



الزراعة في العالم العربي ARAB WORLD AGRIBUSINESS

The leading Arab World Agricultural & Horticultural Magazine

MEDIA PACK 2021



FANAR PUBLISHING WLL

PO Box 10131 | 8th Floor | Bahrain Tower | Manama | Bahrain
Tel: +973 1721 3900 | CR No 24116



شركة الفنار للنشر ذ.م.م.

ص ب ١٠١٣١ | الطابق الثامن | برج البحرين | المنامة | مملكة البحرين
هاتف : ٩٧٣ ١٧ ٢١٣ ٩٠٠

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Highest Circulation

The most widely read Agribusiness Journal for Arab Countries

Now in its **37th** year of publication **Arab World Agribusiness (AWA)**, has firmly established itself as the foremost agricultural journal in Arab countries. Its authoritative editorial features continue to meet the requirements of a fast developing industry that is eager for technical information, details of farming systems, crop protection, animal husbandry, regional and international agricultural, horticultural news and events.

The Arab leaders are determined to raise agricultural productivity, reduce dependency on imports and adhere to crop diversification while maintaining precious water resources. The region provides ample opportunities for agricultural companies to cater to this market with supplies and equipment.

وطدت مجلة «الزراعة في العالم العربي» أقدامها بقوة في مجال الإعلام الزراعي كمجلة رائدة في مجال الزراعة وقد دخلت المجلة عامها الـ ٣٧ بكل اقتدار خدمة للزراعة والمزارعين العرب في كل مكان. وتنفرد مجلة «الزراعة في العالم العربي» بنشر موضوعاتها الزراعية المتخصصة باللغتين العربية والانجليزية تشمل كافة الأنشطة من ابتكارات حديثة في المجال الزراعي والحيواني والميكنة والمياه والأسمك وآخر التطورات العلمية والعملية إقليمياً وعربياً. وتولي الحكومات العربية جل اهتمامها للزراعة ومواصلة جهودها الكبيرة في سبيل زيادة الانتاجية وتحقيق الاكتفاء الذاتي من خلال الدعم الهادف وتيسير الصعاب وتذليلها وتجاوز العقبات وتوفير الفرص الهائلة للشركات وتلبية مطالبها من أجل تحقيق الأهداف المنشودة.

At **18,715 (Printed Copy)** **AWA** has the largest circulation and highest frequency among specialized agricultural publications in the Middle East.

At **19,200 (Electronic Copy)** we have been sending by e-mail with a direct link for all readers.

Website: Magazine is available in our website for all readers.

Additionally, the magazine is distributed in regional and international Agriculture & Food trade fairs viz. Saudi Agriculture and Saudi Food in Riyadh, Saudi Arabia; AgraME in Dubai, VIV MEA in Abu Dhabi, UAE; Iran Agrofood in Tehran, Iran; Agrovvet in Iran; Agrena and Sahara in Cairo, Egypt; Sawsana in Jordan; Agromek in Denmark; Euro Asia in Turkey, AgriTechnica/EuroTier in Germany; Alimentaria in Spain; Bahrain Int'l Garden Show and Bahrain Animal Production Show (Mara'ee) in Bahrain; AgriteQ in Qatar; Iraq Agrofood in Iraq; and Agrofood West Africa in Accra-Ghana.

أصبحت مجلة «الزراعة في العالم العربي» اليوم من أكثر المجلات الزراعية توزيعاً في العالم العربي، فهي تصدر بواقع ٩ أعداد سنوياً، وتوزع أكثر من ١٨,٧١٥ نسخة مطبوعة لكل إصدار، وترسل إلى نخبة مختارة من الخبراء والمختصين والمهتمين والمعنيين بشؤون الزراعة والغذاء والحيوان والدواجن والأسماك ومتعلقاتها بالبريد، كما ترسل المجلة بالبريد الإلكتروني الى جميع المعنيين ١٩,٢٠٠ شخص من المهتمين بالزراعة، والمجلة متوفرة لجميع القراء على موقع المجلة. إضافة إلى المشاركات العربية والدولية في معظم المعارض الزراعية والغذائية مثل المعرض الزراعي السعودي ومعرض الغذاء السعودي، ومعرض الحدائق ومعرض المراعي في البحرين، ومعرض أجرا الشرق الأوسط في دبي، معرض فيف في ابوظبي، ومعرض اجرينا ومعرض صحارى في القاهرة، ومعرض السوسنة في الأردن. معرض أجروتيكنيكا ويوروتير في المانيا، ومعرض يورو آسيا في تركيا، معرض أجروتيكا في اليونان ومعرض المنتيريا في اسبانيا، أجروفود وأجروفيت في إيران ومعرض أجرتيك في قطر، ومعرض العراق للزراعة والغذاء في اربيل، ومعرض اجرفود في غانا، وغيرها من المعارض.

