



الزراعة العربية Arab Agriculture



MEDIA PACK 2018

- Algeria
- Bahrain
- Comoros
- Djibouti
- Egypt
- Iraq
- Jordan
- Kuwait
- Lebanon
- Libya
- Mauritania
- Morocco
- Occupied Palastinian Territory
- Qatar
- Saudi Arabia
- Somalia
- Sudan
- Sultanate of Oman
- Syria
- Tunisia
- United Arab Emirates
- Yemen Republic

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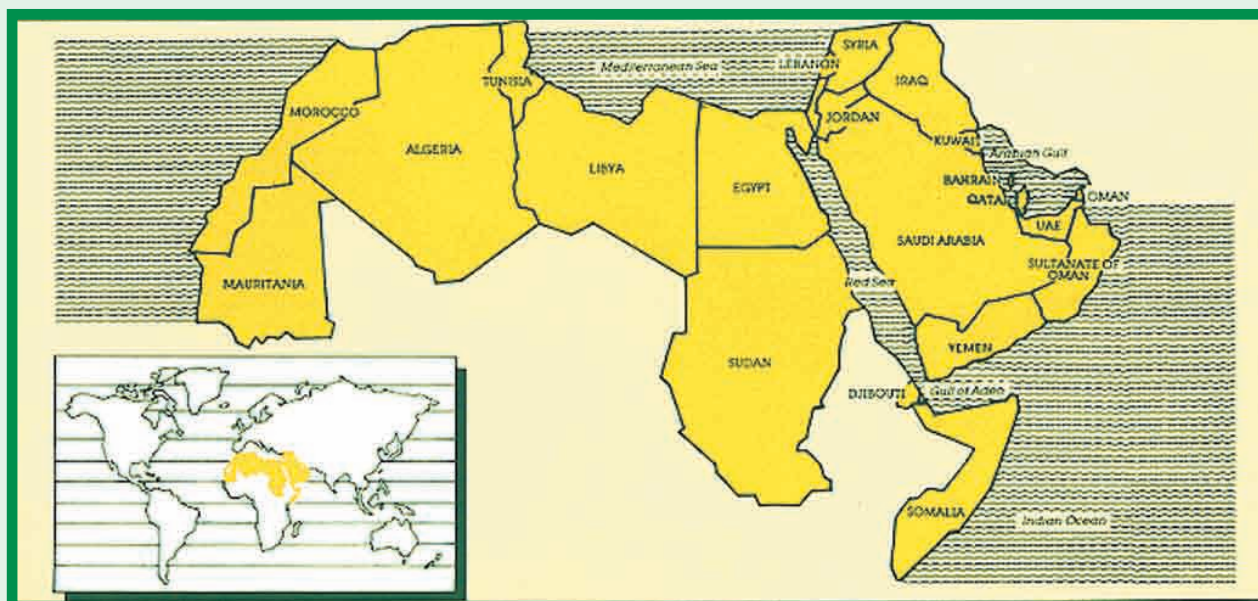
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Arab Agriculture 2018 Yearbook

The annual publication of

ARAB WORLD
AGRIBUSINESS
Magazine



The following table shows the break down of its circulation:

Arab Agriculture, the annual publication of the *Arab World Agribusiness* magazine, is an indispensable practical guide to agriculture and horticulture sectors in the Arab countries.

In all, over 12,869 copies are distributed to farmers, agricultural companies, government officials, distributors, importers, equipment suppliers and contractors in the Arab countries.

Copies of the Yearbook are also distributed in regional and international trade fairs viz. Saudi Agriculture and Saudi Food in Riyadh, Saudi Arabia; Agri-Business in Dubai, Agro-Fish in Abu Dhabi, UAE; Agri-Tech in Beirut, Lebanon; Sahara and Cairo Agro-Food in Cairo, Egypt; Iran Agrofood in Tehran, Iran; Agritex in Damascus, Syria; Agrotica in Greece; Agromek in Denmark and other food and agriculture specialised exhibitions in the region.

