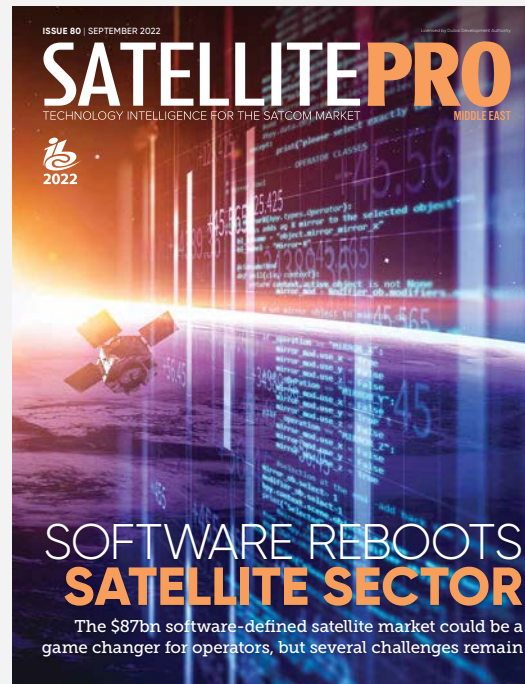
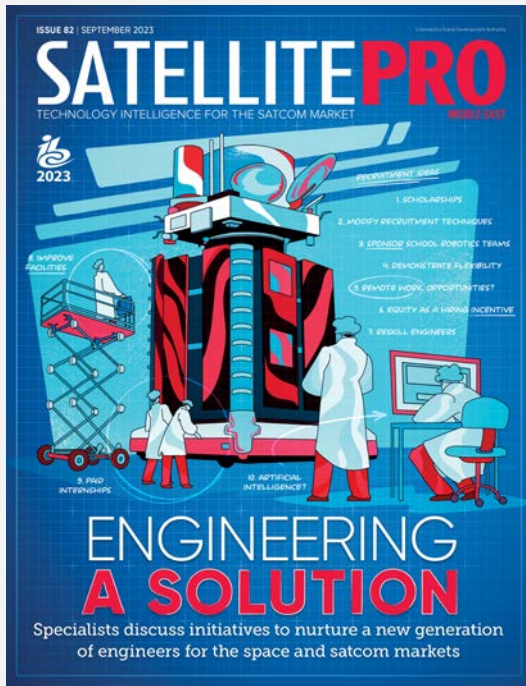


SATELLITE**PRO**

MIDDLE EAST



Introduction

SatellitePro Middle East addresses all aspects of the satellite industry, covering the key vertical markets including Broadcast, Telco, Maritime, Government & Military, Oil & Gas, Aviation and Enterprise

Experts discuss the paramount issues within the industry, from interference and regulation to standards and market breakthroughs. Satellite technology has been at the centre of innovation in content distribution for decades.

Our target audience includes satellite operators, telco professionals, oil and gas chiefs and maritime players. It also caters to systems integrators, distributors and manufacturers, looking to further expand into the Middle East.

SatellitePro ME also honours the satellite industry via multiple channels, print, digital and face to face events as well as awarding the key players of the sector at the ever-successful annual Summit & Awards, universally seen as the definitive event of its kind in the GCC.