DISTRIBUTION OF PRINTED COPIES BY TYPE OF ACTIVITIES

Ministry and government agricultural officials, directorates and municipal authorities.....	1,350
Research stations and project managers.....	825
Horticulture and nursery establishments.....	2,120
Agriculture, poultry, livestock and fish farms.....	8,150
Agricultural faculty of universities and colleges.....	366
Distributors and suppliers of agricultural and horticultural machinery & equipment, chemicals, seeds...	3,130
Veterinary surgeons.....	369
Banks, agricultural investment and development companies...	489
Chambers of commerce, farmers union, FAO staff and agricultural attaches.....	494
International manufacturers, suppliers, exporters and contractors.....	1,422
Total.....	18,715

DISTRIBUTION OF PRINTED COPIES BY AREA

GCC countries	Other Middle East countries
Bahrain 270	Iraq 111
Kuwait 715	Jordan 1175
Oman 1,098	Lebanon 1188
Qatar 570	Syria 160
Saudi Arabia 4,436	Yemen 767
UAE 2,380	Total 3,401
Total 9,469	

Arab-Africa	
Algeria 280	
Djibouti 130	
Egypt 1,920	
Libya 140	
Mauritania 174	
Morocco 825	
Somalia 172	
Sudan 295	
Tunisia 195	
Total 4,131	

CIRCULATION

Arab World.....	17,001
International Subscribers...	1,714
World Total.....	18,715

● 19,200 Electronic Copy has been distributed by e-mail and we launch each issue of the magazine in our website for all readers!



SPECIAL EDITORIAL FEATURES IN 2021

ARAB WORLD AGRIBUSINESS carries in each issue regular features such as News, News-In-Brief, Trade Fairs, Trade Enquiries, People and New Products.

● Arabic and English Editorial Written in the Region ●

Volume 37 Number 1

Issue date: 20th January

Dairy Farming

Breeding and dairy farming
Feeds, additives and concentrates
Animal health and medicines

Crop Protection

Environment and conservation
Leading suppliers of agricultural chemicals

Agriculture Machinery

Show Preview: Bahrain International Garden Show 2021
EuroTier Germany 2021
Gulfood 2021, Sudan Poultry Expo 2021

Brazil/India/Iran exports

Jordan/Morocco agriculture update

Volume 37 Number 2

Issue date: 25th February

Fisheries and Fish Farming

Fish farming equipment
Aquaculture technology/Fish feeds

Poultry

Poultry health and medicines
Breeding / Feeding systems

Animal Health: Livestock breeding, feeds and housing
Preventive measures

Irrigation

Sprinkler and drip irrigation

Soil Nutrition

Manufacturers of fertilizers
Agrochemicals/Soil conditioners

Tractors and Combine Harvesters

Show Preview: Agriteq 2021 - Qatar
Show Review: Sudan Poultry Expo 2021
Australia/China /UK exports
Bahrain/Qatar/UAE agriculture update

Volume 37 Number 3

Issue date: 1st April

Food Processing Technology and Equipment

Food Processing Machinery / Packaging Equipment
Bakery, confectionery and sweets
Canned and frozen foods
Dairy products, fats and oils / Fruits and vegetables
Refrigeration and cold storage

Environment Control

Education in Agriculture

Education and training programs
Research institutes

Horticulture

Tractors of Combine Harvesters
Climate control facilities / Greenhouses
Horticultural implements / Mushroom cultivation
Seeds and plantstock, Hybrid seeds
Cut flowers and indoor plants

Show Preview: EuroTier Middle East 2021 Abu Dhabi

Show Review : Bahrain International Garden Show 2021
Agriteq-Qatar 2021

Belgium/Denmark/The Netherlands/Germany

UAE agriculture update

Volume 37 Number 4

Issue date: 15th May

Dairy Farming

Feeds and feeding systems
Milking equipment/Packaging and marketing

Crop Protection

Agrochemicals/climate control facilities
Crop protection netting/Spraying equipment

Food Products and Processing Equipment

Tractors and Combine Harvesters

Show Preview: Iran Agro 2021, Tehran
France/Sweden/Iran exports
Egypt/Oman Agriculture update

Volume 37 Number 5

Issue date: 30th June

Poultry

Breeding/Feeding systems

Seeds and Plantstock

Fertilizers

Harvesting and Storage

Balers and bale handling equipment
Grain handling equipment/Storage and silos
Combine harvesters

Show Review: Iran Agro 2021, Tehran

Turkey/UK/USA exports

Egypt/Iraq agriculture update

Volume 37 Number 6

Issue date: 5th August

Dairy Farming

Feeds and feeding systems
Milking equipment/Packaging and marketing

Irrigation

Pipes, pumps and equipment
Power roll, sprinkler and drip irrigation
Waste water treatment and desalination projects

