

البيئة والتنمية



ENVIRONMENT & DEVELOPMENT 1996-2012

15 YEARS PIONEERING ENVIRONMENTAL JOURNALISM



CONTENTS

THE FACTS

Achievements that Speak for Themselves	4
Internationally and Regionally Acclaimed	4
The Award Winner	5
The Grassroots Magazine	6-7
A Pioneer in Advertising	8-9
Powerful Partners. Unique Visibility	10

THE FIGURES

Impressive Readership Profile: Young. Educated. Stylish.	12-13
Circulation in 22 Countries	14-15
Advertising Information	16

THE TEAM

From Beirut to the World	18-19
--------------------------	-------

THE PERSON WHO SAYS IT CANNOT BE DONE SHOULD NOT INTERRUPT THE PERSON DOING IT.

Chinese Proverb



THE FACTS

ACHIEVEMENTS THAT SPEAK FOR THEMSELVES

AL-BIA WAL-TANMIA (Environment & Development) was established by Najib Saab in 1996 as the first regionwide, Arabic mass circulation environment magazine.

Source where decision makers and public alike obtain accurate and up-to-date information on environmental trends.

In 2007 the Arab Forum for Environment and Development (AFED) chose Al-Bia Wal-Tanmia to be its official magazine; publishing the forum's monthly newsletter and acting as the forum's platform to launch its regionally acclaimed environmental reports.



HH the late Sheikh Zayed of the UAE was a regular reader of Al-Bia Wal-Tanmia and gave it his only exclusive interview on environment and nature, which attracted headlines in the Arab press and beyond

المنتدى العربي للبيئة والتنمية
ARAB FORUM FOR
ENVIRONMENT AND DEVELOPMENT



The regional voice of the Arab Forum for Environment and Development

INTERNATIONALLY AND REGIONALLY ACCLAIMED

AS it celebrates its fifteenth anniversary, AL-BIA WAL-TANMIA (Environment & Development) has a story to share. Established in 1996 as the first Arabic mass-circulation magazine focusing on the environment, AL-BIA WAL-TANMIA quickly carved out a leading position among mainstream media and attracted international acclaim.

READERS who need the latest information on environmental trends and who appreciate a clean and professional format have come to trust AL-BIA WAL-TANMIA as their primary environmental news source.

INTERNATIONAL leaders - from Achim Steiner of UNEP to Mohamed El-Ashry of GEF, Andrew Steer of the World Bank, Prince Hassan bin Talal of WANA, and Suleiman Al-Herbish of the OPEC Fund for International Development - have chosen the magazine as an exclusive platform for addressing the Arab world.

OVER the past 15 years, AL-BIA WAL-TANMIA has not merely reported the news; it has helped to make news. A media survey by CLD showed that AL-BIA WAL-TANMIA is quoted on average 56 times monthly in the world's leading newspapers.

AS of 2007, AL-BIA WAL-TANMIA became associated with the Arab Forum for Environment and Development (AFED) which is a regional not-for-profit, non-governmental organization. AFED itself has been a public forum for influential eco-advocates, and a dynamic player in the environmental arena.



AL-BIA WAL-TANMIA has been widely acclaimed by leaders across the region.

SHEIKH SABAH AL-AHMAD AL-SABAH, the Emir of Kuwait, saluted “the distinguished efforts of the magazine to promote regional cooperation through environmental advocacy.”

PRINCE SAUD AL-FAISAL, the foreign minister of Saudi Arabia, said “the magazine aims at enhancing the Arab citizen’s sense of environment.”

DR. MOSTAFA KAMAL TOLBA, former executive director of UNEP, said “Al-Bia Wal-Tanmia evolved from the most important environment magazine to the most important Arab magazine.”

AL-BIA WAL-TANMIA’s long time readers have their say too.

ANSAM ABOU GEBARA, Amman, Jordan: “Al-Bia Wal-Tanmia changed my life.”

AHMED EL-HASHIMI, Environment Department, DUBAL: “Al-Bia Wal-Tanmia has been my loyal companion since I was a university student.”

