

DIDACTICS



THE REGION'S MOST COMPREHENSIVE MAGAZINE FOR LEARNING DELIVERY SYSTEMS



MEDIA KIT

The education industry in the Middle East is expanding rapidly because of stress on quality education by national governments and an influx of international expatriate communities demanding a variety of education options, and a vibrant economy that has catalyzed spending in educational facilities and equipment.



DIDACTICS WORLD is a title that provides critical coverage of spending patterns and market trends in the education sector, with insightful commentary on cutting-edge technologies, products and services that are relevant for schools, universities, colleges and institutes throughout the Middle East.

The publication offers an essential insight into latest educational developments, new learning systems, classroom designs, training concepts, interactive learning systems, everyday equipment and much more.

FREQUENCY

DIDACTICS WORLD is a monthly Magazine.

EDITORIAL BREAKDOWN

News: Our primary focus is coverage of the industry's most significant developments concerning the technologies, products, services and the people shaping the learning delivery world in the Middle East and Subcontinent.

Analysis: This section offers in-depth analysis of some of the developments having an important bearing on the learning delivery industry. Going a step beyond simple news coverage, the section offers various perspectives from industry practitioners and professionals in the field.

Features and Interviews: The features including the Cover Feature provides a near comprehensive understanding of the newsworthy issues in the learning delivery industry – both on the end-user and technology and product provider end. These articles discuss the knock-on effects and offers opinions from industry insiders as they see it. With the two sub-sections titled Perspectives and Possibilities, this section of DIDACTICS WORLD examines strategies and philosophies that govern the selection of technology and products for use in learning delivery scenarios, as well as focus on the user potential of innovations entering the market.

Case Studies: This section features real life accounts of how a learning delivery centre along with its principal vendor went about implementing, adapting or upgrading a learning delivery system. These span different sectors and verticals. The narratives describe the challenges encountered and help the reader develop a perspective on the opportunities available through optimal usage for enhancing learning delivery and getting maximum return on investment.

DIDACTICS WORLD plays its part in guiding business buyers in making buying decisions that will benefit their operations, and also keeps them up to speed on latest market developments. With a leaning towards technology and educational support tools in the industry, DIDACTICS WORLD gives the buyer a medium to make the best purchasing decisions for his needs. Moreover, this magazine offers vendors a platform to promote their products and reach their target audience through a credible and trusted medium.



It assists educational suppliers across the board in marketing their products and services to a highly focused target audience of buyers. By reaching the right people, such as key purchasing officers and educational heads, DIDACTICS WORLD offers a focussed and highly penetrative channel to address procurement concerns.

DIDACTICS WORLD delivers up to date news for suppliers and vendors to help them track product developments, competitive vendor strategies, mergers, acquisitions and distribution agreements that could have an impact on their business.

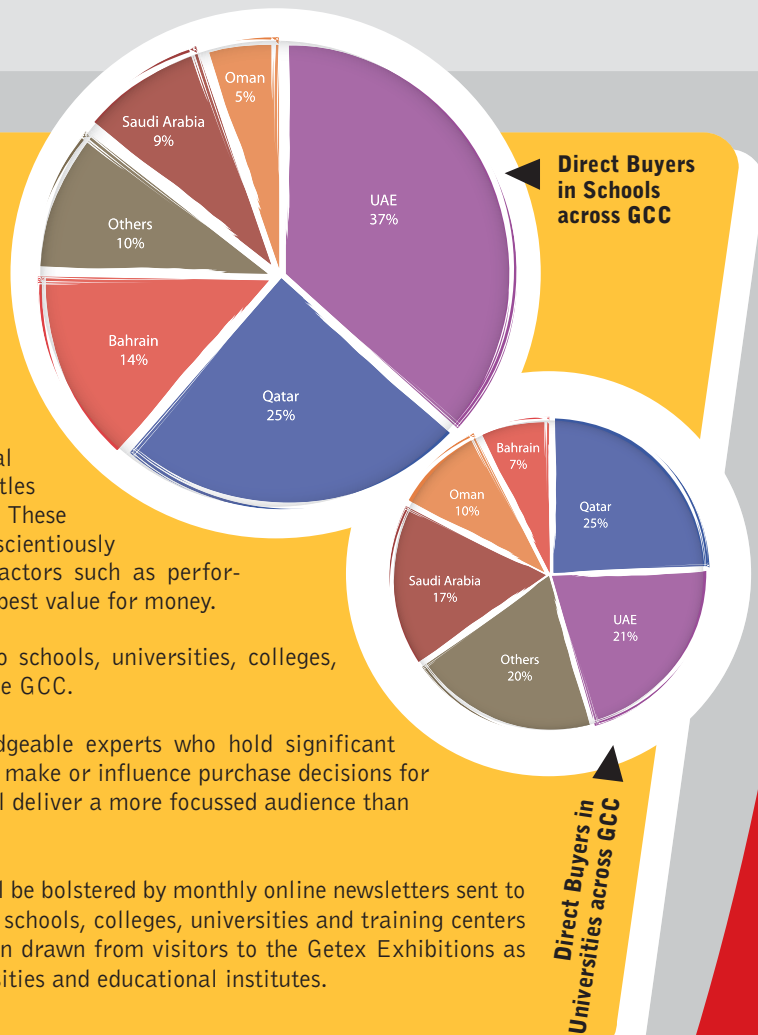
Reviews: Published content, products and technology reviews to be introduced in the second year.