| | |
|------------------------------------|---------------|
| GCC countries | |
| Bahrain | 380 |
| Kuwait | 615 |
| Sultanate of Oman | 850 |
| Qatar | 640 |
| Saudi Arabia | 2975 |
| United Arab Emirates | 1712 |
| Total | 7172 |
| Arab Africa | |
| Algeria | 351 |
| Djibouti | 190 |
| Egypt | 1556 |
| Libya | 305 |
| Mauritania | 97 |
| Morocco | 473 |
| Somalia | 180 |
| Sudan | 252 |
| Tunisia | 356 |
| Total | 3760 |
| Other Middle East countries | |
| Iraq | 232 |
| Jordan | 697 |
| Lebanon | 532 |
| Syria | 496 |
| Yemen | 520 |
| Total | 2477 |
| Total Arab | |
| World Circulation | 13,412 |

**UNIQUE SOURCES OF BUSINESS
OPPORTUNITIES IN ARAB
AGRICULTURE**

● We launch a synopsis of the year book in our website for all readers!

THE MOST COMPREHENSIVE AGRIBUSINESS REFERENCE DIRECTORY IN THE ARAB REGION

Arab Agriculture 2018 Yearbook

480⁺ Information Packed Pages...

MAIN FEATURES

• COUNTRY-WISE ANNUAL SURVEY OF AGRICULTURE IN ALL THE ARAB COUNTRIES

The Arab countries have emerged as a US\$ 37 billion market for agricultural and irrigation machinery, and other farm inputs, following their determination to take up the challenge of food self sufficiency. "Arab Agriculture" gives an in-depth survey of the region's trends in investment in agriculture-crop cultivation, horticulture, livestock breeding, dairy farming, fisheries, and other related areas of agribusiness. In effect, this is the only publication in the world which serves as a reliable source of economic and commercial intelligence on Arab farming.

• DIRECTORY LISTINGS OF INTERNATIONAL SUPPLIERS OF FARM INPUTS

This section offers you an encyclopedic information on world suppliers of farm inputs.

• ARAB AGRICULTURE - A RELIABLE SOURCE ON ARAB FARMING

The Arab farmers looking for suppliers of technology, equipment or consultancy will find the publication very handy. There are more than 5,500 addresses of world suppliers, covering all the continents. These suppliers are classified in the following vital categories:

1. Land cultivation: Tractors & combine harvesters, agricultural machinery & equipment, land reclamation, seeds-plantstock & cuttings, horticulture-landscaping, greenhouses & mushrooms, irrigation-pumps, water systems & management, agrochemicals-fertilisers, pesticides & spraying equipment.
2. Livestock & poultry: Livestock breeding & housing, feeds-additives & silos, dairy industry & products, slaughterhouses & protein recovery, poultry-related products & equipment, veterinary products & equipment.
3. Fish farming: Aquaculture technology, feeds & turnkey projects.
4. Beekeeping: Apiculture technology & equipment.
5. Food processing: Food products, processing & packaging technology, refrigeration & cold storage.
6. Farm services: Technology transfer-consultancy & training, building structures-environmental control & crop protection netting, farm transport, general agricultural products & services, marketing associations-exhibitions & publications, and, education & research in agriculture.

• DIRECTORY LISTINGS OF ARAB SUPPLIERS OF EQUIPMENT & LEADING FARMING COMPANIES

An exhaustive list of Arab companies, including major distributors, agents & farming companies is given to facilitate

trade contacts. There are more than 4,500 listings of such Arab companies in this section arranged in alphabetical order. All the Arab countries are covered. They include Algeria, Bahrain, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, United Arab Emirates and Yemen.

• GENERAL INFORMATION

This section gives useful reference materials on agricultural ministries in the various Arab countries, major Arab chambers of commerce, Arab joint chambers of commerce, agricultural banks in the Arab world and pan Arab agricultural development organisations.

• BUYERS GUIDE: A SPECIAL BONUS FOR ADVERTISERS

Here is a bonus for all those who advertise in the Arab Agriculture Yearbook! This section, called "Buyers guide-a short list" gives a brief profile of each advertiser (along with the company logo). This section is intended to give an additional benefit to Arab Agriculture advertisers-and to give them a unique business advantage. All advertisers are requested to send us either a short write-up about their company and products (not to exceed 100 words) or their published material and other background papers for our editorial section to prepare a write-up.

• WHO'S WHO IN ARAB AGRICULTURE

Brief biographical sketches of people who matter in agricultural development in the Arab countries-policy makers, investors, successful agriculturists, distributors who have contributed to farm progress through transfer of technology, professional farm managers, marketing personnel, and research scientists.

