



# الزراعة في العالم العربي

## ARAB WORLD AGRIBUSINESS

*The leading Arab World Agricultural & Horticultural Magazine*

**MEDIA PACK**  
**2024**



**FANAR PUBLISHING WLL**

PO Box 10131 | 8th Floor | Bahrain Tower | Manama | Bahrain  
Tel: +973 1721 3900 | CR No 24116



شركة الفنار للنشر ذ.م.م

ص ب ١٠١٣١ | الطابق الثامن | برج البحرين | المنامة | مملكة البحرين  
هاتف : +٩٧٣ ١٧ ٢١٣ ٩٠٠

E-mail: [fanar@batelco.com.bh](mailto:fanar@batelco.com.bh) | [alfanar2014f@gmail.com](mailto:alfanar2014f@gmail.com)  
[www.fanarpublishing.net](http://www.fanarpublishing.net)

# Highest Circulation

## The most widely read Agribusiness Journal for Arab Countries

Now in its 40<sup>th</sup> year of publication **Arab World Agribusiness (AWA)**, has firmly established itself as the foremost agricultural journal in Arab countries. Its authoritative editorial features continue to meet the requirements of a fast developing industry that is eager for technical information, details of farming systems, crop protection, animal husbandry, regional and international agricultural, horticultural news and events.

The Arab leaders are determined to raise agricultural productivity, reduce dependency on imports and adhere to crop diversification while maintaining precious water resources. The region provides ample opportunities for agricultural companies to cater to this market with supplies and equipment.

وطدت مجلة «الزراعة في العالم العربي» أقدامها بقوة في مجال الإعلام الزراعي كمجلة رائدة في مجال الزراعة وقد دخلت المجلة عامها الـ ٤٠ بكل اقتدار خدمة للزراعة والمزارعين العرب في كل مكان. وتنفرد مجلة «الزراعة في العالم العربي» بنشر موضوعاتها الزراعية المتخصصة باللغتين العربية – والانجليزية تشمل كافة الأنشطة من ابتكارات حديثة في المجال الزراعي والحيواني والميكنة والمياه والأسمك وآخر التطورات العلمية والعملية إقليمياً وعربياً. وتولي الحكومات العربية جل اهتمامها للزراعة ومواصلة جهودها الكبيرة في سبيل زيادة الانتاجية وتحقيق الاكتفاء الذاتي من خلال الدعم الهادف وتيسير الصعاب وتذليلها وتجاوز العقبات وتوفير الفرص الهائلة للشركات وتلبية مطالبها من أجل تحقيق الأهداف المنشودة.

At 18,715 (Printed Copy) **AWA** has the largest circulation and highest frequency among specialized agricultural publications in the Middle East.

At 19,200 (Electronic Copy) we have been sending by e-mail with a direct link for all readers.

**Website:** Magazine is available in our website for all readers.

Additionally, the magazine is distributed in regional and international Agriculture & Food trade fairs viz. Saudi Agriculture and Saudi Food in Riyadh, Saudi Arabia; AgraME in Dubai, VIV MEA in Abu Dhabi, UAE; Iran Agrofood in Tehran, Iran; Agrovit in Iran; Agrena and Sahara in Cairo, Egypt; Sawsana in Jordan; Agromek in Denmark; Euro Asia in Turkey, AgriTechnica/Eurotier in Germany; Alimentaria in Spain; Bahrain Int'l Garden Show and Bahrain Animal Production Show (Mara'ee) in Bahrain; AgriteQ in Qatar; Iraq Agrofood in Iraq; and Agrofood West Africa in Accra-Ghana.

