

Banner Position	Size in px	Price/month	Price/2months	Semester	Year	Exclusivity Max adv.
Top Banner	w400 x h(70 - 100)	\$1,000.00	\$1,800.00	\$4,000.00	\$6,000.00	3
Gold Sponsor	w150 x h75	\$500.00	\$900.00	\$2,000.00	\$3,000.00	4
Sponsors	w150 x h75	\$350.00	\$600.00	\$1,350.00	\$2,000.00	4
Buy & Sell	w200 x h(100-300)	Free	Free	Free	Free	4
Fairs / conferences	w500 x h120	Free	Free	Free	Free	
Special offer (or discount) for the magazine's hardcopy advertisers						
Gold Sponsor (inside cover)	w150 x h75	Free	Free	Free	Free	2
Sponsors (1 Page)	w150 x h75	Free	Free	Free	Free	

* The number of the online connected visitors is clearly displayed on the home page (2023 average live presence online: 800)
90000 page views during 2024 - 18 000 new users last trimester



Bovine & Ovine Middle East & North Africa
(ABKAR & AGHNAM)
Media Information 2025



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2025

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MEDIA INFORMATION 2025

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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.
27000 copies are printed for each issue.

The number of the online connected visitors is clearly displayed on the home page (2024 average online visitors:500/minute).

The distribution scheme - per issue - of BOVINE & OVINE MIDDLE EAST & NORTH AFRICA (ABKAR & AGHNAM) magazine for 2024 was as follows:

Subscribers in Middle East and North Africa: 20341
Subscribers in American & European countries: 1705
Subscribers in other countries (including Turkey, Iran...) 1400
Extra copies distributed in Regional & International Fairs : 1800
Extra free Copies Through our representatives 1500

TOTAL: 26746

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
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	Sudan	Other Gulf Countries	Palestine	Algeria	Libya	Tunisia	Morocco	TOTAL	The table shows the quantity and profession of the subscribers in the Middle East and North Africa as per our files for 2024.
Veterinarians	2050	69	5	600	400	792	250	300	15	99	97	320	158	5155	
Agr. Graduates	658	74	7	300	120	300	200	245	6	102	42	111	92	2257	
Farmers	850	100	14	700	302	380	205	300	18	115	90	270	180	3524	
Technico - Commercial	660	200	10	330	120	400	130	401	5	81	9	145	119	2610	
Government Institutions	290	31	8	95	95	320	140	107	4	146	28	87	98	1449	
University Professors	512	48	64	94	160	270	88	103	7	82	11	70	65	1574	
Others	283	133	40	230	158	330	134	96	6	105	9	92	90	1706	
Total	5303	655	148	2349	1355	2792	1147	1549	61	730	286	1095	802	18275	

Main Topics of 2025 - Articles related to:

- Jan-Mar:**
- Calf Fattening: Modern Techniques
 - Sustainable Sheep Farming
 - Genetic Selection for improved milk production
- Apr-Jun:**
- The Role of Genetic Engineering in Enhancing Livestock Productivity
 - Good management practices in Dairy Farms
 - The Future of Dairy Farming in the MENA Region
- Jul-Sept:**
- Building Resilient Bovine Breeding Programs for MENA's Harsh Climates
 - The Role of Livestock in the Circular Economy: Waste Management in Bovine Farms
- Oct-Dec:**
- Disease Control in Bovine Herds: Preventative Measures for MENA Farmers -
 - The Future of Livestock Trade in MENA: Opportunities for Cattle and Sheep Exports

N.B:

- "Bovine & Ovine Middle East & North Africa" will be covering most specialized Int'l fairs taking place in 2025.
- 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 2025

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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