About Islamic Business & Finance

Islamic Business & Finance was the first global finance media and events platform dedicated to Islamic financial services. Now in its 15th year, IB&F has grown in partnership with the industry and is widely regarded as the leading voice for Islamic bankers around the world.

IB&F covers a wide range of topics including retail, commercial and investment banking, Sukuk, Takaful, equities, commodities, alternative investments, wealth management and features contributions from the leading practitioners and scholars shaping the future of this thriving sector.

In addition, as the Islamic economy expands globally, the magazine spotlights Halal businesses which are leading the way towards greater global prosperity for Halal industries. Islamic Business & Finance has evolved to become the leading title for the discussion and development of new and innovative Shari'ah-compliant financial instruments and will continue to play a vital role in the future. In its second decade, the platform is a guiding light for the industry, covering all aspects of the Islamic economy far and wide.

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.
The Islamic Business & Finance has access to the most influential decision makers in the Islamic Finance world. With informed opinion, a platform for thought leaders, interviews and a unique industry database, it provides one of the most comprehensive and respected voices in the Islamic financial media.

**READERS ARE:**

**BANKS:**
- CEO
- CFO
- CIO
- MD/DIRECTORS
- GENERAL MANAGERS
- SHARI’AH BOARD MEMBERS
- HEAD OF RETAIL
- HEAD OF CORPORATE
- HEAD OF INVESTMENT

**FINANCIAL INSTITUTIONS:**
- CEO
- CFO
- HEAD OF INVESTMENT
- HEAD OF ASSET MANAGEMENT

**CENTRAL BANKS:**
- GOVERNOR
- DEPUTY GOVERNORS
- SHARI’AH SCHOLARS
- REGULATORS
- INDUSTRY BODIES

**FREQUENCY:**
- BI-MONTHLY

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**EUROPE**
- UK .................................. 327
- SWITZERLAND ..................... 26
- ALBANIA .......................... 14
- TOTAL .......................... 393

**AFRICA**
- EGYPT .......................... 352
- SUDAN .......................... 137
- NIGERIA ......................... 89
- KENYA ......................... 78
- GHANA ......................... 67
- MAURITIUS ..................... 46
- DJIBOUTI ....................... 42
- TANZANIA ...................... 37
- ALGERIA ...................... 24
- SENEGAL ...................... 20
- LIBYA ......................... 14
- TUNISIA ...................... 11
- TOTAL ......................... 917

**NORTH AMERICA**
- USA .............................. 178
- TOTAL .......................... 178

**CENTRAL ASIA**
- IRAN .......................... 982
- TURKMENISTAN ................. 48
- KAZAKHSTAN .................... 47
- KYRGYZSTAN .................... 35
- TOTAL ........................ 1,112

**SOUTHERN ASIA**
- MALAYSIA .................... 1553
- INDONESIA .................... 1252
- BRUNEI ......................... 55
- PHILIPPINES ................... 49
- TOTAL ......................... 2,909

**MIDDLE EAST**
- SAUDI ARABIA ................. 1443
- UAE .......................... 1346
- BAHRAIN ...................... 923
- KUWAIT ...................... 702
- QATAR ......................... 646
- TURKEY ....................... 191
- IRAQ ......................... 173
- LEBANON ..................... 136
- JORDAN ....................... 117
- PALESTINE .................... 89
- OMAN ......................... 52
- YEMEN ....................... 40
- TOTAL ......................... 5,858

**TOTAL GLOBAL CIRCULATION BASE**
- 11,367

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**REGIONAL BREAKDOWN**
- NORTH AMERICA
  - USA ................................ 178
  - TOTAL .......................... 178

- AFRICA
  - EGYPT .......................... 352
  - TOTAL ......................... 917

- NORTH AMERICA
  - USA ................................ 178
  - TOTAL .......................... 178

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  - IRAN .......................... 982
  - TOTAL ........................ 1,112

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  - MALAYSIA .................... 1553
  - TOTAL ......................... 2,909

- MIDDLE EAST
  - SAUDI ARABIA ................. 1443
  - TOTAL ......................... 5,858

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**TOTAL GLOBAL CIRCULATION BASE**
- 11,367
The new cpifinancial.net portal is updated throughout the day to deliver news and relevant content covering the regional banking and finance Industry, including Islamic finance, commercial, retail and investment banking and the wealth management sectors.

The portal provides engaging reading and analysis of all the regions economies and the subjects that matter within the region and across the globe, as well as looking at the people behind the news.

cpifinancial.net’s audiences are C-suite executives within leading banks, financial institutions as well as family officers and central bankers too. Our users also include business leaders and senior executives, CFO’s and treasurers in the regions’ leading corporations plus regulators, heads of industry bodies and entrepreneurs.

Not only do our users make a highly desirable and well targeted professional audience, many travel extensively throughout the region on business and leisure. They are among the wealthiest, most style conscious, cultured and high-spending individuals living in the Middle East and as such are top-end consumers.

cpifinancial.net combines digital package offers advertisers the opportunity to run monthly tenancy display campaigns utilising all four different creative options including Leader Board, Skyscraper, Custom Mid Unit as well as Medium Rectangle and Footer, ensuring a continuous presence.

