

MEDIA KIT 2023

BUSINESS TRANSFORMATION

THE CHANGE TO FUTURISTIC BUSINESS

**Business Transformation is today's
mantra for business survival**

ABOUT US

The pandemic has thrown into the centre stage, the necessity to adopt digital technologies and transform a business. Digital and business transformation are no longer just buzz words but the essence of a framework that ensures a business can survive through the next but inevitable disruptions.

While many surveys point to mixed opinions about the benefits and necessity of having remote work as an option for workers, moving to a hybrid mode of working seems inevitable for many global businesses.

In this decade we will see a host of new challenges that are likely to disrupt business, making it necessary for enterprises to ensure they have invested, prepared and mastered business continuity, agility, scalability, and hybrid modes of working, amongst others.

Climate change is already ravaging vast swathes of geographies, increasing the costs for government to maintain and provide the basic standards of living and in many cases increasing the failure to provide this. Industrial and commercial cyber security attacks, geopolitical tensions, civil unrest, are likely to disrupt everyday business, commerce, and global routes of supply and delivery.

Businesses will need to be far more intelligent, agile and robust in this decade to survive and deliver to their shareholders, workers and to the social community.



Launched by GEC Media in 2018, the goals and purpose of Business Transformation are more relevant today than they were when the brand was first launched.

Today, Business Transformation is a content portal, publication, event organiser, and event partner, amongst others, launched with the objective of partnering with businesses, consultants and technology vendors to enable the process of digital transformation and business restructuring for the digital age.

The primary focus of Business Transformation is to showcase how business success can be enabled when organisations are ready to rebuild themselves using digital technology platforms. Digital technologies are transforming applications and user experience making them ubiquitous for any device and any user, anywhere.

Organisations have little choice but to transform their structures, culture and job roles to enable this transformation to take place and allow business models to move to the next higher level of customer engagement. As a repository of content, Business Transformation is focused on showcasing the full stack of milestones along the road of organisational transformation.

Inside the print and digital edition some of the key sections include Opinion, Industry Comment, Innovation Gallery, Executive Corner, Looking Glass, Transformation Champions, Market Outlook, Research, Cover Feature, and News about Events, Partnerships, Disruption, Use Cases, Research, People, amongst others.

Some of the primary categories of content used for the online web site are listed below.

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for the online web site are listed below.*



TECHNOLOGY

3D printing	IoT
5G	Industrial robots
Alliances	Mobility
Analytics	Networking
Artificial intelligence	Open platforms
Augmented reality	Robotic process automation
Big data	Smart City
Broadband	Security
Business applications	Service providers
Cloud	Smart cities
Datacentres	Workflow
Industrial IoT	



BUSINESS MANAGEMENT

Business intelligence
Change management
Customer experience
Employee productivity
New business revenue
Transforming business model
Transforming department
Transforming governments
Transforming job roles
Transforming nations
Transforming organisation
Workflow and collaboration



MARKETS

Agriculture
Banking and finance
Connected cars
Building and construction
Distribution, Logistics, Supply Chain,
Warehousing
Drones, UAV
Education
Energy
Events, entertainment, hospitality
E-vehicles
Government
Green energy
Healthcare
Homeland security
Hospitality
Manufacturing
Oil and gas
Real estate, buildings, construction
Retail
Telecom
Transportation
Utilities



COUNTRIES

Africa
Americas
Asia Pacific
Europe
Levant
Middle East
GCC
India
Turkey
UAE
Saudi Arabia
Oman
Bahrain
Kuwait
Qatar

PUBLISHED EDITIONS

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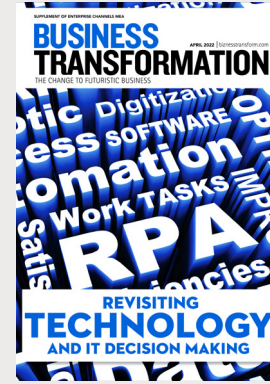
FEBRUARY 2022