THE AWARD-WINNER

ZAYED International Prize for the Environment honored AL-BIA WAL-TANMIA by awarding its Editor-in-Chief Najib Saab for environmental action leading to positive change in society. The Award’s citation described AL-BIA WAL-TANMIA as follows:

“THE MAGAZINE TRIGGERED UNPRECEDENTED ENVIRONMENTAL AWARENESS AT ALL LEVELS, BUILT A NEW RELATIONSHIP BETWEEN THE POLICY-MAKERS AND PEOPLE OF THE ARAB WORLD WITH THE ISSUES OF ENVIRONMENT AND SUSTAINABILITY, AND PLACED THE ENVIRONMENT HIGH ON NATIONAL AND REGIONAL AGENDAS.”

THE United Nations Environment Programme had also honored AL-BIA WAL-TANMIA with its prestigious Global 500 Award. The Award’s citation stated:

“WITH A CIRCULATION OF 38,500 IN 22 COUNTRIES, THE MAGAZINE IS USED IN SCHOOLS AND UNIVERSITIES, AND ITS ARTICLES ARE SYNDICATED IN 10 DAILY NEWSPAPERS. THE MAGAZINE SPONSORS OVER 360 ENVIRONMENT CLUBS. IT CREATED A PAN-ARAB ENVIRONMENTAL MOVEMENT, WHICH ACCOMPLISHED WHAT OFFICIAL BODIES IN THE REGION COULD NOT SUCCESSFULLY DEVELOP OVER THE YEARS.”

THE GRASSROOTS MAGAZINE AL-BIA WAL-TANMIA DOESN'T PREACH FROM AFAR. IT GETS RIGHT IN AMONG THE COMMUNITY

COMPETITIONS under the title A Better Environment Begins With You, aimed at creating environmental awareness among students, have attracted more than a million entries.

QUARTERLY wall chart called Green Bulletin distributed to schools free of charge.

AL-BIA Wal-Tanmia publishes books for various age groups.

IT has developed for teachers an environmental education program and trained thousands of teachers in Lebanon, Syria, UAE, Djibouti and elsewhere.

THE magazine has sponsored more than 500 school Environment Clubs, supplying training, learning material and advice.



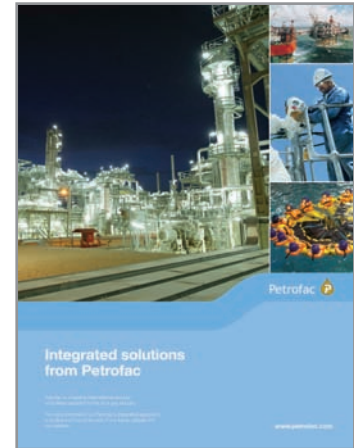


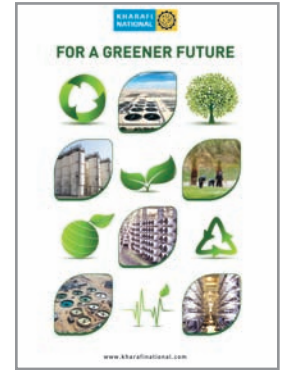
A PIONEER IN ADVERTISING

AL-BIA WAL-TANMIA has innovated on the common practice: Instead of producing a magazine catering for traditional advertising, it has created a novel medium and prompted the creation of an entirely new style of advertising suited for its environmental message and audiences. Open the magazine and see how products advertised in AL-BIA WAL-TANMIA are different.

- ✧ Cleaner oil engineering from Petrofac
- ✧ Renewable energy from General Electric
- ✧ Conserving energy with Philips
- ✧ Promoting sustainable development with OFID
- ✧ Corporate social responsibility from Shell
- ✧ Anti-smoking campaign from Bank Audi
- ✧ Environmental services from Averda
- ✧ Green technology from Kharafi National

AL-BIA WAL-TANMIA has created the right place to announce and introduce new products to Arab audiences, and also to attract more eco-friendly clients.



