



MEDIA PACK 2015
www.tbreak.com

TBREAK.COM
THE LARGEST
CONSUMER
TECHNOLOGY
WEBSITE
IN THE UAE

A word from the publisher

t-break media consists of a team of highly passionate and opinionated editors who are experts in the fields of mobiles, applications and computers components.

Based out of and partly owned by twofour54, a subsidiary of Abu Dhabi's Media Zone Authority, t-break media has gained worldwide recognition on the basis of our unbiased and professional reviews and features.

Focused on creating quality content for the Middle East, articles posted on Tbreak.com have been referenced on international sites

such as Engadget, Techmeme and GSM Arena among others.

We at t-break media sincerely believe that online is the only form of getting accurate and timely information- especially when it comes to a field as fast moving as technology. With the huge explosion in the number of people creating and consuming content online, there is no denying that online media is the future of all media.

Abbas Jaffar Ali

Publisher

Tbreak Media

TBREAK.COM
WHAT WE' RE
ALL ABOUT

Tbreak.com

Unique Selling Points

1. Middle East-focused content
2. All content is produced in-house by a team of 30+ editors
3. Websites available in English
4. Majority of traffic from the UAE
5. Highly influential consumer audience who have the penchant for the latest technology
6. Tbreak has won many awards and is internationally recognized

TBREAK.COM
CONTENT
IS KING

Our Content

In any given month, Tbreak.com has:

Over 20 Reviews

Over 30 Competition Giveaways

Over 500 Articles per month

Popular Content includes:

Technology – Mobile phones, Laptops, Tablets, Mobile Apps, Printers, Headphones, Cameras

TBREAK.COM
GET THE
MOST VALUE
FOR YOUR
CLIENT
WITH CONTENT
CENTRIC
ADVERTISING

Editorial Calendar - Technology

	Feature 1	Feature 2
March	MWC Coverage	Drones
April	GITEX Shopper	State of Wearables
May	Home automation	3D Printing
June	Best Phone for H1 2014	Best Apps
July	Phone Camera vs SLR	Guide to Photography
August	Back to school gadgets	Guide to creating videos
September	Best Components (Mobo/VGA)	UGPC
October	GITEX/ Shopper	Retailers Survey
November	Laptops vs Tablets	Best Apps
December	Holiday Gift guide	Best Phones for H2

