About CPI Financial

CPI Financial was established in Dubai in 1999 to meet the needs of an ever-expanding financial community, offering a comprehensive portfolio of market-leading products and services tailor-made for the banking and financial services sectors.

Through our current stable of publications and our new portal, we provide up-to-date coverage of news and events relevant to the banking and financial services communities across the MENA region, the African continent and for the Islamic finance community globally.

CPI Financial is committed to delivering the most relevant financial news, features and analyses to bankers and businesses throughout the Middle East, Africa, and beyond. We offer the latest information through a variety of platforms including magazines, e-newsletters, websites, events, and several digital offerings.

Our awards programmes and events are constantly evolving to recognise and celebrate the success stories from the banking and financial services sector.

About Banker Middle East

Banker Middle East is the flagship title at CPI Financial. It is now celebrating its 20th anniversary, and is the region’s only monthly publication that solely caters to banking and finance since 1999.

The magazine highlights the biggest news stories and industry developments across MENA, providing in-depth analyses on various facets of the financial services sector, as well as exclusive interviews with market leaders.

Banker Middle East is an essential partner for brands that are integral to the financial services sector, including financial institutions, tech providers and other service providers. The magazine’s print circulation of 12,352 includes C-level executives both in banking & financial institutions as well as technology providers across the MENA region. Our six-monthly reader research shows that Banker Middle East has a minimum pass-on readership of 3:1. The digital edition of Banker Middle East has a global distribution of 41,000.
Reach, readership and circulation

Readership by designation

- CEO: 23%
- CFO: 20%
- Other C-Suite (CIO, CTO, CISO, etc.): 19%
- Managing Director: 9%
- SVP, GM & Department Heads: 12%
- Treasury Heads: 12%
- Chairman: 7%
- Others: 1%

Country breakdown

- Total: 12,352
- Turkey: 333
- Syria: 215
- Iraq: 2115
- Iran: 3038
- Egypt: 607
- Saudi Arabia: 682
- Yemen: 411
- UAE: 588
- Oman: 2633
cpifinancial.net is a new web portal that is updated throughout the day to deliver news and relevant content on the banking and finance industry in the region. Areas of coverage include Islamic finance, commercial, retail and investment banking as well as the wealth management sectors. Thought leadership content on industry trends and challenges are also offered in exclusive video interviews with respected leaders within the region’s financial sector, in our Banker Middle East Leadership Series.

The portal provides engaging reading and analysis of the region’s economies and crucial subjects affecting banking and finance in the region and across the globe.

In addition to thought leadership intelligence on the industry, the web portal will soon include job vacancies in top tier financial institutions across the region as well as classified ads from expert service providers. This will further create a broader set of audience and connect them with registered financial institutions and service providers.

cpifinancial.net’s audience are C-level executives of leading banks, financial institutions, family offices, and central bankers. Our users include business leaders, senior executives, CFOs, treasurers of leading corporations, regulators as well as entrepreneurs.

cpifinancial.net offers advertisers the opportunity to run monthly tenancy display campaigns across its web portal utilising various different creative options—Leader Board, Skyscraper, Custom Mid Unit, Medium Rectangle and Footer—ensuring a continuous and constant presence throughout the portal.

Campaigns are displayed on rotation, ensuring excellent visibility of all the creative formats across all content pages.

Additionally, opportunities for bespoke native content and videos are available to support key communications and deepen engagement through editorial content.

File format: .jpg, .png, .gif
File size: 40kb
Submission: Min 2 business days before campaign start

Monthly Campaign
$6,500
# Advert Size Specifications (Digital)

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Daily Newsletter

Our morning email newsletter delivers essential daily news directly to senior executives and thought leaders within the banking and financial sector.

Newsletter sponsorship places your brand at the forefront of the conversation and top of mind for key decision makers.

DAILY DIGEST (SUNDAY-THURSDAY)
The most important news, latest reports and analysis of the day.

- Placements:
  - Leaderboard (728x90px)
  - Vertical Rectangle (300x400px)
  - Footer (728x90px)

- Weekly send: 35,000 Subscribers

- Weekly sponsorship: $4,500
Our EDM marketing enables campaigns to be delivered directly to 42,000 registered subscribers with total precision and flexibility.

Our audience of C-suite level executives, influencers and thought leaders within the industry are among the wealthiest professionals in the GCC region. This makes our services the perfect platform for advertisers to issue a call to action to our audience.