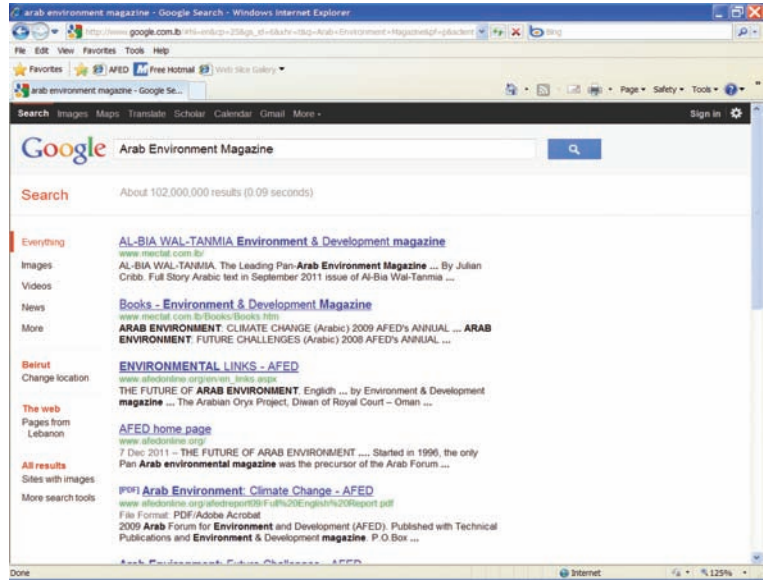


POWERFUL PARTNERS UNIQUE VISIBILITY

AL-BIA WAL-TANMIA WORKS with 14 influential media partners throughout the Middle East, including leading daily newspapers, radio stations and TV networks.

THROUGH ITS EDITORIAL exchange agreements, AL-BIA WAL-TANMIA puts the environment high on the agenda of millions of readers, listeners and viewers every day.

THE MAGAZINE'S high visibility is reflected in its top position on Google's search engine, where AL-BIA WAL-TANMIA is the first of over 102,000,000 results worldwide in searches for "Arab environment magazine."





THE FIGURES

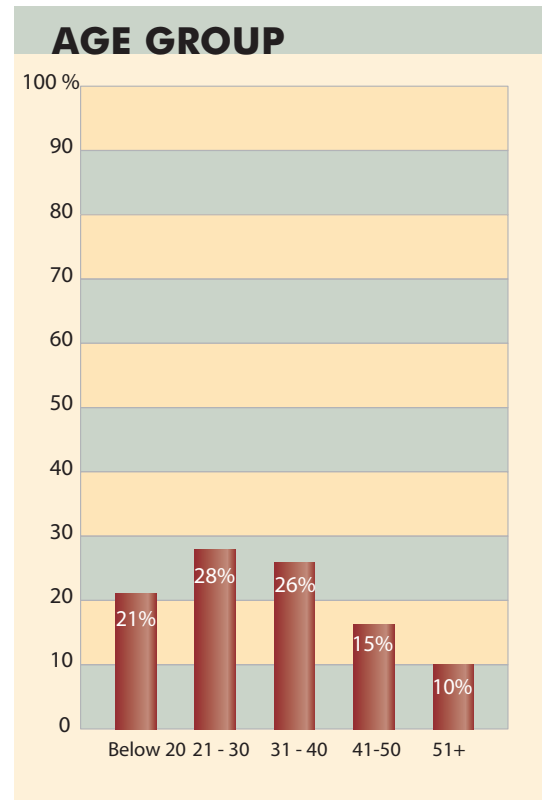
IMPRESSIVE READERSHIP PROFILE: YOUNG. EDUCATED. STYLISH.