Monthly Total Reach
34,549

Print Circulation
2,988

Print Readership
8,964

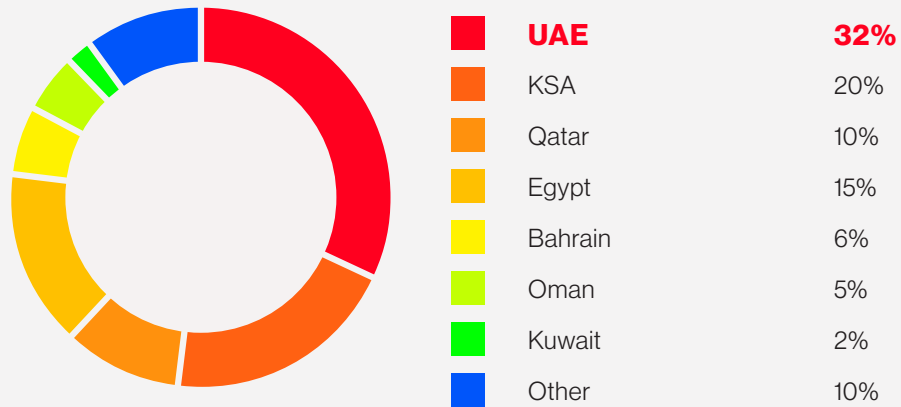
Digital Subscribers
5,490

Website Unique Visitors
13,276

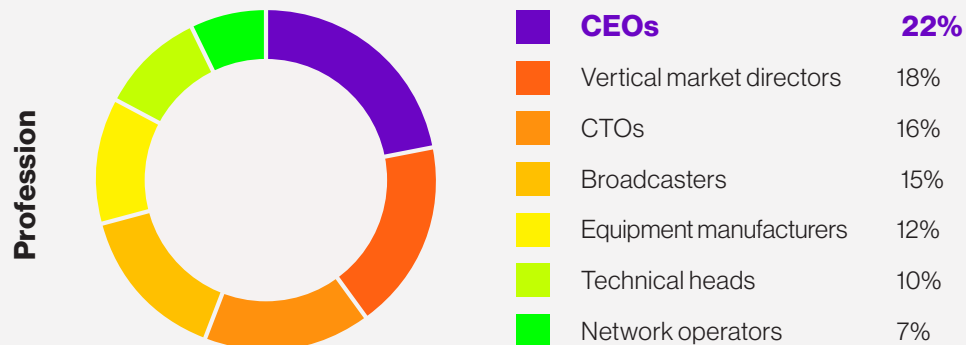
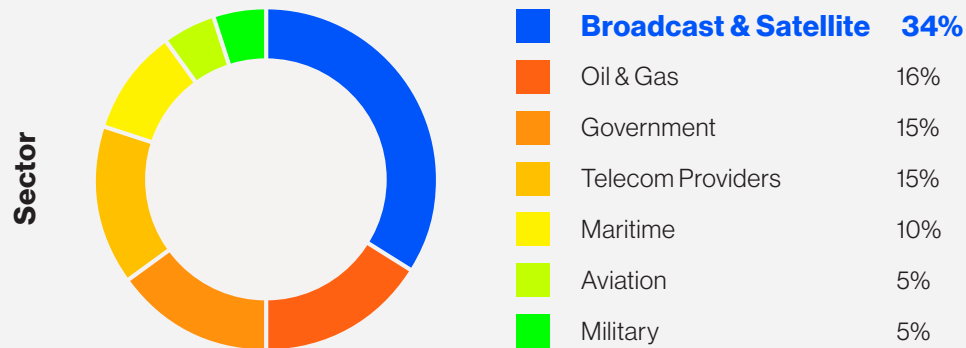
Social Media
3,652