أصبحت مجلة «الزراعة في العالم العربي» اليوم من أكثر المجلات الزراعية توزيعاً في العالم العربي، فهي تصدر بواقع ٩ أعداد سنوياً، وتوزع أكثر من ١٨,٧١٥ نسخة مطبوعة لكل إصدار، وترسل إلى نخبة مختارة من الخبراء والمختصين والمهتمين والمعنيين بشؤون الزراعة والغذاء والحيوان والدواجن والاسماك ومتعلقاتها بالبريد، كما ترسل المجلة بالبريد الإلكتروني الى جميع المعنيين ١٩,٢٠٠ شخص من المهتمين بالزراعة، والمجلة متوفرة لجميع القراء على موقع المجلة. إضافة إلى المشاركات العربية والدولية في معظم المعارض الزراعية والغذائية مثل المعرض الزراعي السعودي ومعرض الغذاء السعودي، ومعرض الحدائق ومعرض المراعي في البحرين، ومعرض أجرا الشرق الأوسط في دبي، معرض فيف في ابوظبي، ومعرض اجرينا ومعرض صحارى في القاهرة، ومعرض السوسنة في الأردن. معرض أجروتيكنيكا ويوروتير في ألمانيا، ومعرض يورو أسيا في تركيا، معرض أجروتيكنا في اليونان ومعرض المنتيريا في اسبانيا، أجروفود وأجروفيت في إيران ومعرض أجرتيك في قطر، ومعرض العراق للزراعة والغذاء في اربيل، ومعرض اجرفود في غانا، وغيرها من المعارض.

### DISTRIBUTION OF PRINTED COPIES BY TYPE OF ACTIVITIES

Ministry and government agricultural officials, directorates and municipal authorities.....	1,350
Research stations and project managers.....	825
Horticulture and nursery establishments.....	2,120
Agriculture, poultry, livestock and fish farms.....	8,150
Agricultural faculty of universities and colleges.....	366
Distributors and suppliers of agricultural and horticultural machinery & equipment, chemicals, seeds...	3,130
Veterinary surgeons.....	369
Banks, agricultural investment and development companies...	489
Chambers of commerce, farmers union, FAO staff and agricultural attaches.....	494
International manufacturers, suppliers, exporters and contractors.....	1,422
<b>Total.....</b>	<b>18,715</b>

### DISTRIBUTION OF PRINTED COPIES BY AREA

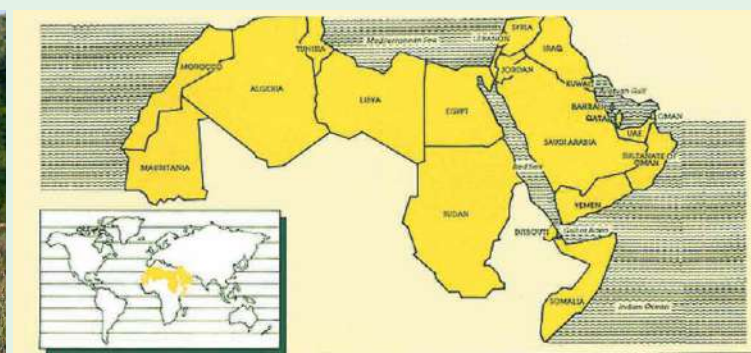
GCC countries	Other Middle East countries
Bahrain 270	Iraq 111
Kuwait 715	Jordan 1175
Oman 1,098	Lebanon 1188
Qatar 570	Syria 160
Saudi Arabia 4,436	Yemen 767
UAE 2,380	
<b>Total 9,469</b>	<b>Total 3,401</b>

Arab-Africa	
Algeria 280	
Djibouti 130	
Egypt 1,920	
Libya 140	
Mauritania 174	
Morocco 825	
Somalia 172	
Sudan 295	
Tunisia 195	
<b>Total 4,131</b>	

### CIRCULATION

Arab World.....	17,001
International Subscribers...	1,714
<b>World Total.....</b>	<b>18,715</b>

● 19,200 Electronic Copy has been distributed by e-mail and we launch each issue of the magazine in our website for all readers!



# SPECIAL EDITORIAL FEATURES IN 2024

ARAB WORLD AGRIBUSINESS carries in each issue regular features such as News, News-In-Brief, Trade Fairs, Trade Enquiries, People and New Products.