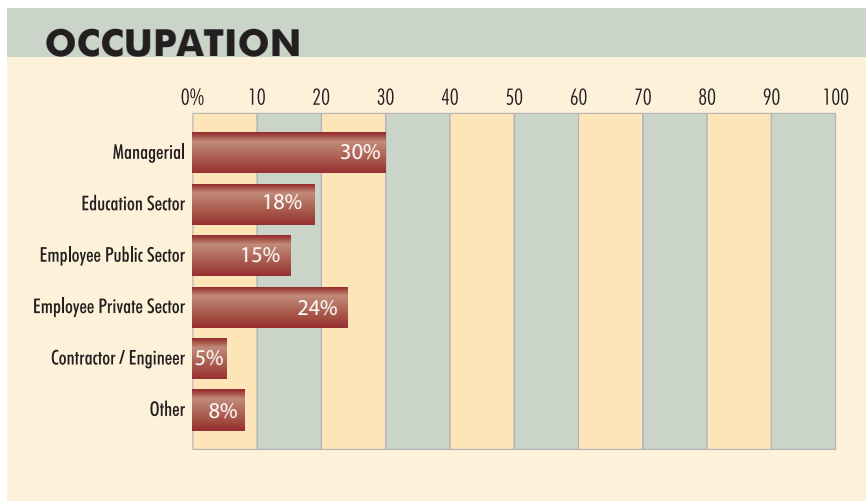
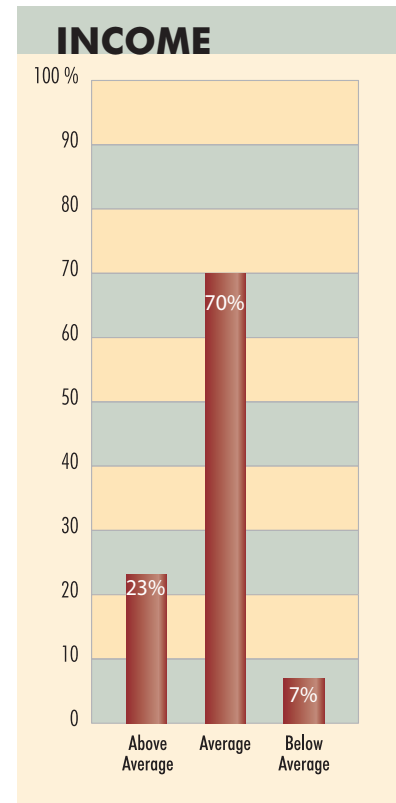
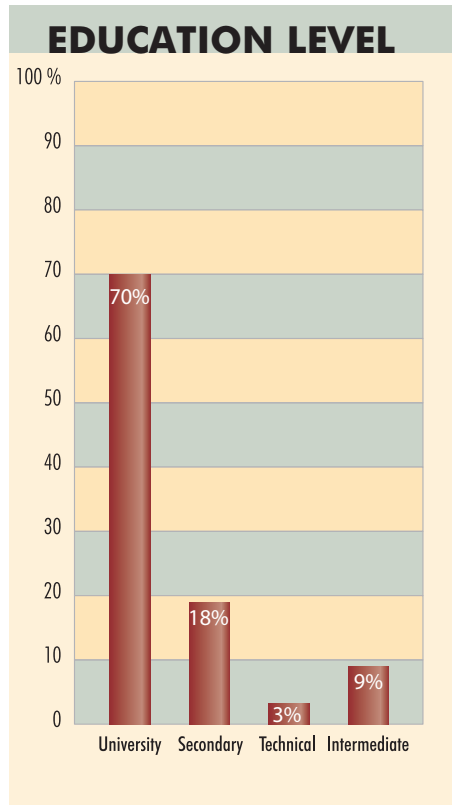
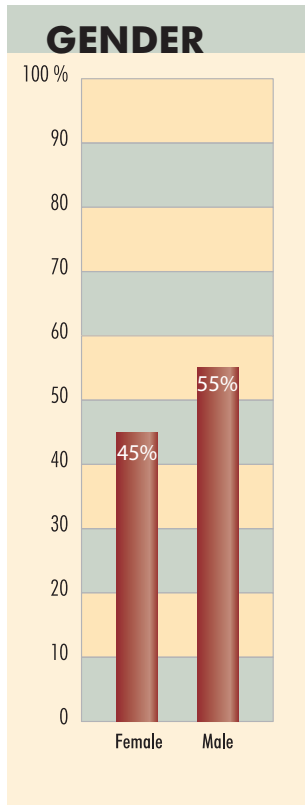
THE CORE of AL-BIA WAL-TANMIA readers are young, highly educated, trendy and affluent. But don't take our word for it. Results from four consecutive surveys carried out by the Pan-Arab Research Centre (PARC) in 18 countries provide the proof.