• VITAL STATISTICS

Vital statistics relating to trends in agricultural production specially compiled by the Arab Agriculture research section adds to the value of this publication. The statistics cover the full gamut of agriculture in all the Arab countries.

• TRADE FAIRS

List of agricultural and food exhibitions all over the world, and in the Arab countries..

• ARABIC SECTION

The Yearbook is bilingual. Its Arabic section highlights the trends in agricultural production in the entire Arab world, country-wise. This section is in a way an annual assessment of the Arab battle for self-sufficiency.

Arab Agriculture 2018

International Advertisement Rates

| PAGE SIZE | Bahraini Dinar | UAE Dirham | Saudi Riyal | EURO | £ Sterling | US Dollar |
|---|----------------|------------|-------------|------|------------|-----------|
| FULL COLOUR | | | | | | |
| Full Page | 935 | 9,350 | 9,350 | 2338 | 1700 | 2,530 |
| Two-third Page | 750 | 7,500 | 7,500 | 1875 | 1364 | 2,000 |
| Half Page | 650 | 6,500 | 6,500 | 1625 | 1182 | 1,750 |
| One-third Page | 450 | 4,500 | 4,500 | 1125 | 818 | 1,200 |
| Quarter Page | 350 | 3,500 | 3,500 | 875 | 636 | 950 |
| Inside Front Cover | 1,820 | 18,200 | 18,200 | 4550 | 3309 | 4,900 |
| Inside Back Cover | 1,650 | 16,500 | 16,500 | 4125 | 3000 | 4,460 |
| BLACK & WHITE | | | | | | |
| Full-Page | 715 | 7,150 | 7,150 | 1788 | 1300 | 1,925 |
| Two-third Page | 580 | 5,800 | 5,800 | 1450 | 1055 | 1,560 |
| Half P. Hor. only | 440 | 4,400 | 4,400 | 1100 | 800 | 1,210 |
| One-third Page | 310 | 3,100 | 3,100 | 775 | 564 | 835 |
| Quarter P. Hor. only | 245 | 2,450 | 2,450 | 613 | 445 | 655 |
| Additional charges: Spot colour – 15% Extra Agency Commission – 15% | | | | | | |

Publication Date: January 2018

Final date for copy to arrive in Bahrain: 15 December 2017

Advertisement Sizes

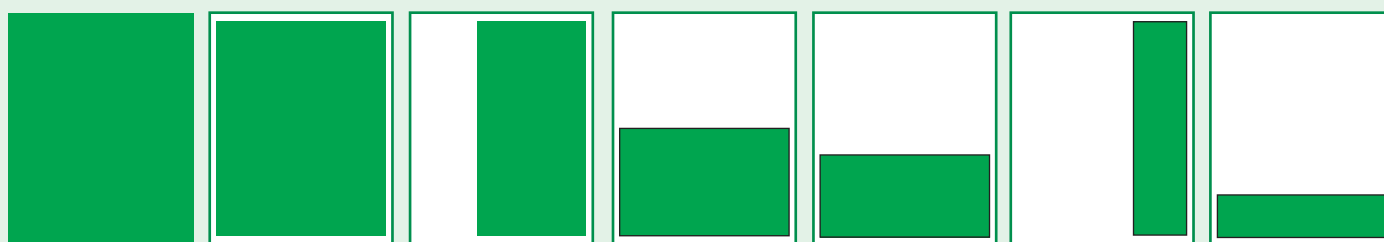
The illustrations below are designed to show you how differing sizes of advertisement will look on a full page and to indicate the format. Of necessity we have only shown one position. This does not mean that the position shown is the only one available, as your advertisement will be placed in the most effective location available.

Technical Specifications

Print Order: 12,869 copies

Copy Requirements: Separated film positives with progressive proofs for colour. Camera-ready artwork is required for all black and white advertisements. Artwork and graphic design service is available if required. An extra fee may be charged for this service depending on client's requirements

N.B. Full page bleed size is 280 mm x 220 mm.



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|------------------------------------|-------------------------------------|--|--|--|--|---|
| FULL TRIM 270 mm x 210mm | FULL PRINT 245 mm x 185mm | 2/3 Page (Vertical) 245 mm x 125mm | 1/2 Page (Horizontal) 120 mm x 185mm | 1/3 (Horizontal) 80 mm x 185mm | 1/3 Page (Vertical) 245 mm x 60 mm | 1/4 Page (Horizontal) 60 mm x 185mm |
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