● Arabic and English Editorial Written in the Region ●

## Volume 40 Number 1

Issue date: 20th January

### Dairy Farming

Breeding and dairy farming  
Feeds, additives and concentrates  
Animal health and medicines

### Crop Protection

Environment and conservation  
Leading suppliers of agricultural chemicals

### Agriculture Machinery

Show Preview: Bahran Garden Exhibition 2024  
Gulfood 2024  
Sudan Poultry Expo 2024

### Brazil/India/Iran exports

### Jordan/Morocco agriculture update

## Volume 40 Number 2

Issue date: 25th February

### Fisheries and Fish Farming

Fish farming equipment  
Aquaculture technology/Fish feeds

### Poultry

Poultry health and medicines  
Breeding / Feeding systems

### Animal Health: Livestock breeding, feeds and housing

Preventive measures

### Irrigation

Sprinkler and drip irrigation

### Soil Nutrition

Manufacturers of fertilizers  
Agrochemicals/Soil conditioners

### Tractors and Combine Harvesters

Show Preview: Agriteq 2024 - Qatar

### Australia/China /UK exports

### Bahrain/Qatar/UAE agriculture update

## Volume 40 Number 3

Issue date: 1st April

### Food Processing Technology and Equipment

Food Processing Machinery / Packaging Equipment  
Bakery, confectionery and sweets  
Canned and frozen foods  
Dairy products, fats and oils / Fruits and vegetables  
Refrigeration and cold storage

### Environment Control

### Education in Agriculture

Education and training programs  
Research institutes

### Horticulture

Tractors of Combine Harvesters  
Climate control facilities / Greenhouses  
Horticultural implements / Mushroom cultivation  
Seeds and plantstock, Hybrid seeds  
Cut flowers and indoor plants

Show Preview: Middle East Poultry Expo 2024 - KSA

### Belgium/Denmark/The Netherlands/Germany Exports

## Volume 40 Number 4

Issue date: 15th May

### Dairy Farming

Feeds and feeding systems  
Milking equipment/Packaging and marketing

### Crop Protection

Agrochemicals/climate control facilities  
Crop protection netting/Spraying equipment

### Food Products and Processing Equipment

### Tractors and Combine Harvesters

Show Preview: Iran Agro 2024, Tehran

### France/Sweden/Iran exports

### Egypt/Oman Agriculture update

## Volume 40 Number 5

Issue date: 30th June

### Poultry

Breeding/Feeding systems

### Seeds and Plantstock

### Fertilizers

### Harvesting and Storage

Balers and bale handling equipment  
Grain handling equipment/Storage and silos  
Combine harvesters

### Show Review

### Turkey/UK/USA exports

### Egypt/Iraq agriculture update

## Volume 40 Number 6

Issue date: 20th August

### Dairy Farming

Feeds and feeding systems  
Milking equipment/Packaging and marketing

### Irrigation

Pipes, pumps and equipment  
Power roll, sprinkler and drip irrigation  
Waste water treatment and desalination projects

### Fisheries and Fish Farming

Breeding of fish / Fish feeds and fisheries equipment

### Bees and Beekeeping

Treatments for pests or diseases / Beekeeping equipments

Show Preview: Sahara 2024 - Egypt, Agrame 2024 - Dubai

Agrena 2024 - Egypt

### China/India/Italy export

### Jordan/South Sudan agriculture update

## Volume 40 Number 7

Issue date: 15th October

### Animal Health

Livestock breeding, feeds and housing  
Preventive measures  
Veterinary medicines  
Veterinary products and equipment

### Food Processing Technology and Equipment

Food Processing Machinery / Dairy products, fats and oils

### Crop Protection

Crop protection netting, Agrochemicals/Spraying equipment

### Agriculture Machinery

Show Preview: Eurotier 2024 - Hanover Germany,

Saudi Agriculture 2024 - Riyadh

Gulf Food Manf. 2024 - Dubai,

### Turkey/UK exports

### Egypt/Jordan/Saudi Arabia/UAE agriculture update

## Volume 40 Number 8

Issue date: 15th November

### Poultry

Breeding/Feeding systems  
Hatcheries and incubators  
Poultry health and medicines  
Prefabricated housing

### Horticulture

Tractors of Combine Harvesters  
Climate control facilities / Greenhouses  
Horticultural implements / Mushroom cultivation  
Seeds and plantstock, Hybrid seeds  
Cut flowers and indoor plants