EMAIL SPECIFICATION

WIDTH: 620px (standard size)

REQUIRED DETAILS:
- Friendly name, it will show as sender name
  Email address will be email@cpifinancial-partners.net
- Subject line for the email
- Date of email blast
- Plain text version of email

FILE FORMAT:
.html/.htm package with images

TOTAL IMAGE & HTML SIZE LIMIT:
100kb

SUBMISSION LEAD-TIME:
Minimum 3 business days before campaign start

Cost: $5,000 per send
Banker Middle East Leadership Series

The Banker Middle East Leadership Series is a platform that was created to produce exciting and original content to position participating C-level executives and head of businesses as thought-leaders of the region’s banking and finance industry. This is an excellent platform to improve stakeholder engagement and to convey the vision of industry leaders of the challenges and opportunities that lie ahead.

The Leadership Series is a set of video interviews that can be conducted with one or more leaders of an organisation. A full-length interview can also be edited into smaller segments and released according to a pre-determined schedule/campaign. Apart from video content, the interviews may also be transcribed and published in the Banker Middle East magazines, covering all media platforms.

All video content is published on http://www.cpifinancial.net and is also available to be hosted on client websites as is deemed appropriate.

Cost: $6,000 per video interview
Events

BANKER MIDDLE EAST INDUSTRY AWARDS

The first Banker Middle East Industry Awards, honouring the best in the region were held in 1999 and is now acknowledged as the most sought-after recognition of financial excellence in the Middle East. Every year we utilise a panel of judges who analyse written submissions together with the financial statements of an institution to identify winners for each category. Winning institutions are decided on their performance irrespective of its size or domicile.

After receiving all the award submissions, a shortlist for each category is given to our panel of impartial judges who are industry experts hailing from a diverse range of disciplines offering unparalleled expertise in banking and finance.

The Banker Middle East Industry Awards culminate at a gala dinner where more than 400 of the industry’s leading bankers gather for the presentation of the awards and to celebrate the success and achievement of the banking & finance institutions.

BANKER MIDDLE EAST PRODUCT AWARDS

The Banker Middle East Retail Product Awards provide a benchmark for the financial sector in recognising the most successful and innovative banking solutions. With categories covering all areas of banking and finance, from consumer products to corporate and investment banking services these awards are the most comprehensive platform that offer acknowledgement to pioneering developments in the financial services sector in the Middle East.

After receiving all the award submissions, a shortlist for each category is given to our panel of impartial judges who are industry experts hailing from a diverse range of disciplines offering unparalleled expertise in banking and finance.
The global banking and finance industry has come to realise that innovation, dynamism and agility are critical characteristics to remain competitive and thrive in today’s digital era. The industry faces challenges from fintechs and now Big Techs, both of which begin to increasingly occupy traditional banking and finance spaces, giving established banks existential competition.

A successful digital transformation strategy demands a combination of optimum leadership focus, talent, insightful investment and a culture of innovation.

With interactive discussions, thought-provoking, informative and lively debates, the Banking Technology Summit & Awards 2020 will focus on innovations and game-changing technologies such as Open APIs, IoT, Quantum Computing, Blockchain and AI, amongst other technologies that are transforming the banking business.

The Summit will be followed by our inaugural Banking Technology Awards to recognise and celebrate the achievements of banks and technology providers who are at the forefront of digital transformation, and have worked together to build smarter, more effective and efficient systems for their clients and customers.

Emerging Technologies in Finance  |  Regulations & Compliance

Technology shifts are happening more rapidly than ever before and constantly changing the way we live, work, eat, consume and spend. Technological changes have transformed every major aspect of our lives bringing forth convenience of online shopping and mobile banking, opportunities through gig and sharing economy, use of big data, efficiency of automation and machine learning, and the creation of new jobs among others.

The finance industry, like any other industry is going through unprecedented disruptions with emerging technologies presenting a fertile ground for innovations in every sphere of financial landscape from the use of mobile money, peer to peer online lending, use of blockchain and big data, AI and Robotics, which is helping financial institutions to innovate their products and services for consumers. With these transformations, financial institutions are also witnessing enhanced vulnerability from sophisticated cyber crimes or financial fraud which brings compliance at the forefront as extremely regulated industry and compliance practices should be recalibrated to welcome these emerging technologies to facilitate unbundling new business models as well as to utilize them to formulate new compliance strategies in the new digital age.