Fisheries and Fish Farming

Breeding of fish / Fish feeds and fisheries equipment

Bees and Beekeeping

Treatments for pests or diseases / Beekeeping equipments

Show Preview: Sahara 2021, Egypt - Middle East Poultry Riyadh 2021

China/India/Italy export

Jordan/South Sudan agriculture update

Volume 37 Number 7

Issue date: 10th October

Animal Health

Livestock breeding, feeds and housing
Preventive measures
Veterinary medicines
Veterinary products and equipment

Food Processing Technology and Equipment

Food Processing Machinery / Dairy products, fats and oils

Crop Protection

Crop protection netting, Agrochemicals/Spraying equipment

Agriculture Machinery

Show Preview: Saudi Agriculture 2021, Riyadh-Saudi Arabia
Saudi Agro Food 2021, Gulf Food Manf. 2021- Dubai,
Agrena 2021 Cairo, Egypt

Turkey/UK exports

Egypt/Jordan/Saudi Arabia/UAE agriculture update

Volume 37 Number 8

Issue date: 15th November

Poultry

Breeding/Feeding systems
Hatcheries and incubators
Poultry health and medicines
Prefabricated housing

Technology Transfer

Management and training / Project consultancy

Agriculture Products and Services

Fisheries and Fish Farming

Breeding of fish / Fish feeds and fisheries equipment

Show Preview: VIV MEA 2021 Abu Dhabi & AgraME 2021, Dubai

Show Review: Saudi Agriculture 2021, Agrena 2021 Cairo

Germany/China/Ireland/USA exports

Lebanon/State of palestine Agriculture update

Volume 37 Number 9

Issue date: 20th December

Crop Cultivation

Cultivators and tillage equipment / Storage and warehousing
Tractors and combine harvesters

Irrigation

Power roll, sprinkler and drip irrigation

Food Processing

Refrigeration and cold storage

Show Review: VIV MEA 2021, Abu Dhabi
AgraME 2021, Dubai

The Netherlands/Switzerland/South Africa export

South Sudan/Algeria agriculture update

PRINT ADVERTISEMENT RATES & DATA

Advertisement Rates for One Insertion

Page Size	USD	£ Sterling	EURO
Full Colour			
Full Page	3176	1945	2705
1/2 Page	2425	1528	2065
1/3 Page	1963	1255	1673
1/4 Page	1732	1197	1475
Double Page Spread	5370	3215	4575
Black & White			
Full Page	2310	1475	1968
1/2 Page	1559	1021	1328
1/3 Page	1097	717	933
1/4 Page	869	567	738
Double Page Spread	4504	2691	3838

5% VAT IS APPLICABLE

Special positions

Inside front cover (English section)	US\$3,753	£2,362
Inside front cover (Arabic section)	US\$3,753	£2,362
Facing editorial matter or fixed position + 10% Bleed + 10%		
Black + 1 colour	Mono rate + US\$265	£170
Black + 2 colours	Mono rate + US\$475	£320
Inserts (loose or bound in) – accepted by prior arrangement.		
4 Pages	\$2,750	£1,650
8 Pages	\$2,750	£1,650

Advertising agency commission 15%

Advertisement sizes (page trim size: 297 x 210 mm)

Double page spread	Bleed	305 x 426 mm	Bleed (gutter only)	270 x 400 mm
Full page	Type area	270 x 185 mm	Bleed	305 x 215 mm
1/2 page	Vertical	270 x 90 mm	Horizontal	133 x 185 mm
1/3 page	Vertical	270 x 59 mm	Horizontal	88 x 185 mm
1/4 page	Horizontal only	65 x 185 mm		

DIGITAL ADVERTISEMENT RATES

Leaderboard 650 Px(W) X 90 Px(H)

1 month	USD 1000
2 months	USD 1500
6 months 1 year	USD 2500
1 Year	USD 4000

Large Rectangle 349 Px(W) X 250 Px(H)

1 month	USD 800
2 months	USD 1200
6 months 1 year	USD 2000
1 Year	USD 3000

Small Banner 349 Px(W) X 96 Px(H)

1 month	USD 600
2 months	USD 1000
6 months 1 year	USD 1500
1 Year	USD 2500

SOCIAL MEDIA

FACEBOOK, TWITTER AND LINKEDIN

1 month	USD 3000
3 months	USD 4500
6 months 1 year	USD 6000

(Four broadcasts in a month)

E-MAIL SHOT	FOR 19,000 CLIENTS	USD 2550
(CUSTOMISED)		

TECHNICAL SPECIFICATIONS;

Ready artwork is preferred for all Black/White and colour advertisements. Artwork must be received in high resolution (300dpi) in JPEG or PDF Format.

Copy deadline: Colour OR Mono.
2 weeks prior to publication date.

Cancellation: 2 weeks prior to publication date.

TRANSLATION OF ADVERTISEMENT COPY

For those companies or advertising agencies who do not have the facility to undertake translation from English to Arabic, this can be done by our translation department in Bahrain. This will ensure that the translation is correct.

FANAR PUBLISHING WLL

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شركة الفانار للنشر و.م.م

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