

IRAQ

MONTHLY ALL
BUSINESS MAGAZINE

• UNLIMITED POSSIBILITIES AWAIT YOU

TODAY MAGAZINE

مجلة رجال الأعمال الشهرية • تنتظرك فرص لا حصر لها

گۆفاری پیاوانی خاوهن کاری مانگانه له عێراق • ههلی بی سنورت له بهردهمدایه

The first
and only
ALL BUSINESS
magazine
in Iraq,
published in
three languages
(Arabic, Kurdish, and English)

2011
MEDIA KIT

A publication of

IACCI

First six issues have firmly established IRAQ TODAY as the preeminent business magazine in Iraq and a must-have resource, and thousands of well-thumbed copies can be found in offices across Iraq and beyond.

Any company that wants to do business in Iraq from large multi-nationals to small national companies should consider reading or advertising in Iraq TODAY.

CLIENT TESTIMONIAL

When first looked at a copy of TODAY back in April, I was surprised to find such a wonderful publication in Kurdistan, Iraq, and immediately called to reserve my add for the next issue, and never missed an add since, thank you for your good works

Mahmoud Jabar
Adicoo Comp.,
Arbil, Kurdistan, Iraq

“We had a need to promote our new product which we just signed exclusive dealership for from a German company and we needed a way to reach the widest possible potential in the least amount of time with reasonable cost, Iraq Today was a fantastic way for us and after our first add we received fifty inquires”

Akram Al Durie
Al Alamain, Baghdad, Iraq

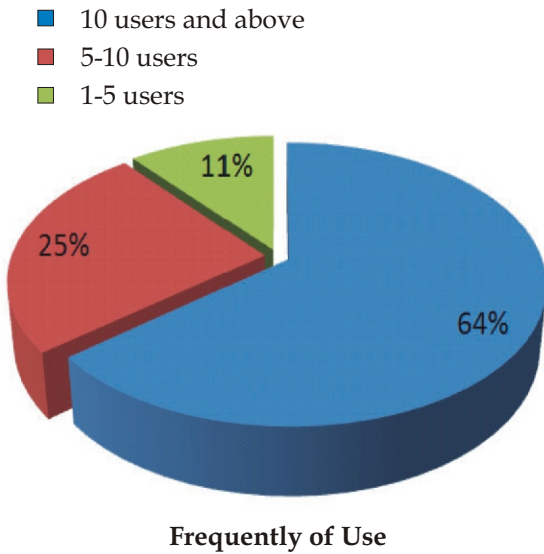


THE FACTS

Frequently of Use

TODAY is such a unique experience in Iraq as a business magazine that up to 10 pass on users for each copy Delivered.

Logistics are very difficult in Iraq, for example post office is almost non existent and therefore we deliver by hand and we deliver to qualified and documented and approved readers only, mostly the highest level individual in a company or department, so we have learned form our



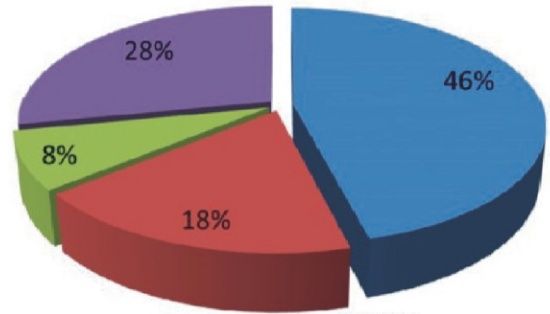
TODAY all business magazine is the only one of its kind in Iraq and as such it covers a wide industry sectors.

General trade is the largest segment of classification, part of the reason is the underdevelopment of segmentation in Iraq. Most private business deal with multiple sectors, partly because of the long history of not being able to predict future forecast for that segment and so it has always been a defensive move on the part of the private sector in Iraq.

Government is still very dominant in total GDP, for example Iraq gets over 95% of its international revenues from the oil sector which is going to expand rapidly in the coming years, therefore we devote a section to energy in Iraq.

