

**kippreport**

**MEDIA  
INFORMATION  
KIT  
2009**

# PROFILE

**Kippreport** is a unique online business magazine. Daring and innovative, it reports on the pressing business and social issues in the Middle East. **Kippreport** takes its audience backstage in the region's business world, as well as inside the most prestigious companies operating in the Middle East.

**Kippreport** is the Middle East's first online-only business magazine. Updated throughout the day, **Kippreport** promises to be home to new business thinking from the Middle East.

## TARGET AUDIENCE

Individuals who want to understand the story behind business news in the Middle East. From middle managers to CEOs, **Kippreport** is pitched at time-pressed professionals who want to know the region's business news quickly.

**Kippreport is a business website for people who live fast in a connected world.**

# CONTENT

Kipp understands that businesses are the sum of their people and communities

## THE NETWORK OF...

It's all in who you know. Kipp explores the business network of the region's most successful individuals.



## THE BUSINESS OF...

Profiles of big personalities and brands, and rundowns of legal and social processes in the region.



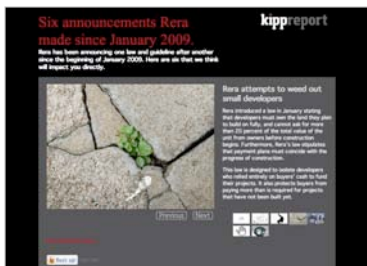
## SIX DEGREES OF...

Proves the "small world" theory by investigating the surprising connections between business leaders.



## SLIDESHOW

Crisp photos and sharp, brief analysis give context to current themes in the international media.



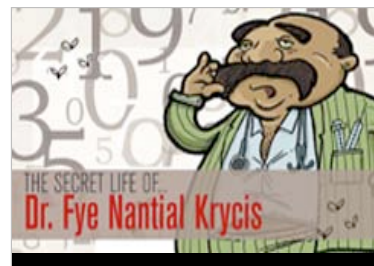
## BRAND TO BRAND

A comparison of two competing brands based on product, place, promotion, positioning, and price.



## SECRET LIFE OF...

A feature published bimonthly, based on readers' inputs and Kipp's investigations on prominent personalities.



## ANALYSIS

Kippreport assesses how business does business. We view differing brand strategies, rate the effectiveness of product launches, and take a cold look at some of the region's biggest projects. Plus, we go micro: management appraisals, leadership strategy and workplace best practise will all come under the spotlight.

## MIDDLE EAST BUSINESS NEWS

Kippreport gives daily updates of the latest business news headlines in the region.

## KIPP'S BLOG

Kippreport encourages readers to communicate their thoughts on the latest social and business issues in the region. We highlight the subject, readers do the writing.

## KIPP'S POLL

Kippreport conducts weekly polls on timely issues, allowing readers to voice their opinions. Poll results are published every Sunday in an analysis piece.

## BEST OF THE WEEK

A comprehensive round up of the week's most striking news, sourced with links for an at-a-glance update.

# ADVERTISING INCENTIVES

## SIX REASONS TO ADVERTISE ON KIPPREPORT

**The region's business news** is reported in an innovative way, giving readers new perspectives on issues that affect GCC residents.

**Kipp's layout** is bold and fresh, and attracts readers with compelling photographs, gripping headlines and a rotating menu.

**The website's readership** is varied, comprising mostly of expatriates throughout the GCC, and residents in North America and Europe.

Kipp is an **interactive website**, and invites readers to participate in discussions on topics relevant to them. Most of Kipp's articles generate lively discussions among commentators.

**Daily newsletters** are emailed to a database of 37,500 readers in the region, keeping Kipp's readers updated with daily news headlines and in-depth analysis.