### Agriculture Products and Services

### Fisheries and Fish Farming

Breeding of fish / Fish feeds and fisheries equipment

Show Preview: Agrofood West Africa 2024

### Germany/China/Ireland/USA exports

### Lebanon/State of palestine Agriculture update

## Volume 40 Number 9

Issue date: 20th December

### Crop Cultivation

Cultivators and tillage equipment / Storage and warehousing  
Tractors and combine harvesters

### Irrigation

Power roll, sprinkler and drip irrigation

### Food Processing

### Refrigeration and cold storage

### Show Review:

The Netherlands/Switzerland/South Africa export

### South Sudan/Algeria agriculture update

## PRINT ADVERTISEMENT RATES & DATA

Advertisement Rates for One Insertion			
Page Size	USD	£ Sterling	EURO
<b>Full Colour</b>			
Full Page	3176	1945	2705
1/2 Page	2425	1528	2065
1/3 Page	1963	1255	1673
1/4 Page	1732	1197	1475
Double Page Spread	5370	3215	4575
<b>Black &amp; White</b>			
Full Page	2310	1475	1968
1/2 Page	1559	1021	1328
1/3 Page	1097	717	933
1/4 Page	869	567	738
Double Page Spread	4504	2691	3838

**5% VAT IS APPLICABLE**

### Special positions

Inside front cover (English section)	US\$3,753	£2,362
Inside front cover (Arabic section)	US\$3,753	£2,362
Facing editorial matter or fixed position + 10% Bleed + 10%		
Black + 1 colour	Mono rate + US\$265	£170
Black + 2 colours	Mono rate + US\$475	£320
Inserts (loose or bound in) – accepted by prior arrangement.		
4 Pages	\$2,750	£1,650
8 Pages	\$2,750	£1,650

Advertising agency commission 15%

### Advertisement sizes (page trim size: 297 x 210 mm)

Double page spread	Bleed	305 x 426 mm	Bleed (gutter only)	270 x 400 mm
Full page	Type area	270 x 185 mm	Bleed	305 x 215 mm
1/2 page	Vertical	270 x 90 mm	Horizontal	133 x 185 mm
1/3 page	Vertical	270 x 59 mm	Horizontal	88 x 185 mm
1/4 page	Horizontal only	65 x 185 mm		

## DIGITAL ADVERTISEMENT RATES

### Leaderboard 650 Px(W) X 90 Px(H)

1 month	USD 1000
2 months	USD 1500
6 months	USD 2500
1 Year	USD 4000

### Large Rectangle 349 Px(W) X 250 Px(H)

1 month	USD 800
2 months	USD 1200
6 months	USD 2000
1 Year	USD 3000

### Small Banner 349 Px(W) X 96 Px(H)

1 month	USD 600
2 months	USD 1000
6 months	USD 1500
1 Year	USD 2500

### SOCIAL MEDIA

#### FACEBOOK, TWITTER AND LINKEDIN

1 month	USD 3000
3 months	USD 4500
6 months	USD 6000

(Four broadcasts in a month)

E-MAIL SHOT FOR 19,000 CLIENTS USD 2550

(CUSTOMISED)

### TECHNICAL SPECIFICATIONS;

Ready artwork is preferred for all Black/White and colour advertisements. Artwork must be received in high resolution (300dpi) in JPEG or PDF Format.

Copy deadline: Colour OR Mono.  
2 weeks prior to publication date.

Cancellation: 2 weeks prior to publication date.

### TRANSLATION OF ADVERTISEMENT COPY

For those companies or advertising agencies who do not have the facility to undertake translation from English to Arabic, this can be done by our translation department in Bahrain. This will ensure that the translation is correct.

## FANAR PUBLISHING WLL

PO Box:10131 | 8th Floor | Bahrain Tower | Manama | Bahrain  
Tel: +973 17 213900 | CR No. 24116



## شركة الفانار للنشر ذ.م.م

ص ب ١٠١٣١ | الطابق الثامن | برج البحرين | المنامة | مملكة البحرين  
هاتف: +٩٧٣ ١٧ ٢١٣ ٩٠٠٠

E-mail: [fanar@batelco.com.bh](mailto:fanar@batelco.com.bh) | [alfanar2014f@gmail.com](mailto:alfanar2014f@gmail.com)  
[www.fanarpublishing.net](http://www.fanarpublishing.net)