BME Summit presents through keynotes, interactive panels and tech showcase-vibrant debates, discussions and thought leadership on how Emerging technologies are carving finance to have more inclusive growth, challenges in scaling up and to reflect critically on the compliance role in integrating these technologies to shape a new era of finance.
Bespoke Events

Banker Middle East manages an array of events on behalf of our clients providing them with access to the most important economic influencers in the region. These include roundtables and seminars.

Roundtables
Provide a forum for open interaction, idea sharing and experience exchanges amongst like-minded individuals. They promote practical education and encourage collaboration, knowledge sharing and transparency. Roundtables give professionals the opportunity to discuss topics amongst peers in an effort to share best practice and align strategic vision.

Seminars
A gathering of people for the purpose of discussing a stated topic. Such gatherings are usually interactive sessions where the participants engage in discussion about the defined topic. The sessions are usually headed or led by one or two presenters who serve to steer the discussion along the desired path. Seminars are held to impart some skills or knowledge to the participants.

- Rates & packages please contact sales@cpifinancial.net

An invitation only forum that brought together a high-profile audience from the region’s leading corporate finance and treasury community to share their experiences and address key challenges and opportunities.

A roundtable discussion to bring in CROs to discuss the challenges and how to overcome them by implementing latest and most suitable infrastructure systems (both technical and techno-functional), as well as hiring competently skilled professionals with sufficient experience, capacity and capability for the role they are assigned to ensure that the respective functions are carried out efficiently.
Editorial Calendar

**JANUARY**

**UAE**
- Country Focus: UAE (Expo 2020, economy, diversification initiatives, regulatory landscape)
- Global economic landscape—outlook and projections for 2020
- Islamic banking and finance—development of the global Islamic economy, Sukuk pipeline for the year, M&A amongst Islamic banks in the region, expected opportunities and challenges for the year
- Retail banking—changing retail banking trends in the region, digital transformation in the segment, catering to different demographics, new technologies applicable to enhancing consumer banking services

**FEBRUARY**

**EGYPT**
- Country Focus: Egypt (review of economic growth year on year, retail market potential in financing and insurance, opportunities in the economy – real estate, tourism, etc)
- Debt capital market—appetite for GCC bonds and Sukuk (sovereign and private sector), pricing concerns/yield curve, state of primary and secondary markets the region
- Ratings—methodology updates from the Big Three, rating action changes in the region
- Mergers and acquisitions—update on M&As in the region’s banking sector (Islamic and conventional), trends in M&As across other sectors, projection of other potential deals in the region

**MARCH**

**KUWAIT**
- Country Focus: Kuwait (state of economy, relations with the rest of GCC, update on Kuwait National Development plan, banking and finance sector)
- SMEs—importance of SMEs in Middle East countries, bank lending to SMEs (trends and concerns), outlook on the market segment for the rest of the year
- Cybersecurity—commentary on recent attacks (globally) and countermeasures taken, standard precautions/strategies for adoption, regulatory update, new technologies available
- Insurance—market developments on insurance and reinsurance as well as Takaful and re-Takaful, opportunities for microinsurance in the region

**APRIL**

**BAHRAIN**
- Country Focus: Bahrain (current fiscal standing, government initiatives in creating liquidity, potential risks for the rest of the year)
- Private banking and wealth management—evolution of client preferences, innovation in services and offerings, managing changes in transfer of wealth from one generation to the next
- Real estate and infrastructure—adjustment of real estate prices in the region, investor sentiment on this (local and international), infrastructure financings structures and regulatory updates, estimated market size, challenges and opportunities
- Tax and accounting—regulatory updates across GCC on a country level, updates on accounting standards for banks and the challenges that entail
Editorial Calendar

MAY

OMAN

• Country Focus: Oman (strength of banking sector in the economy, tourism initiatives from the government, oil and gas sector, Oman’s financial standing)
• Private equity and venture capital—deal trends in the region, preferred sectors and investment structures, update on recent acquisitions and exits/buyouts
• Cross-border financing transactions—regulations involved, challenges banks face when conducting cross border activities, potential solutions
• Financial technology—new technologies, managing the relationship between banks and fintechs, fintech environment in the region, leveraging data analytics and the next steps for banks