Event Attendees
380

Distribution



Audience Profile



Print Readership

3,810

Circulation

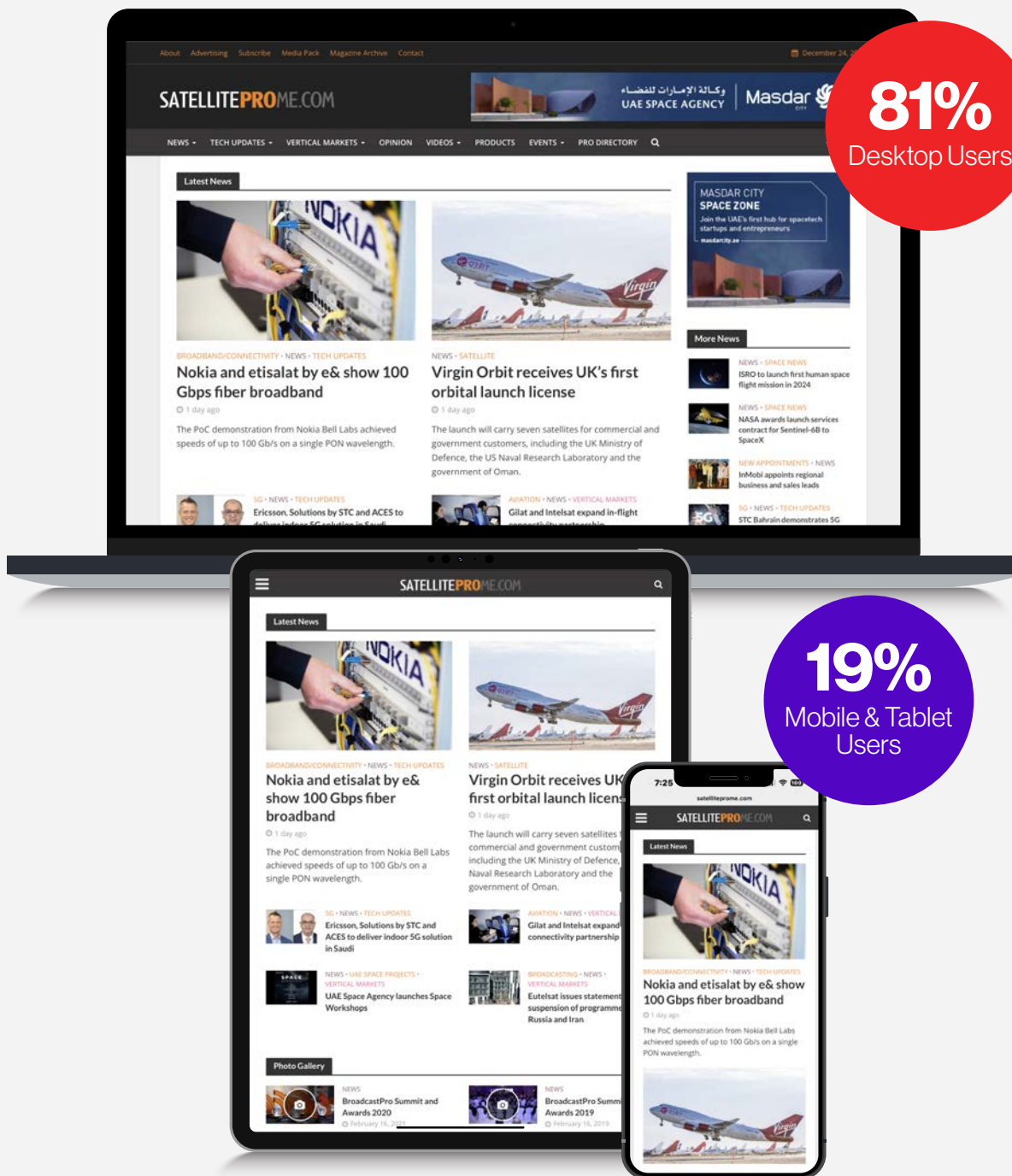
11,430

Print Readership

8,625

Digital Subscribers

Digital Audience Overview



81%
Desktop Users

19%
Mobile & Tablet Users

35,057

Pageviews

13,276

Unique Visitors

2.64

Pages/Sessions

1min31sec

Avg Session Duration

36%

Organic Search

81%

Desktop Users

19%

Mobile & Tablet Users

*Google Analytics: 2022 Average



Full Page
207mm x 270mm
\$5,000 p/m



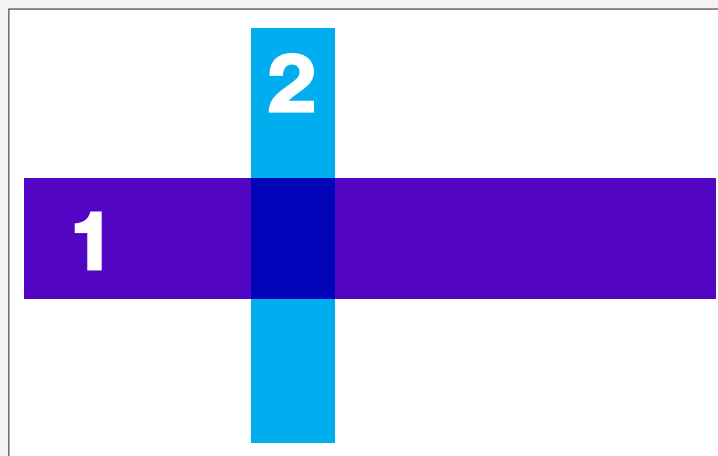
Half Page Horizontal
175mm x 110mm
\$3,500 p/m