TBREAK.COM WHO VISITS OUR WEBSITE

Traffic

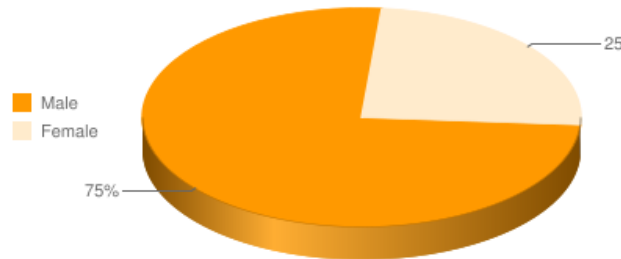
269,145 visits

693,206 page views

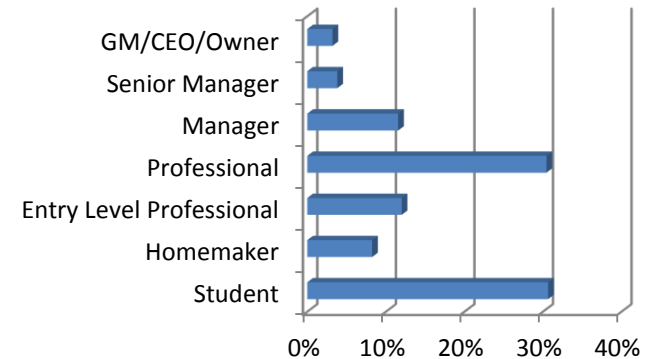
Source: Google Analytics October 2014

Demographics

GENDER



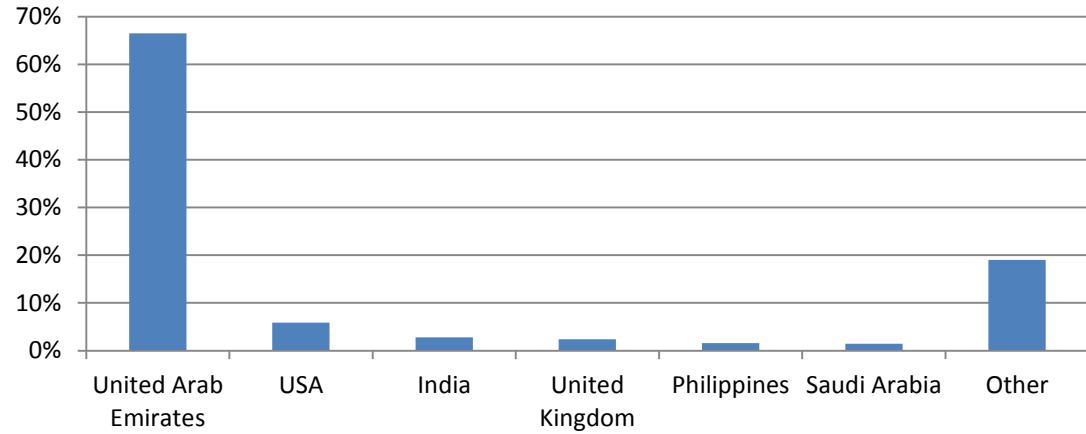
PROFESSION



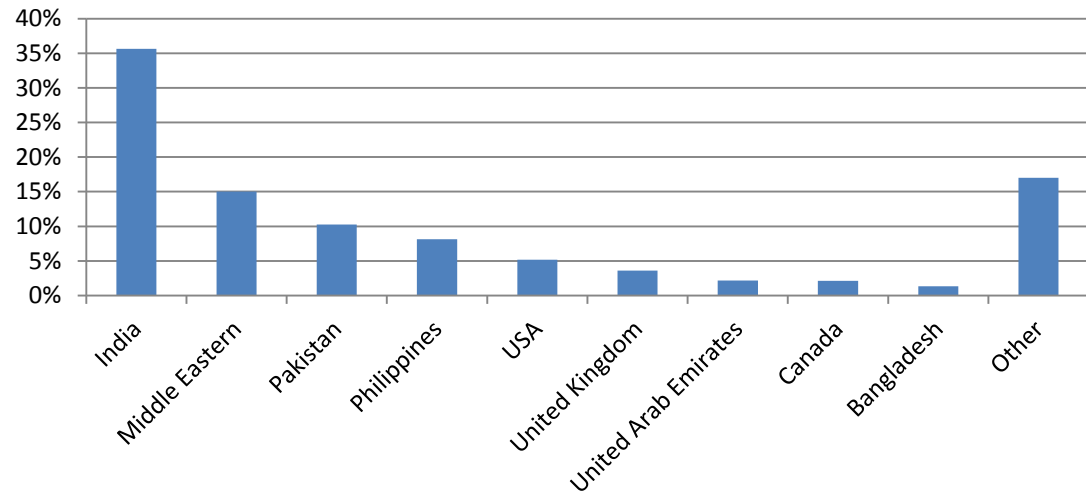
TBREAK.COM WHO VISITS OUR WEBSITE

Demographics

COUNTRY OF RESIDENCE



NATIONALITY



**TBREAK.COM
READING THIS
MEDIA PACK
MAY PUT
HAIR ON
YOUR CHEST**

Psychographics

Bro-verload – One of UAE' s largest male-oriented websites

1. Tbreak' s target audience is primarily male
2. They' re aged between 15-40 years of age
3. Are early adopters and want the latest gadgets
4. Have a high amount of disposable income and prefer spending it on technology

Influencers

According to our online survey and focus groups. Tbreakers are:

Over 78% of Tbreakers recommend electronics or games to their friends

Over 70% have smartphones

Over 75% see at least one movie in the cinema per month

Over 85% have a broadband connection

Over 70% are online at least once a day

TBREAK.COM
LIST OF
CLIENTS
WHO HAVE
ADVERTISED
WITH US

Our Advertisers



Advertising Positions

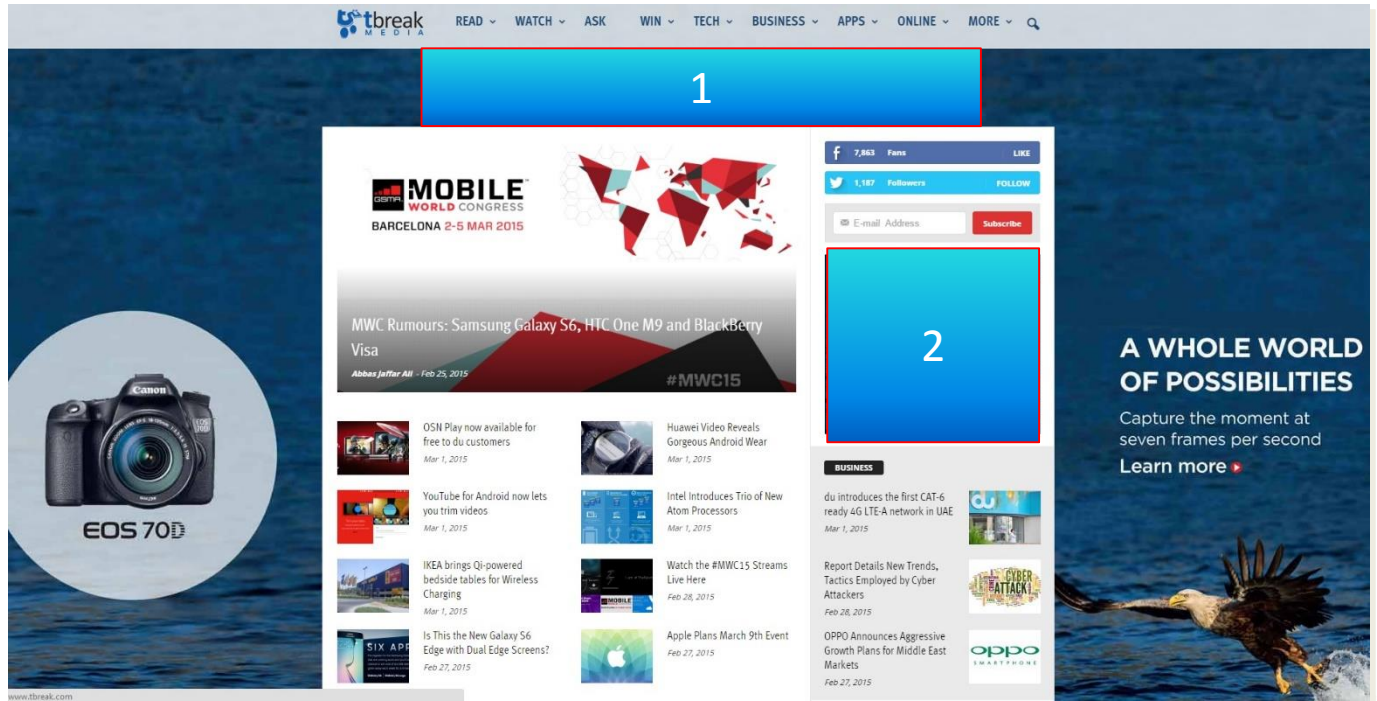
1. Leaderboard Banner

728 x 90 banner on the top of the page.
Bottom leaderboard also available.

2. MPU Banner

300 x 250 banner on the side of the page.

TBREAK.COM
MORE POSITIONS
THAN YOUR
YOGA
INSTRUCTOR
- PAGE 1



TBREAK.COM
MORE POSITIONS
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YOGA
INSTRUCTOR
- PAGE 2

Advertising Positions

Homepage Takeover

Includes fixed leaderboard banner, MPU banner and background branding on the homepage of either Technology, Gaming or Movies Section



EDM

Tbreak's Electronic Data Mailers are incredibly effective and can be dispatched within 24 hours of booking.

Separate email databases are available consisting of:

1. Tech enthusiasts
2. Gamers
3. Cinema goers



TBREAK.COM
ADVERTISING
POSITIONS
AND PRICES
- PAGE I

All values are in USD

Website Rate Card

Product	Size	Max file size	Rate (\$)
Leaderboard	728 x 90	40kb	\$40 CPM
Expandable Leaderboard	728 x 90	40kb	\$50 CPM
MPU	300 x 250	40kb	\$40
Expandable MPU	300 x 250	40kb	\$50
Half Page Banner	300 x 600	60kb	\$60
Homepage Takeover	Leaderboard: 728 x 90 MPU: 300 x 250 Background: 1600 x 1200	Leaderboard: 40kb MPU: 40kb Background: 100kb	\$90
Eyeblaster	Limited by screen size	80kb	\$75
Interstitial Banner	640 x 480	100kb	\$80

EDM Rate Card

Product	Database Size	Size	Max file size	Rate (\$)
Tbreak EDM	35,000	640px wide	100kb	\$2500
MEGamers EDM	21,000	640px wide	100kb	\$2000
ME Movies EDM	25,000	640px wide	100kb	\$2000

TBREAK.COM
ADVERTISING
POSITIONS
AND PRICES
- PAGE 2

All values are in USD

E-Newsletter Rate Card

Product	Size	Max file size	Rate (\$)
Sponsorship Banner	750 x 200	80kb	\$750
MPU Banner	300 x 250	40kb	\$500

Weekly E-Newsletter Schedule



Tbreak Technology Newsletter - Mobile Edition

Sent via email every Monday

The latest updates on Smartphone technology.



Tbreak Technology Newsletter

Sent via email every Wednesday

All the latest news, features and interviews from the world of Tech.

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ADVERTISING
POSITIONS
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- PAGE 3

All values are in USD

SMS Blast

Product	Size	Max characters	Rate (\$)
Gamers Database	5000 mobile numbers	150 characters	\$1500
Tech Database	On request	150 characters	On request
Movies Database	On request	150 characters	On request

Special Executions

Product	Size	Max file size	Rate (\$)
Microsite	On request	On request	On request
Page Peels	On request	On request	On request
Pushdown Banner	On request	On request	On request
Surveys	On request	On request	On request
Advertorials	On request	On request	On request
Launch Centers	On request	On request	On request

TBREAK.COM
GET IN
TOUCH

Sales Contacts

Hitesh Uchil

Sales Director

Tel: 02 401 2749

Mobile: 055 3491875

Email: hitesh@tbreak.com

Samuel McClusky

Sales Manager

Tel: 04 338 4044

Mobile: 055 350 6006

Email: sam@tbreak.com

Editorial Contacts

Abbas Jaffar Ali

Publisher

Tel: 02 401 2748

Mobile: 050 6249625

Email: abbas@tbreak.com

For Press Releases

Technology – editor@tbreak.com

Gaming – editor@me-gamers.com

Movies – editor@me-movies.com