JUNE

TURKEY

• Country Focus: Turkey (geopolitical issues, relationship with the Middle East and impact on its economy, investment opportunities)
• Global economic review of the first half of 2020—notable events shaping the economic and financial landscape, challenges faced
• Equity capital market—review of GCC stock markets in the first half of the year, roundup on recent ECM transactions in MENA (IPOs, new shares), regulatory and listing requirement updates, upcoming floats
• Payment solutions—recent technology on payments, the varying trends in different markets across MENA, challenges banks face in providing payment services for retail and corporate clients

JULY

IRAQ

• Country Focus: Iraq (oil and gas sector update, economic progress, trade finance initiatives)
• Global economic outlook on the second half of the year—risks to take into consideration going into the second half of the year, projections
• Trade finance—geopolitical backdrop affecting trade flows in the region, challenges in the supply chain, trends shaping global trade finance and shifting role of banks in the transaction

AUGUST

PALESTINE

• Country Focus: Palestine (economic update, government initiatives, risks to growth)
• Sovereign wealth funds—capital movements of SWFs, investment behaviour and focus
• Corporate governance—global regulatory updates and how this is reflected in MENA countries, persisting challenges, measures that can be taken to raise the bar to be at par with international peers
• Cryptocurrency—latest developments globally, how this is reflected in GCC/wider MENA countries
Editorial Calendar

SEPTEMBER

LEBANON

- Country Focus: Lebanon (status of the economy, implementation of reforms to unlock funding, strength of the banking sector)
- Islamic banking and finance—review of the first half of the year, highlight on notable Sukuk/financing deals, regulatory/standardisation updates, prevailing issues and challenges
- Structured finance and syndication market—review of the past nine months of 2020 on loan restructurings, new syndication deals, highlights on innovative structures
- Family offices—market value/share of family business in the region, evolution of function within a family office, challenges faced by family offices, transgenerational issues and challenges within these businesses

OCTOBER

SAUDI ARABIA

- Country Focus: Saudi Arabia (oil and gas sector update, Aramco IPO, progress of Saudi Vision 2030)
- Expo 2020—anticipated impact across the board for the UAE and wider GCC economies
- Trading and brokerage—investment appetite, trends across booking centres, regulatory developments, challenges and innovative solutions within this space
- Liquidity management, bank debt and loan financing—liquidity positions of governments and respective financial sectors across MENA markets, impact of rate hikes (if any), central bank strategies and its impact on banks
- Securitization market in the GCC—securitization trends in the GCC/wider MENA, innovation in solutions, secondary market trading volumes

NOVEMBER

JORDAN

- Country Report: Jordan (geopolitical impact on Jordan’s economic standing, health of banking and finance sector, financial and monetary stability)
- Review of bank results and performances for the nine-month period of the year and outlook on next year’s numbers
- Treasury management—regulatory developments and its impact on treasury functions, common issues faced in managing liquidity and deployment of funds, mitigation of risks
- Investment funds—overview of the funds market in the Middle East, innovative structures across conventional and Islamic funds, performance, investor appetite

DECEMBER

- Regional roundup: a review of 2020—highlights across the GCC and wider Middle East market, a brief analysis of the main developments throughout the year, most striking deals/IPOs and economic reforms
- Outlook on global markets for 2021—macroeconomic sentiments on regional markets, risk factors that are specific to the GCC and MENA countries, projections on how this will pan out going into 2021
- Pensions and private retirement schemes—current landscape in GCC countries, recent developments in terms of regulations and product offerings, government and private sector initiatives, challenges and opportunities within the sector
Specifications

TECHNICAL SPECIFICATIONS
- FULL PAGE
  Full page type area - 21 cm x 29.5 cm
  Full page trim size - 24 cm x 32 cm
  Full page bleed size - 25 cm x 33 cm

- DPS
  DPS type area - 42 cm x 29.5 cm
  DPS trim size - 48 cm x 32 cm
  DPS bleed size - 49 cm x 33 cm

FORMAT FOR SENDING FILES
- PDF
  Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.

- EPS
  Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.

- JPEG
  Must be in high resolution (300 dpi) and in CMYK (not RGB). Crop marks should be positioned outside the printed area.

- AI (Native Adobe Illustrator File)
  Artworks must be packaged with fonts and images/links, images/links must be in CMYK not RGB.

Note: If advert is too large to be sent as email, please send it thru “wetransfer”.

Advertising Rates

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EDITORIAL

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