Geographic Breakdown

■ Baghdad ■ Arbil ■ Sulaymaniyah ■ Other

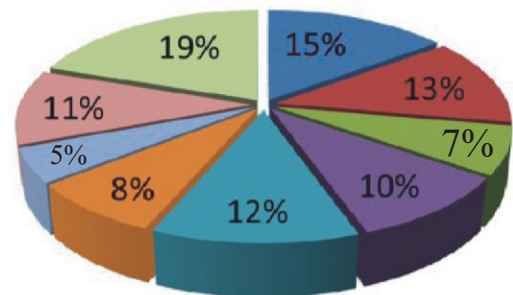


The TODAY is written and edited in Arabic, English and Kurdish, and distributed according to areas of importance and population statistics.

Our start was in Kurdistan, also Kurdistan is further developed than the rest of Iraq with better logistics, so we can see that

By Industry

■ Trade ■ Import ■ Industrial
 ■ Trade ■ Import ■ Industrial
 ■ Trade ■ Import ■ Industrial



It is our general goal as the market develops in Iraq to expand into more specific publications covering energy, logistics, security and other significant sectors that has a lot of promise for expansion in the coming years.

ADVERTISEMENTS RATES

Sizes

Two Full Pages



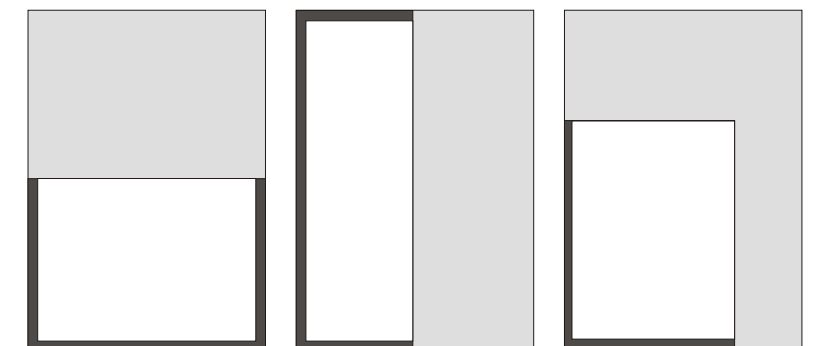
- SPREAD BLEED 44cm x 29 cm
- Trim Size 42 cm x 27 cm

Full Page



- 22 cm x 29 cm
- Trim Size 20 cm x 27 cm
- 44 cm x 14.5 cm
- Trim Size 42 cm x 13.5 cm

Half Page



- 22 cm x 14.5 cm
- Trim Size 20 cm x 13.5 cm
- 11 cm x 29 cm
- Trim Size 10 cm x 27 cm
- 14 cm x 18.5 cm
- Trim Size 13 cm x 17.5 cm

Rates

Type	Price
BackCover	\$ 2,500.00
InsideFrontCover	\$ 1,500.00
InsideBackCover	\$ 1,500.00
DoublePageSpread	\$ 1,500.00
FullPage	\$ 1,000.00
Two Half Page Bleed	\$ 750.00
Half Page	\$ 500.00

- Today, the only all business monthly magazine in Iraq, with three languages, Arabic, Kurdish and English, deliver directly by hand to buyers and business owners in Iraq.
- Dedicated staff of editors and journalist in Kurdistan Region and Baghdad.
- Focused on the private and public sector in Iraq.
- Designed for maximum results, results that get you leads and contacts within Iraq
- Progressive EXPOS and Conferences Company "PECC", the publisher has been doing directories and magazines in Iraq for the past seven years, with expertise and knowledge of market that is very difficult to penetrate
- Iraq has enormous potential for investment and business opportunities and the means to accomplish them, with second largest oil reserve in the world, so capitalize on this opportunity through your advertisement in TODAY
- Today is printed outside Iraq to get the highest quality printing and then delivered by hand to top business owners in Kurdistan and Baghdad.
- Dedicated issues during trade show events like DBX Sulaimaniyah International EXPO, November 11th -14th, DBX Duhok International EXPO, December 12-15th

ONLINE OPPORTUNITIES

Website

Newsletter