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

Similarly, further opportunities for bespoke native content and video are available to support key communications and deepen engagement through editorialised 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)

<table>
<thead>
<tr>
<th></th>
<th>Billboard</th>
<th>Leaderboard Banner</th>
<th>Custom Mid Unit</th>
<th>Right Column MPU</th>
<th>Right Column Half Page</th>
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</thead>
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<td>970X250px</td>
<td>970x90px</td>
<td>835x150px</td>
<td>300x250px</td>
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<tr>
<td><strong>Desktop Screen</strong> (990px-1200px)</td>
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</tr>
</tbody>
</table>
Daily Digest

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
CEO Leadership Series

The CEO Leadership Series was created to generate exciting and original content and position all participating CEO’s as thought leaders of the banking and finance industry. This is an excellent platform to improve stakeholder engagement and for conveying participants’ vision of the challenges and opportunities that lie ahead.

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

The full interview will be transcribed and published in the CEO Leadership Series.

▶ Cost: $6,000 per video interview
Awards

The Islamic Business & Finance Awards is the longest established Islamic Banking & Finance Awards programme in the world. The awards benchmark the top performers in Islamic finance and we are proud to honour the top achievers as the Islamic finance industry continues to expand.

With over 35 different Awards categories and the only truly global Islamic finance market following, these are the most sought after accolades in this sector.

Recognising Excellence
The Awards are designed to identify and reward excellence in and celebrate the achievements of the global Islamic finance industry. In its 14th year now, this annual Awards programme is directly associated with Islamic Business & Finance and its global audience of senior Islamic banking & finance executives.

How can your institution be involved:
The IB&F Awards categories will be provided to you on request of a submission form which you are required to complete. The submission form will be available at your request from andrew.cover@cpifinancial.net.

The submission form requires data focused on different aspects of your bank’s performances and new initiatives over the previous 12 months. Only the institution may submit their nomination directly, this will not be accepted by a third party including both PR and Media Agency. Once received, these will be submitted to our panel of judges for review. If successful your institution will be shortlisted.

Voting:
Voting will be live for a one month period prior to the IB&F Award winners gala dinner ceremony outlined above hosted on Voting www.islamicbusinessandfinance.net.
Bespoke Events

Islamic Business & Finance 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 at 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.

Today’s businesses are constantly facing changes from geopolitical and economic uncertainty, to technological advances presenting UAE businesses with a number of challenges. As a result, corporate finance and treasury professionals need to be agile in their approach and take the necessary steps to overcome costly challenges and capitalise on opportunities.
Editorial Calendar

**FEBRUARY**

- Regional Focus: EUROPE
- Treasury Management - Governance and Risk
- Real Estate Finance in Middle East
- Outlook for Islamic Finance 2020
- Initial Public Offerings (IPOs)

**APRIL**

- Country Focus: GCC
- Shari’ah Advisory
- The Innovators in Islamic Finance
- SME Financing Focus
- Shari’ah-Compliant Microfinance

**JUNE**

- Regional Focus: SOUTHEAST ASIA
- Training Institutions in Focus
- Women in Islamic Finance
- Real Estate Development and Investment
- Corporate Investment Banking

**AUGUST**

- Regional Focus: AFRICA
- The new Islamic Banking Countries
- Islamic Banking Products
- Asset/Wealth Management in GCC
- Takaful / ReTakaful industry in Middle East
- Mobile Retail Banking Solutions

**OCTOBER**

- Regional Focus: LEVANT
- Asset / Wealth management in Asia
- Financial Inclusion / Retail Banking in Africa
- Corporate Social Responsibility (CSR) in Focus
- Islamic Banking Progress in New Markets

**DECEMBER**

- Country Focus: PAKISTAN
- Innovation in Islamic Banking – Middle East
- Takaful Operators in Asia
- Shari’ah compliant Advisory Service
- Trade Finance
- Year in Review
Specifications

MAGAZINE

TECHNICAL SPECIFICATIONS

• **Full page**
  - Full page type area - 17.5 cm x 21.85 cm
  - Full page trim size - 21 cm x 27 cm
  - Full page bleed size - 22 cm x 28 cm

• **DPS**
  - DPS type area - 39 cm x 21.9 cm
  - DPS trim size - 42 cm x 27 cm
  - DPS bleed size - 43 cm x 28 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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<th>PRINT</th>
<th>DIGITAL</th>
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<td>$4,125</td>
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<tr>
<td>Double Page Spread</td>
<td>$14,850</td>
<td>$7,425</td>
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<tr>
<td>Inside Front Cover</td>
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<td>Inside Front Cover - DPS</td>
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<td>Inside Back Cover</td>
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<tr>
<td>Outside Back Cover</td>
<td>$16,500</td>
<td>$8,250</td>
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<tr>
<td>Advertorial - Full Page</td>
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<tr>
<td>Advertorial - DPS</td>
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</tr>
</tbody>
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Contacts

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