Island 2/3 Page
72mm x 144mm
\$2,500
per insertion



Double Page Spread
414mm x 270mm
\$8,000 p/m



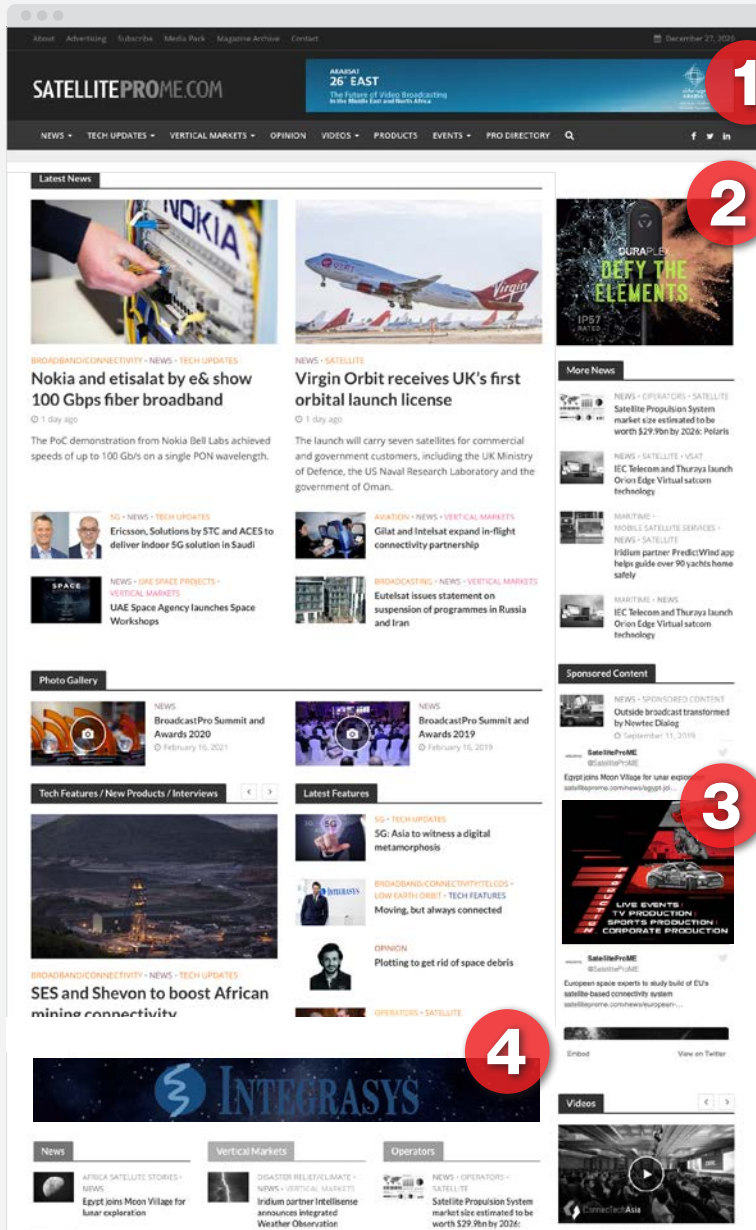
1. Mid Page Spread
384mm x 57mm
\$4,500
per insertion

2. Quarter Page (V)
52mm x 230mm
\$2,500
per insertion

Print Advertising Display

*Rates do not include UAE Government 5% VAT tax

Digital Advertising Display



Display Formats

1. Super Leaderboard
2. MPU Main
3. MPU Bottom
4. Leaderboard

SatelliteProME.com is a leading source of industry news from the region and beyond. In the past eight years, the website has grown hand in hand with the print edition to become one of the most reliable sources of the latest news and trends in the market.

Our thriving social media platforms are linked to the website to give a 360-degree view of the industry. Our twitter feeds not only bring you breaking news but also provide an avenue for interaction between various players in the broadcast ecosystem. **SatelliteProME.com** offers fantastic display and geo targeting sponsorship opportunities.