FIGURES showed that 72 percent of the readers were in the high-spending under-40 age group, and 93 percent of that category had average and above income, reflecting the popularity of the magazine among professionals and young executives.

THE READERSHIP gender split is 55 percent male and 45 percent female. On the educational level, 70 percent of the readers have university degrees, a figure that rises to 72 percent in the Gulf.

THOSE SAME SURVEYS show 70 percent of the readers use internet connections and more than three out of four have computers and electronic equipment at home.





CIRCULATION IN 22 COUNTRIES REACHING 200,000 READERS IN THEIR OWN LANGUAGE

TRUE to its slogan “A specialized title for the general reader” AL-BIA WAL-TANMIA offers a unique mix of news and features on environmental technology and development, targeting a wide spectrum of readers ranging from decision-makers and government officials to industrialists, academics and students.

WHILE reaching the trade sector involved in environmental services and projects, the magazine is also popular among environmentally conscious audiences everywhere in Arab countries.

WITH a presence in thousands of newsstands in 22 countries as well as in-flight libraries of major regional airlines, and with a strong base of institutional and individual subscribers, AL-BIA WAL-TANMIA reaches 200,000 readers across the MENA region every month.*

* At an average of 5 readers per copy.

AL-BIA WAL-TANMIA occupies prime space on newsstands usually reserved for socio-political magazines. Here in Dubai Airport.





CIRCULATION BREAKDOWN 2010-2011

Saudi Arabia	6,750
United Arab Emirates	5,500
Kuwait	1,500
Qatar	1,000
Bahrain	1,000
Oman	750
GULF SUB TOTAL	16,500
Lebanon	7,000
Syria	4,000
Jordan/Palestine	1,500
Egypt	2,000
Morocco	1,500
Tunisia	1,500
Iraq	500
LEVANT & NORTH AFRICA SUB TOTAL	18,000
Other	4,000
TOTAL	38,500

Source: CLD (Average March 2010 - February 2011)

ADVERTISING INFORMATION

PROFILE

Title

Al-Bia Wal-Tanmia
(Environment & Development)

