

# Bovine & Ovine

middle east & north africa

2020

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# Bovine & Ovine

## Middle East & North Africa

(ABKAR & AGHNAM)

## MEDIA INFORMATION

## 2020

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Bovine & Ovine Middle East & North Africa  
(ABKAR & AGHNAM)



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Media Information 2020

BOVINE & OVINE MIDDLE EAST & NORTH AFRICA  
P.O. BOX 90/1170 Jdeidet El Metn  
Metn 1202 2090 - Beirut - Lebanon

BOVINE & OVINE MIDDLE EAST & NORTH AFRICA (ABKAR & AGHNAM) magazine established since 1995, is the only Arabic magazine of its kind, treating exclusively subjects related to ruminant livestock.

It is published and distributed free of charge throughout the Middle East and North Africa.

35000 copies are printed for each issue.

MEAP'S website visitors in 2019 was over 600.000

The distribution scheme - per issue - of BOVINE & OVINE MIDDLE EAST & NORTH AFRICA (ABKAR & AGHNAM) magazine for 2019 was as follows:

Subscribers in Middle East and North Africa: 21726  
 Subscribers in American & European countries: 1705  
 Subscribers in other countries (including Turkey, Iran...) 1358  
 Extra copies distributed in Regional & International Fairs : 5000  
 Extra free Copies Through our representatives 5000

**TOTAL: 34789**

### Technical Data

Dimensions: 20.4 x 26.6 cm  
 Line screen size: 19 x 26 cm  
 Bleed size: 21.4 x 27.6 cm  
 Trim size: 20.4 x 26.6 cm  
 Number of pages: 76-84  
 Paper: Coated 80/90 grams  
 Printing process: Offset  
 Lines per inch: 120 - 150 l.p.i  
 Cover: Coated 250 grams 4 colors both outside UV covering.

### CD Specifications

The files should open on Adobe Photoshop, PDF or Adobe InDesign program.  
 Note: Apple System is used.

	Egypt	Lebanon	Syria	Jordan	Iraq	KSA	Other Gulf Countries	Palestine	Sudan	Algeria	Libya	Tunisia	Morocco	TOTAL
Veterinarians	1622	79	5	747	426	1237	546	20	234	159	128	367	169	5739
Agr. Graduates	506	85	7	343	189	420	265	9	262	117	42	124	99	2468
Farmers	773	137	30	1076	435	689	496	25	351	253	133	363	289	5050
Technico - Commercial	559	213	18	432	166	595	428	6	126	79	9	162	127	2920
Government Institutions	234	32	8	104	106	366	110	4	146	184	32	104	126	1556
University Professors	433	48	73	174	193	359	109	7	89	89	12	75	67	1728
Others	224	138	43	338	198	459	325	6	206	120	9	106	93	2265
<b>Total</b>	<b>4351</b>	<b>732</b>	<b>184</b>	<b>3214</b>	<b>1713</b>	<b>4125</b>	<b>2279</b>	<b>77</b>	<b>1414</b>	<b>1001</b>	<b>365</b>	<b>1301</b>	<b>970</b>	<b>21726</b>

The table shows the quantity and profession of the subscribers in the Middle East and North Africa as per our files for 2019.

### Main Topics of 2020 - Articles related to:

#### Jan-Mar:

- Dairy Farm management
- Pink Eye in cattle
- Milk Powder & milk Substitutes

#### Apr-Jun:

- Shipping fever in cows
- Horse Husbandry
- Dairy Plant Biosecurity measures

#### Jul-Sep:

- Feed related problems in farms
- Dairy Farms' Equipment
- Camels' artificial insemination

#### Oct-Dec:

- Brucellosis in cattle
- Sheep & Goat Breeding
- Cheese Industry

#### N.B:

- "Bovine & Ovine Middle East & North Africa" will be covering most specialized Int'l fairs taking place in 2020.
- All materials should be received at the end of each month previous to the issue's one (for example Jan- March materials should be received end of December)

### Continuity offer:

Regular advertisers placing ads in all issues of the magazine year after year with no interruption are not subject to the yearly increase in advertising rates.

### Advertisement rates for 2020

U.S.\$

Color	Size (cm)	U.S.\$
1/1: 4 colors inside cover.....	(20,4x26.6).....	4000
1/1: 4 colors page.....	(20,4x26.6).....	3600
2/3: 4 colors page /Horizontal.....	(18x16).....	2700
2/3: 4 colors page/Vertical.....	(12x23).....	2700
1/2: 4 colors page /Horizontal.....	(18x12).....	2350
1/2: 4 colors page/Vertical.....	(9x23).....	2350
1/3: 4 colors page/Horizontal.....	(18x8).....	1600
1/3: 4 colors page/Vertical.....	(6x23).....	1600
1/4: 4 colors page/Horizontal.....	(18x6).....	1350
1/4: 4 colors page/Vertical.....	(9x12).....	1350
1/8 : 4 colors page.....	(6x6).....	850

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