*Google Analytics

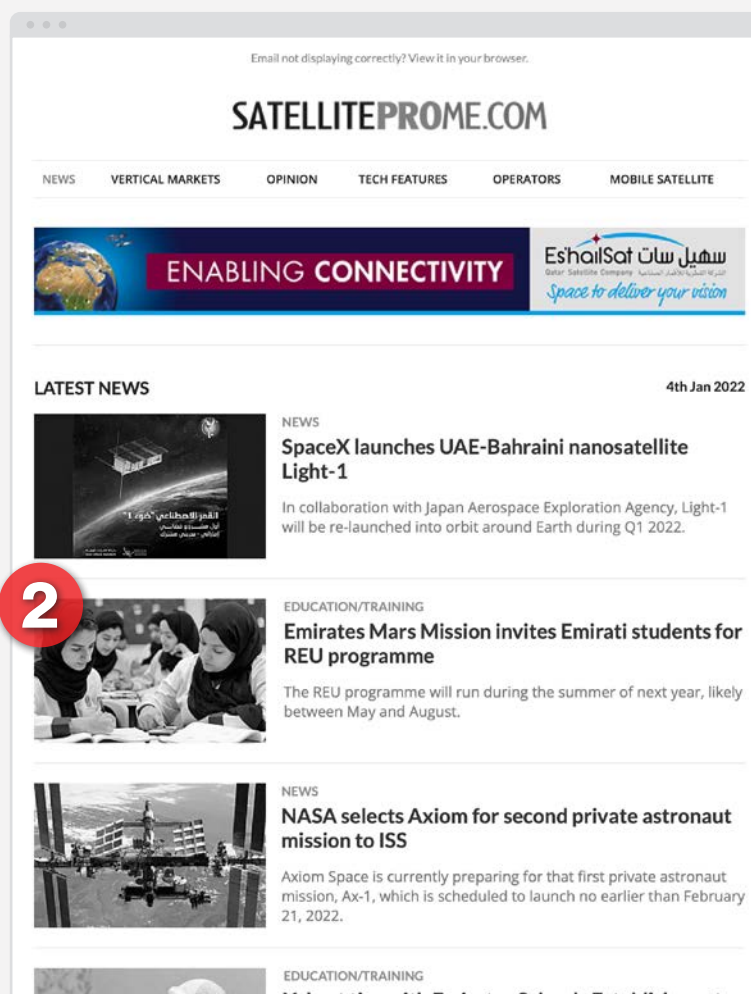
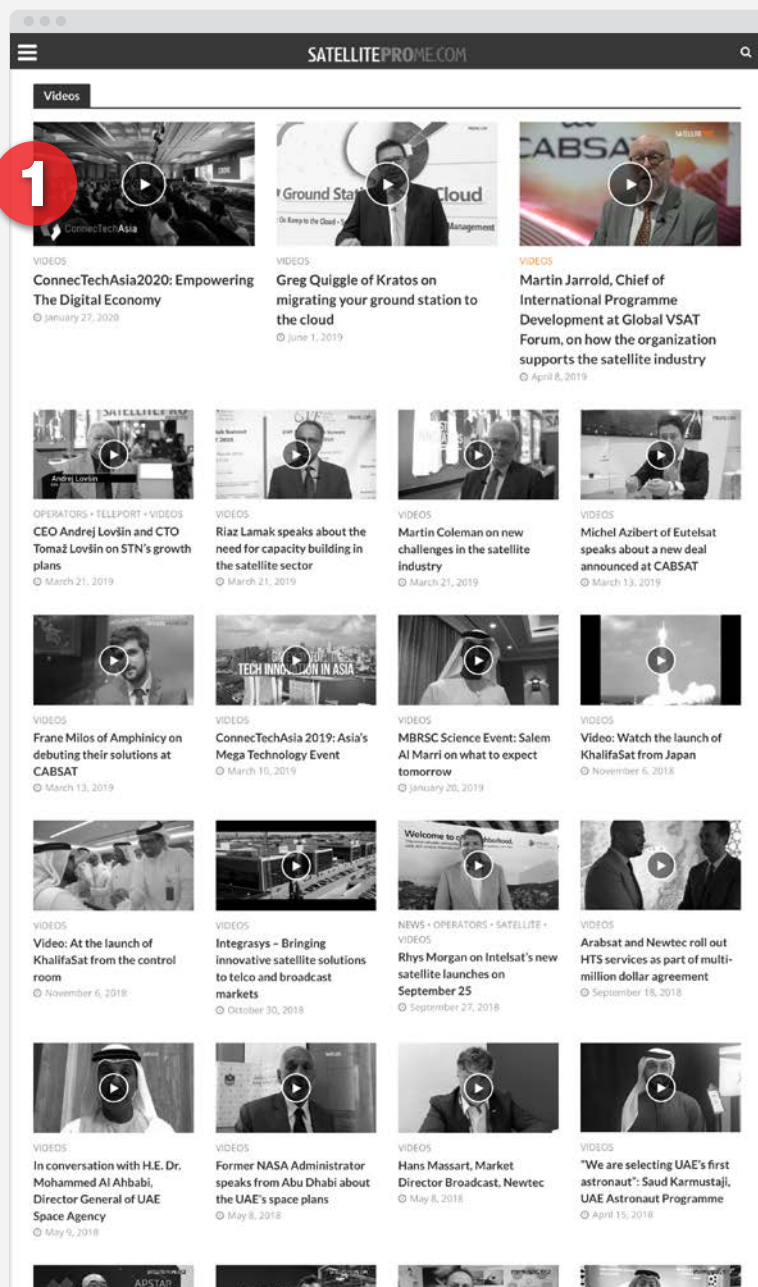
Digital Advertising Video