Readership Profile: With a print circulation of 5,500 direct buyers and a readership of over 14,000 secondary buyers and influencers, DIDACTICS WORLD will reach more Educational Decision Makers buyers with executive titles than any of the general business media. These buyers are continuously, seriously, and conscientiously evaluating products on a wide range of factors such as performance, price, compatibility, suitability and best value for money.

DIDACTICS WORLD will be distributed to schools, universities, colleges, training centres, vendors and suppliers in the GCC.

DIDACTICS WORLD readers are knowledgeable experts who hold significant positions within their institutions and either make or influence purchase decisions for their organization. No other publication will deliver a more focussed audience than DIDACTICS WORLD.

DIDACTICS WORLD's market presence will be bolstered by monthly online newsletters sent to over 10,000 direct and secondary buyers in schools, colleges, universities and training centers worldwide. This validated database has been drawn from visitors to the Getex Exhibitions as well as the Getex database of global universities and educational institutes.



Direct Buyers in Universities across GCC

ADVERTISING RATES

POSITION	PAGE RATE (US \$)
Inside Full Page	3,500
Inside Front Cover	4,500
Inside Back Cover	4,000
Outside Back Cover	6,000
Double Page Spread	6,000
Half Page Horizontal /Vertical	2,000
Gate Fold	7,500

Special Positions

Guaranteed Positions	Plus 10%
Special Sections	Plus 10%
First Advert in a feature	Plus 10%

Discounts

3 Series	5% Discount
6 Series	10% Discount
12 Series	15% Discount
Payment Prior to Printing	10% Discount

MECHANICAL SPECIFICATIONS

Full Page Bleed	302 x 215 mm
Full Page Trim	297 x 210 mm
Half page Vertical Trim	273 x 93 mm
Half Page Horizontal Trim	135 x 205 mm
DPS Bleed	302 x 425 mm
DPS Trim	297 x 420 mm

Type Area	263 x 195 mm
Screen#	150 LPI
Booking Deadline:	12th of the month
Material Deadline:	15th of the month

Material: Electronic Artwork can be supplied as high resolution PDF, Quark Xpress, Adobe Illustrator, Adobe Photoshop file format on CD in Macintosh format and accompanied by a colour digital proof.

Editorial Calendar at a Glance (Sept 07 - Aug 08)

September 2007:	Interactive Learning
October 2007:	Ergonomic Classroom Design
November 2007:	Inclusive Education
December 2007:	Training Personnel to Leverage New Technology in the Oil & Gas Industry
January 2008:	Published Content Tailored for the GCC
February 2008:	Early Childhood Learning
March 2008 (India Focus):	Changing Face of Education Delivery in India
April 2008 (GETEX issue):	Digital Learning Environments
May 2008:	School Canteens & Student Health
June 2008:	Facilities & Asset Management
July 2008:	Sporting Aspirations
August 2008:	Learning Resource Banks

Key contacts: Editor **Hisham Wyne** editor@didacticworld.com
 Sales **Bevill J. Braganza** mediasales@didacticworld.com
 Subscription & Circulation **Alison Rego** subscriptions@didacticworld.com