, which generate interesting and original business intelligence and content.

This creates a knowledge sharing platform between our readers and sponsors and will position CFO ME Magazine and the sponsor as supporters of the finance profession and business community in general.

As well as encouraging the readers to connect with the editorial team, to debate the conclusions and results of the roundtable discussions

## AA+ NETWORKING EVENTS

the AA+ is a social and professional networking group for auditors, accountants and other financial professionals to meet their contemporaries, grow their personal networks, land new clients, or source new service providers; but most of all, AA+ events are a platform to relax and enjoying networking with industry peers across all the related professional associations, nationalities and age groups.



# Awards

**CFO**  
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## THE CFO ME

**MAGAZINE AWARDS** is a high profile event celebrating achievements within the fields of accountancy, audit and financial sectors throughout the GCC. Held in November, it will be attended by hundreds of prominent accountancy professions from practices, the private sectors and government. The format of the awards starts with networking and refreshments, followed by a gala dinner, classy entertainment and the coveted awards-ceremony.

During the evening there will be awards for those individuals and organizations who have actively contributed to the development of the profession, the industry and the community as well as those who stand out for building distinguished practices, who lead in technical expertise, people development and productivity and innovation.

This is a very high profile event and will be promoted through strategic partnerships with professional bodies and government organizations.





## VALUE OF THE AWARDS

The CFO ME Awards will help establish and strengthen connections in the finance, audit, accountancy and advisory professions.

Sponsorship of this prestigious event can provide return on investment through the high volume of press coverage, branding and new business opportunities which the CFO ME Awards will be uniquely positioned to offer.

**Stand-out:** Clear alignment of your brand with excellence, innovation and professionalism, to reinforce your commitment to these principles and enhance positioning of your company as a first choice business.

**Leadership:** Join a select group of companies supporting and endorsing the Audit and Accounting profession in the region.

Business success, a positive position that will lead to brand preference when businesses choose preferred partners and suppliers.

**Profile:** Benefit from your extensive range of marketing & PR carried out pre, during and post-event, all incorporating your brand credentials.

**Engagement:** Direct access to the region's established business leaders and emerging stars allows you to directly engage and build relationships that lead to future commercial fruition.



# Editorial calendar

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## February

- How will the lifting of Iran sanctions affect Middle Eastern finance?
  - Currency predictions 2016
  - Talent management
- 

## May

- Effective ERP
  - Centralising treasury operations
  - Managing innovation
- 

## August

- Sustainable business
  - Dealing with legacy systems and environments
- 

## November

- M&A success
- Periodic forecasting
- Improving compliance programs

## March

- The CFO's role in IPOs
  - Middle east asset management
  - Effective analytics
- 

## June

- Balancing act: IT procurement cost v service quality
  - Financial relationship management
  - Debt management
- 

## September

- Understanding corporate failure
  - Artificial intelligence in audit
  - Executive education
- 

## December

- Outlook 2017
- Change management
- Fact v opinion – finding grey areas in the numbers

## April

- Multi-currency best practices
  - Moving to the cloud
  - Driving enterprise cost reduction
- 

## July

- Cybersecurity risks
  - Time management for CFOs
- 

## October

- Risk management
  - Improving investor relations
  - Business performance management
- 

## January 2017

- Finance executives' top priorities 2017
- Corporate restructuring
- New approaches to cash management



# Events calendar

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**31<sup>ST</sup> MARCH &  
13<sup>TH</sup> OCTOBER**  
*The CFO Middle East Golf Day*



**21<sup>ST</sup> NOVEMBER**  
*The CFO Middle East Awards*

# CPI Media Group Events



**CPI Events provides a fully-managed service that includes every aspect of comprehensive on-site branding and set-up**

CPI Events and conferences supercharges the ability of SMEs, larger corporates and government entities to reach valued markets and access their chosen keynote prospects. With a span and scope encompassing the major GCC markets, CPI events also provides keynote sponsors the opportunity to foreground their image and reputation to the targeted audiences who matter most.

Creating events that range in scale from round tables with 10-12 industry experts through to some of the largest gala functions in the Middle East, CPI Events provides a fully-managed service that includes every aspect of comprehensive on-site branding and set-up. This includes and is not limited to major stage furnishing and back-drop; high quality sound and light systems - videography services. Key marketing and branding elements, a complete on-line and social media campaign to deliver on the objectives of the event.