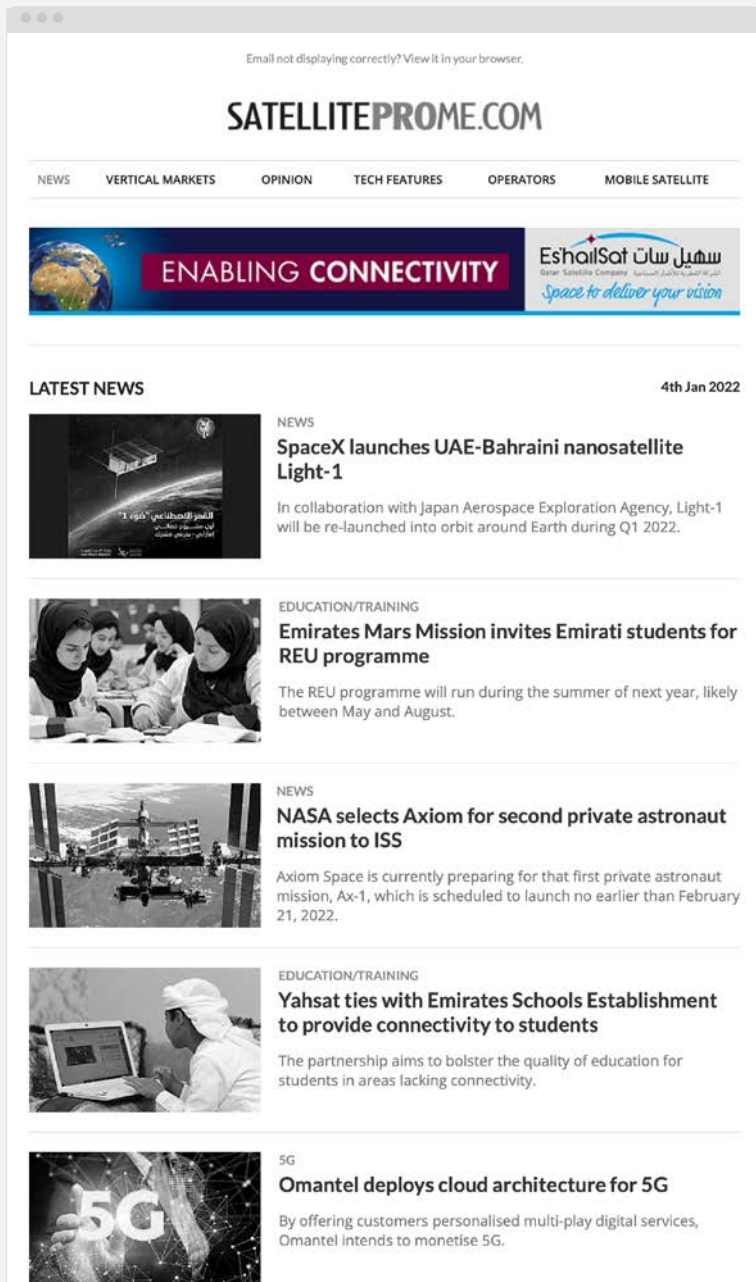
Video Formats

1. Website Video Advertising
2. E-Newsletter Video Advertising

Video advertising is a valuable solution for companies that want to make a lasting impression on their target audience. Not only is video convenient to consume, but it can also be more engaging too.

Advertise your video via our newsletters and website on the dedicated sections. Engage with your target market with larger amounts of information in a short time. You can say more in a shorter amount of time on video as compared to text or even images.





Display Formats

Leaderboard

Sponsored Video

Digital Advertising Newsletter

The weekly email newsletters are designed to offer subscribers up-to-date stories and events. The e-newsletters are created by the news team driving the reader to specific, targeted pages.

The e-newsletter offers an unparalleled route to get directly into the inbox of more than 5,000 qualified industry professionals.

