

Yearbook 2023 of International Suppliers

With its wide coverage of profiles, activities and latest news of major international companies working in all fields of poultry production in the Middle East and North Africa, this poultry yearbook has become an indispensable guide to all those working in the poultry industry in this region.

In fact, it is considered an important means of improving communication between advertisers and readers while being a perfect link between suppliers and regional representatives or distributors.

This yearbook is a guide to all those interested in learning about companies working in the field of poultry production. It represents to our readers a kind of advertisers' encyclopedia to search for any news concerning the international supplying companies.

It is also very well sorted and printed in deluxe coated paper and machine sewed, instead of being glued, without any risk of detachment.

Now more free pages to detail your product's names and formulas
A REAL CATALOGUE in the hand of Middle East and North Africa Poultrymen

Interested companies are encouraged to provide all the information that they feel is important for their existing and potential customers to know about.

Whether it is a company profile or a promotional piece about your latest product or service, or just an abstract about your latest research project, you can be sure that it is going to reach your target customer.

Advertisers are offered free pages to detail their products and company profile for every paid advertisement.

Digital Advertising 2022

www.meap.net *

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	
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 (2021 average online visitors: 500/minute)

POULTRY

Middle East & North Africa

MEDIA INFORMATION 2022

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Our magazines online:
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Poultry Middle East & N. Africa
Media Information 2022

POULTRY MIDDLE EAST & N. AFRICA
P.O.BOX 90/1170 Jdeidet El Metn
Metn 1202 2090 - Beirut - Lebanon

POULTRY MIDDLE EAST & NORTH AFRICA magazine established since 1979, is the only arabic magazine of its kind in the world.

It is published every two months and distributed throughout the Middle East and North Africa. 42000 copies are printed for each issue.

The distribution scheme - per issue - of **POULTRY MIDDLE EAST & NORTH AFRICA** magazine for 2021 was as follows:

Subscribers in Middle East and North Africa 28010
 Subscribers in American and European countries 1426
 Subscribers in other countries (including Turkey, Iran...) 2005
 Extra copies distributed in Regional & International Poultry Fairs 4000
 Extra free Copies Through our representatives 5500

TOTAL: 40941

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: 132 - 140
 Paper: coated 60-70 grams
 Printing process: Offset
 Lines per inch: 120 - 150 l.p.i
 Cover: Coated 200-250 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
Agr. Graduates	1233	216	22	599	150	630	249	239	14	100	142	96	100	3790
Agr. Gr. Farmers	643	51	7	184	114	417	109	139	4	78	18	17	52	1833
Agr. Gr. Breeders	371	29	16	61	159	290	111	95	2	63	29	12	38	1276
Veterinarians	1644	65	17	533	293	469	215	224	32	100	285	199	75	4151
Vet. Farmers	767	96	29	87	110	339	118	103	5	52	24	8	31	1769
Farmers	674	408	20	804	248	329	343	304	29	150	200	179	100	3788
Breeders & Hatcheries	231	32	25	98	109	927	113	118	3	83	20	6	49	1814
Technico - Commercial	520	186	19	204	147	807	211	234	10	96	80	114	93	2721
Government Institutions	365	43	15	139	98	310	100	268	2	123	100	106	54	1723
University Professors	528	112	16	326	209	305	98	60	7	104	93	13	20	1891
Others	436	104	11	146	346	538	154	205	4	50	105	53	37	2189
Total	7412	1342	197	3181	1983	5361	1821	1989	112	999	1096	803	649	26945

The table shows the quantity and profession of the subscribers in the Middle East and North Africa as per our files for 2021.

Main Topics of 2022 - Articles related to:

- Jan-Feb:**
 - Nutritional factors affecting Poultry Bone Health
 - Coronavirus in Poutry
 - Importance of Disinfection after flock depletion
 - Rabbit Breeding
- Mar-Apr:**
 - Phytogetic additives in Poultry Nutrition
 - InOvo vaccination : Pros & Cons
 - New Trends in fish farming
 - Blackhead Disease in Turkeys
- May-June:**
 - Essential oils in feed formulation
 - Necrotic Enteritis In Poutry
 - Heat Stress and Good Ventilation
 - Ostrich Husbandry
- July-Aug:**
 - Chronic Respiratory disease (CRD) in Poutry
 - Good Management impact on high productivity
 - Lighting importance in Poultry Nutrition
 - Ulcerative Enteritis in Quail
- Sept-Oct:**
 - Poultry Nutritional modulation impact on the immune system
 - IBDV In Poultry Farms
 - Day old Chick Handling, transportation and Housing
 - Pigeon Basic needs
- Nov-Dec:**
 - Poultry Waste Management
 - Poultry Feed Bacterial contamination related Problems
 - Newcastle Disease Control
 - Biosecurity & Diseases Prevention

Yearbook 2023 will be issued in September 2022

See back cover

- N.B.:
- All materials should be received at the end of each month previous to the issue's one (for example Jan- Feb materials should be received end of December)
 - «Poultry Middle East & N. Africa» will be covering most important Int'l & regional fairs taking place in 2022.

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 2022

U.S.\$

Color	Size (cm)	U.S.\$
1/1:	4 colors inside cover.....(20,4x26.6)	4600
1/1:	4 colors page.....(20,4x26.6)	4200
2/3:	4 colors page /Horizontal.....(18x16)	3000
2/3:	4 colors page/Vertical.....(12x23)	3000
1/2:	4 colors page /Horizontal.....(18x12)	2700
1/2:	4 colors page/Vertical.....(9x23)	2700
1/3:	4 colors page/Horizontal.....(18x8)	1850
1/3:	4 colors page/Vertical.....(6x23)	1850
1/4:	4 colors page/Horizontal(18x6)	1600
1/4:	4 colors page/Vertical.....(9x12)	1600
1/8 :	4 colors page.....(6x6)	800

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