## CREATING CONTENT – ADDING VALUE

Importantly, CPI provides expert content management for every scale of event, providing title, contents and agenda and the ability to provide VIP speakers across diverse industry sectors. Delivering a full 'one-stop' service of this kind also involves the ability to source delegates fully in line with demographic requirements, working with leading database specialists to ensure the application of rigorous selection criteria. All events can then be promoted through the raft of relevant CPI publications and on-line media, reaching a highly specific, pre-selected target audience.

Some of our valued clients



# Print Advertising Rates

POSITION	SINGLE ISSUE	SIX SERIES PRICE	TWELVE SERIES
STANDARD ADVERTISING			
Double Page Spread	\$8,800	\$8,000	\$6,900
Full Page	\$5,800	\$4,900	\$3,800
Half Page Horizontal	\$5,800	\$4,900	\$3,800
Half Page Vertical	\$3,500	\$2,800	\$1,700
Bottom Page Strip	\$2,800	\$2,000	\$1,200
SPECIAL POSITIONS			
Inside Front Cover	\$7,500	\$6,600	\$5,600
Inside Back Cover	\$6,500	\$5,800	\$4,600
Outside Back Cover	\$8,500	\$7,700	\$6,600
Full Page Advertorial	\$7,500	\$6,800	\$5,600
Belly Band Front	\$7,500	\$6,800	\$5,600
Belly Band Front & Back-All round	\$12,000	\$10,000	\$7,500
Cover Mount	Price on application	N/A	N/A
Inside Front/Back Cover Gatefold	Price on application	N/A	N/A
Inserts	Price on application	N/A	N/A
Guaranteed Position	+ 10%	N/A	N/A

## PAGE SPECIFICATIONS

<div> <div>20.7cm x 27cm (.4cm bleed)</div> <div>Full page (FP)</div> </div>	<div> <div>41.4cm x 27cm (.4cm bleed)</div> <div>Double-page spread (DPS)</div> </div>	<div> <div>20.7cm x 12.5cm</div> <div>Half Page Horizontal</div> </div>	<div> <div>9.5cm x 27cm</div> <div>Half Page Vertical</div> </div>	<div> <div>20.7cm x 6cm</div> <div>Bottom Page Strip</div> </div>
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# Online Advertising Rates

TYPE	FORMAT	DIMENSIONS	RATE/MONTH
E-NEWSLETTER AND WEB BANNERS			
1. Top Leader Board Banner	GIF, JPEG	728 x 90	\$3,000
2. Bottom Leader Board Banner	GIF, JPEG	728 x 90	\$1,500
3. MPU Banner 1	GIF, JPEG	336 x 280	\$2,000
4. MPU Banner 2	GIF, JPEG	336 x 280	\$1,750
5. Side bars	GIF, JPEG	435 X 1600	\$5,000
SPECIAL BANNERS			
Eyeblaster Banner	GIF, JPEG	640 x 480	\$3,000
Page Peel Banner	GIF, JPEG	640 x 480	\$2,000
Floating Banner	GIF, JPEG	160 x 600	\$2,000
DEDICATED E-MARKETING			
E-mail Shots	GIF, JPEG, HTML	Text Width can be reduced or increased (up to 640px)	300 CPM

## ONLINE SPECIFICATIONS

- All artwork should be supplied in either GIF or JPEG formats (in case of animation) along with the links
- Maximum file-size for all these banners should not exceed 40kb
- If flash banner, then maximum animation time to be 15 secs and embedded link should be set with target = "\_BLANK" attribute (i.e. the link opens in a new browser window)





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## About CPI Media Group

For two decades, Dubai-based CPI has published magazines and guides, organised events and run successful marketing campaigns across the GCC.

From an initial start with B2B IT titles, it has grown its range to include industry, oil & gas, construction and finance. For the last five years, it has also published in the consumer space, bringing globally important brands to the regional market.

Privately owned by its founder, Dominic De Sousa, CPI has grown organically from a single title to its current stable of over 25 titles, over 20 web portals, over a dozen awards ceremonies and numerous b2b events and conferences. Aggressive expansion plans mean more will follow in the next two years.

Proud of its multinational staff mix, CPI is a flexible and ideas-driven company, reacting quickly to opportunities in the market. Over the past year, for example, most titles have launched their own annual awards and many now run regular events, road shows and conferences.

CPI is committed to a digital future and is already exploiting social media to enhance its brands, as well as investing heavily into upgrades of its multiple Web sites. Marketing solutions for clients typically include a mix or print, digital and event-based solutions.

CPI has enjoyed several long term partnerships with leading global brands – IDG and BBC Worldwide. All of these major players chose CPI over competing publishers because of our innovation and understanding of the regional market.

Importantly, CPI never stands still or takes its past successes for granted.

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CONFERENCES