Weekly

Frequency

5.490

Subscribers


19%

Average open rate

1.35%

Average click-through rate (CTR)


SATELLITEPRO
MIDDLE EAST



عرب سات
ARABSAT
عالمنا... عالمكم.
Our world. Your world.

ABOUT US THE FLEET MEDIA CENTER

NEW SATELLITES
JOINING ARABSAT
PRE BOOK
NOW!




Arab Satellite Communications Organization – Arabsat-participates in CABSAT 2018

The Arab Satellite Communications Organization – Arabsat- participates in The Broadcast, Satellite & Digital Media Event for Middle East, Africa "Satellite MENA 2018", in January 14th to 16th, 2018 at the Dubai International Convention and Exhibition Centre.

READ MORE

WHAT IS HAPPENING
INSIDE ARABSAT



LET'S
DISCUSS
OPPORTUNITIES
STAND: ZB2-A20

Arabsat Invites You To Join Us At CABSAT 2018-Dubai National Convention Center.

To book a meeting now click on the below link


BOOK A MEETING

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Arabsat Managed Services includes broadband, 3G/4G backhauling, IP-trunking

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Managed services
Your world.

عالمنا.
الخدمات المدارة
عالمكم.



Es'hailSat ساهيل سات
Qatar Satellite Company الشركة القطرية للأقمار الصناعية




STATE OF THE ART TELEPORT

Supporting among others:

- Uplink / Downlink
- Playout
- Encoding / Multiplexing
- Managed Hub Services
- Data Center
- Co-location

Es'hailSat's brand new state-of-the-art teleport, built to support broadcast and telecommunication companies with flexible, reliable and high quality services to meet current and future needs. Media management, playout, OTT, VSAT, managed hub services and others can be rolled out swiftly from the teleport. Contact sales@eshailsat.qa for more information.

www.eshailsat.qa



Digital Advertising Email

EDM (Email Direct Marketing), commonly known as email blast is one of the most popular methods to promote products and services online and the biggest advantage is its speed and reach. We provide a service for advertisers to send your message directly to our opt in subscriber database. We also provide all the EDM metrics post campaign.

Lead Generation

Same as an EDM but include a data collection option where the reader can fill in their details to receive more information. Normally these are done as a survey, competition, promotion, – offering the reader an incentive to part with their details.

5,490
Subscribers

12%
Average open rate

Print

Advertising Rate Card

Formats	Cost*	Dimensions
	Per Issue	
Double Page Spread	\$8,000	414mm(w) x 270mm(h)
Inside Front Cover	\$9,500	+10mm bleed
Full Page	\$5,500	
Outside Back Cover	\$7,500	207mm(w) x 270mm(h)
Inside Front Cover	\$6,500	+10mm bleed
Inside Back Cover	\$6,000	
Mid Page Spread	\$4,500	384mm(w)x57 mm(h)
Half Page		
Horizontal	\$3,500	175mm(w) x 110mm(h)
Vertical		85mm(w)x230 mm(h)
Island 2/3 Page	\$3,000	72mm(w) × 144mm(h)
Quarter Page		
Vertical	\$2,500	83mm(w) × 110mm (h)

* Does not include UAE Government 5% VAT

Digital Advertising Rate Card

Formats

JPEG/GIF/PNG/HTML5

Cost*

Monthly Tenancy Model

Dimensions**

Desktop in bold

MPU Main

Right on homepage and sticky banner on all news pages

\$4,000

345px(w) x 345px(h)

300px(w) x 250px(h)

250px(w) x 250px(h)

200px(w) x 170px(h)

Leaderboard

Middle of the website on home and news pages

\$3,500

728px(w) x 90px(h)

550px(w) x 80px(h)

320px(w) x 80px(h)

Newsletter Leaderboard

Banner on newsletter

\$1,800 p/newsletter

728px(w) x 90px(h)

Digital Issue Leaderboard

Top of newsletter exclusive

\$3,000

728px(w) x 90px(h)

EDM Email blast

\$3,500

640px(w)

EDM Lead Generation Email blast with info grab

\$6,500

640px(w)

Video

Create a short video production and send out via all channels for maximum engagement