First published

June 1996

Territory

Middle East & North Africa

Language

Arabic

Frequency

Monthly

Publication date

First day of each month
Double Issue July-August

SPECIFICATIONS

Trim size

285 mm x 210 mm

Bleed size

295 mm x 220 mm

Typing area

250 mm x 184 mm

Colour

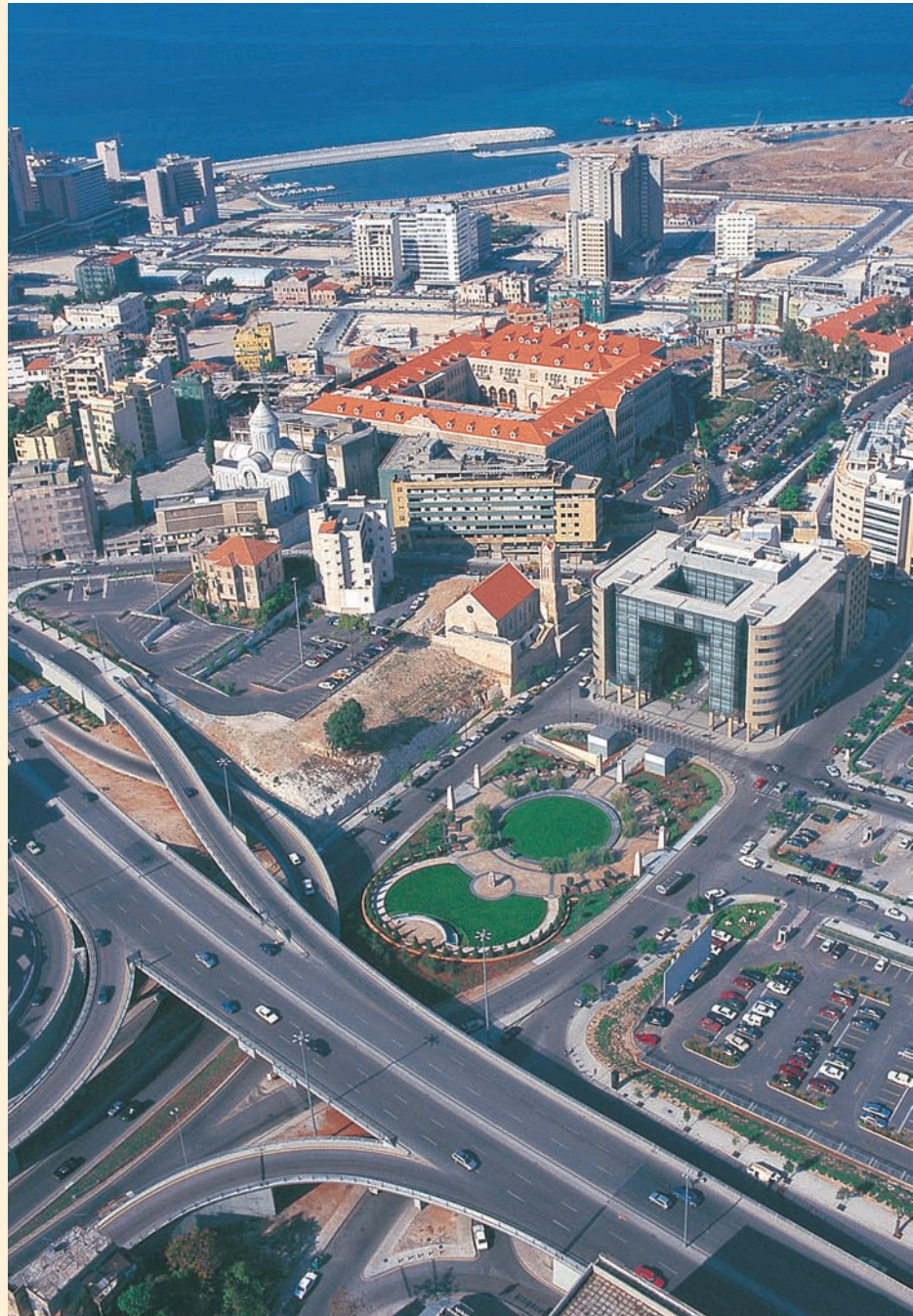
CMYK

Copy required

Digital to our specifications

Copy date

3 weeks prior to publication





THE TEAM

THE TEAM FROM BEIRUT TO THE WORLD

MANAGED from a modern headquarters in Downtown Beirut, AL-BIA WAL-TANMIA is run by an experienced and dynamic team supported by a group of international correspondents. The magazine is affiliated with leading news and photo agencies. It is the only Arabic magazine printed on recycled paper, in one of the most modern presses in the Middle East, Chemaly & Chemaly Printing Press. AL-BIA WAL-TANMIA is an innovative magazine leading Arab readers beyond the 21st century.





VISION WITHOUT ACTION IS A DREAM.
ACTION WITHOUT VISION IS A NIGHTMARE.

Japanese Proverb



البيئة والتنمية

 ENVIRONMENT & DEVELOPMENT 1996-2011

Echemoun Bldg., Damascus Road,
 Downtown Beirut, Lebanon
 P.O.Box 113-5474 Beirut,
 1103 - 2040, Lebanon

Tel: (+961)1- 321800
 Fax: (+961)1- 321900

E-mail: advert@mectat.com.lb
 www.mectat.com.lb

1996



2011