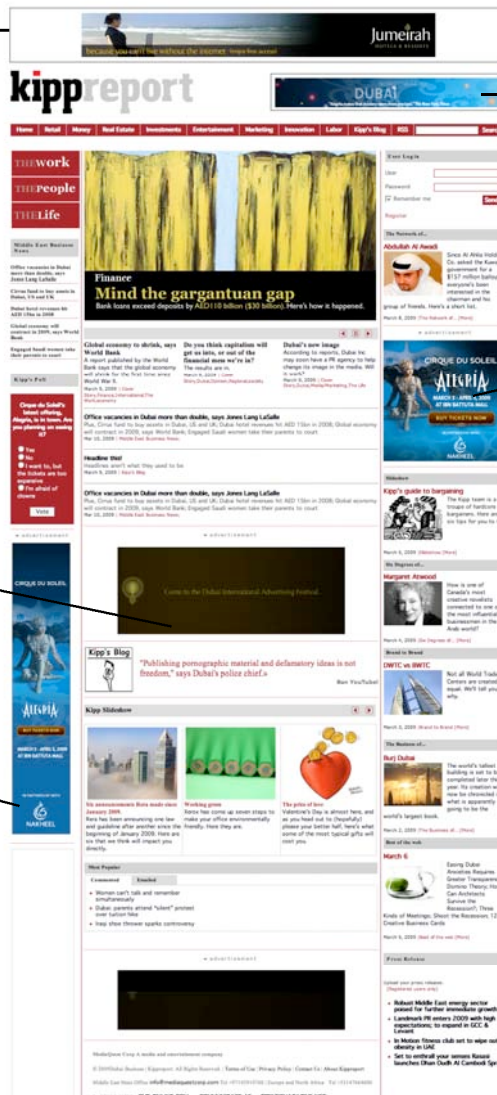
**Advertising targets** are met consistently on Kipp, thus ensuring that impressions are being delivered to clients.

# ADVERTISING ON KIPP

## HOMEPAGE BANNERS

### MEGABANNER

728x20  
728x300  
(extended)  
50Ko  
Gif,SWF,JPG  
\$7,000.00



STANDARD:  
468 x 60  
15Ko  
Gif,SWF,JPG  
\$4,000.00

SQUARE:  
250x250  
20Ko  
Gif,SWF,JPG  
\$5,000.00

### SPLIT

468x180  
25Ko  
Gif,SWF,JPG  
\$4,000.00

### SKYSCAPPER

120x600  
or 160x600  
25Ko  
Gif,SWF,JPG  
\$5,000.00

### TRANSPARENT FLASH

728x300  
25Ko, 6s  
SWF  
\$8,000.00

# ADVERTISING ON KIPP

## ARTICLE BANNERS

### MEGABANNER

**728x20**  
**728x300**  
 (extended)  
**50Ko**  
 Gif,SWF,JPG  
**\$6,250.00**

### SKYSCAPPER

**120x600**  
 or **160x600**  
**25Ko**  
 Gif,SWF,JPG  
**\$4,500.00**

### SPLIT

**468x180**  
**25Ko**  
 Gif,SWF,JPG  
**\$3,500.00**



### STANDARD:

**468 x 60**  
**15Ko**  
 Gif,SWF,JPG  
**\$3,500.00**

### SQUARE:

**250x250**  
**20Ko**  
 Gif,SWF,JPG  
**\$4,500.00**

## Generals

Send all your technical elements to [traffic@mediaquestcorp.com](mailto:traffic@mediaquestcorp.com) and add a copy to your sales contact.

Add to your technical files these elements:

- Campaign name
- Product type
- Email contact
- Date of first publication
- The ending date
- Click Through URL

## Adverting formats

| Product                                  | Size in pixel                    | Max. weight       | Format                 |
|--|----------------------------------|-------------------|------------------------|
| MegaBanner                               | 728X20                           | 15ko              | Gif, Flash SWF, Jpeg   |
| Expand Megabanner                        | 728X300 (Expanded)               | 50ko              | Gif, Flash SWF         |
| Standard Banner                          | 468X60                           | 15ko              | Gif, Flash SWF or Jpeg |
| Square Banner                            | 250x250                          | 20ko              | Gif, Flash SWF or Jpeg |
| Split Banner                             | 468x180                          | 20ko              | Gif, Flash SWF or Jpeg |
| Skyscraper                               | 120X600 or 160x600               | 20ko              | Gif, Flash SWF or Jpeg |
| Horizontal Rectangle                     | 300x250                          | 25ko              | Gif, Flash SWF or Jpeg |
| Vertical Rectangle                       | 120X240                          | 20ko              | Gif, Flash SWF or Jpeg |
| Transparent Flash<br>(Validation needed) | 728x300<br>(with closing button) | 25ko, Timing: 6s. | Gif, Flash SWF         |

## ClickTag for Flash animation

The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.

*Example:*

```
On (release) {  
Get URL (clicktag, target);}
```

**Special product:**

Expand banner and expand megabanner

Elements to be sent to gif or flash format: 1 format 728 x 90 (megabanner) + 1 format 468 x 300 (unfolded banner) + the click through url.

If you are using flash you have to add the ClickTag on both of the flash animations.