\$6,000

N/A

* Does not include UAE Government 5% VAT

**Required dimensions for responsive screen sizes

Social Media Rate Card

Package	Activity	Cost*
Can be tailored to requirements	Posts refer to various content which must be supplied	Excluding VAT
Gold	20 Social Posts / month 3 Social Media Networks Personal Consultations / month Post Campaign Report Customer Designed Images	\$4,800 / month
Silver	10 Social Posts / month 2 Social Media Networks Post Campaign Report	\$3,500 / month
Bronze	5 Social Posts / month 1 Social Media Networks Post Campaign Report	\$2,800 / month



Events Live

From roundtables to large scale conferences to awards ceremonies

Our events are noted to be among the leaders in their respective industries. Attended by key people with agendas linked to on trend topics produced in an easy to digest format. Not only will you reach your target audience and influencers in one place, but you can also leverage the different options on offer. Be it in the form of speaking opportunities, live demonstrations, exhibiting, branding and more, our events offer numerous thought leadership routes to market.

Event marketing is an important component of a successful marketing strategy. Whether your company is entering the market, or planning to launch a new product or service, our event programmes are the ideal platform to generate awareness and make an impact. Ranging from a variety of events from intimate roundtables to large scale conferences, awards ceremonies and industry sporting events, each providing a platform to help meet business marketing objectives.

Digital Events Webinars

The growing popularity in webinars has presented many benefits and here are some of those.

Direct contact with your target group

Reach and engage a very specific target group. Allow them to ask questions or pose questions of your own to the participants. The interaction during a webinar gives you insight into your target group.

Reach your target group both live and afterwards

A webinar gives you the opportunity to continue to reach your target group when the broadcast is over, since each webinar can also be watched on-demand. This enables you to increase both the reach and the impact of your message.

Statistics

Webinars enable you to measure audience response and engagement rates. They also offer you the opportunity to know who attends and how they interact which offers you a more targeted and strategic route to market.

Cost effective reach

A webinar eliminates travel and expenses and offers a much wider reach. In 2020 our webinars had over 500 registrations per event ranging from all corners of the world.

Contact us if you would like to participate and sponsor a scheduled webinars event

BROADCASTPRO MENA OTT CONFERENCE

SILVER SPONSOR



ASSOCIATE PARTNER



CDN PARTNER



Moderator: **Amanda Turnbull**
co-founder and CEO *Amanda Turnbull Associates*



Manoj Mathew Executive VP & Territory
Head (MENA, Pakistan & Turkey) *Zee Network*



Emre Kümet TV Planning and Reporting
Group Manager *Türk Telekom*



Jean-Pierre Andreaux
Head of Content Protection – *Shahid MBC Group*



Hashim Ossaily
Regional Sales Director *Synamedia*

SEP 20

Day 1

13:00 – 14:00 (UAE TIME)
**How to lead in the
OTT space**

13:00 – 14:00 (UAE TIME) PANEL



May 2024

FOCUS

AI and Automation in Satellite Operations

With AI and automation taking centre stage, we explore the implications of these technologies in terms of enhanced efficiency and cost reduction.

Satellite Constellations for Global Connectivity and Possible Convergence

With companies deploying massive constellations of satellites, our investigation spans satellite manufacturing innovations, the evolution of launch services and the collaborative partnerships shaping the landscape of space-based global connectivity.

EVENT

CABSAT 2024

September 2024

FOCUS

Advanced Satellite Communication Technologies

Exploring high-throughput satellites, optical communication breakthroughs, and seamless data relay systems as well as the B2B opportunities available to capitalise on the next wave of connectivity innovations.

Small Satellites and Cubesats:

A look at the burgeoning realm of small satellites and cubesats, uncovering their roles in diverse arenas such as cost-effective manufacturing, efficient launch services, and cutting-edge data analytics.

EVENT

IBC SHOW

Calendar

May - Sept 2024

TOPICS AND VERTICALS THAT WILL BE COVERED IN SATELLITEPRO 2024

- Remote Sensing for Exploration in Oil & Gas - The use of satellite imagery and remote sensing to identify potential oil and gas reserves and optimise exploration efforts
- AIS in Maritime: Enhancing maritime safety and security through satellite-based AIS for real-time vessel tracking, collision avoidance and traffic monitoring
- Military Satellite Communication systems - Ensuring the security of military communications through advanced satellite encryption
- The teleport sector - Addressing new market trends and demands with new technologies and services
- From the Ground up - Developing low-cost ground infrastructure and optimising ground operations
- Climate Change Monitoring - How satellite data helps monitor and analyse the impacts of climate change, including changes in ice caps, deforestation and sea level rise

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