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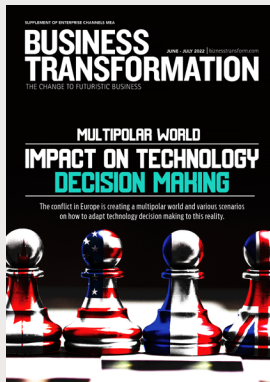
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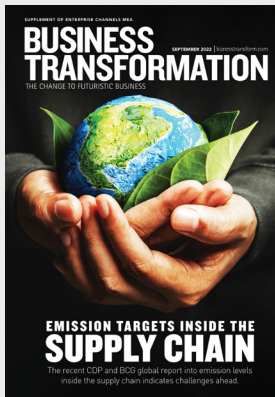
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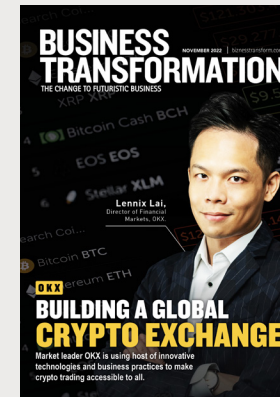
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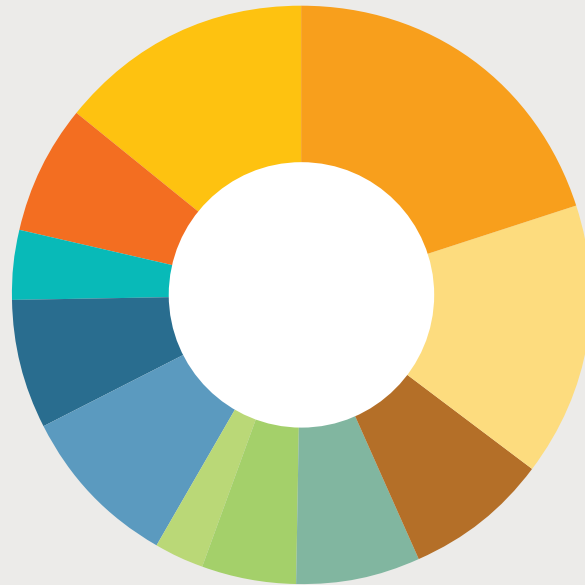
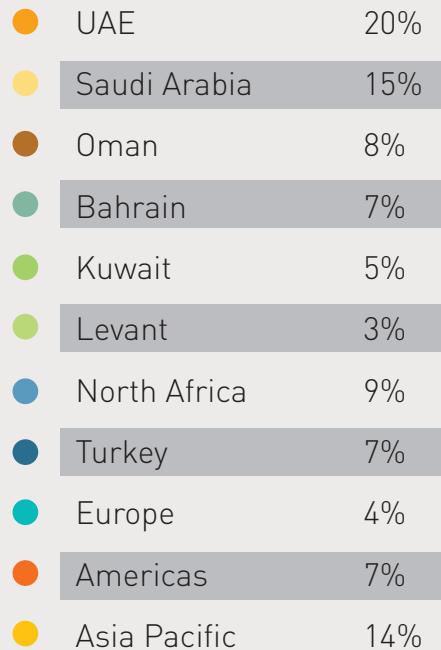
EDITORIAL CALENDAR

2023

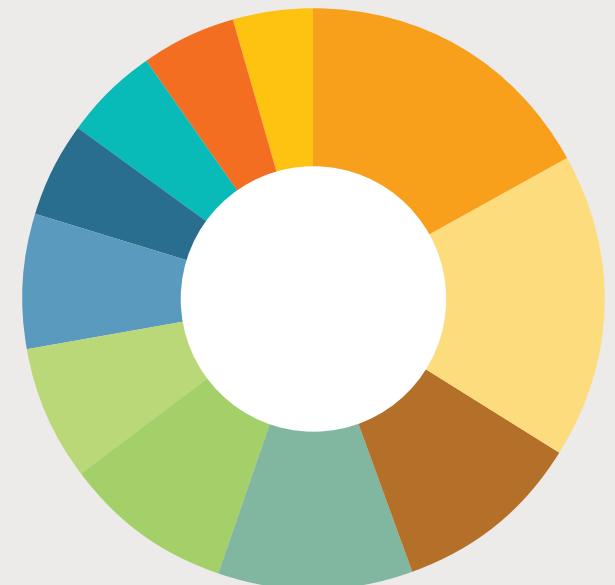
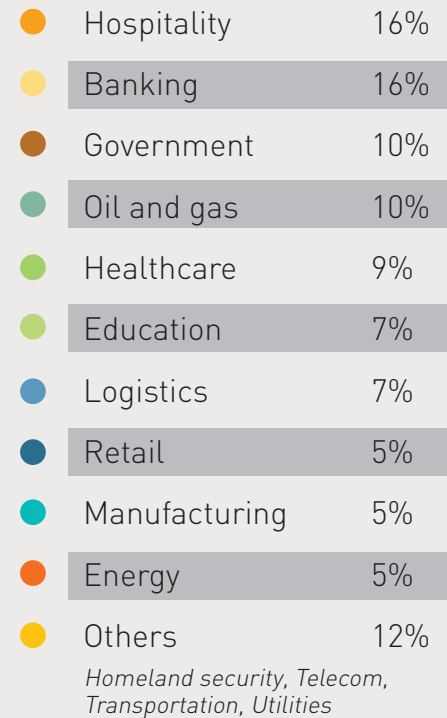


READERSHIP

BY COUNTRY



BY MARKETS



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PRINT

	RATES (US\$)
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INSIDE BACK COVER	6,000
BACK COVER	7,500
DOUBLE SPREAD	5,500
ONE FULL PAGE	3,500
HALF PAGE (HORIZONTAL/VERTICAL)	1,800
QUARTER PAGE	1,000
STRIP (HORIZONTAL/VERTICAL)	900
ISLAND	800

ONLINE

	SIZE (PIXALS)	RATES (US\$)
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LEADERBOARD	728 X 90	7,000
LEADERBOARD-MIDDLE	728 X 90	5,000
FULL BANNER	468 X 60	5,000
ISLAND	163 X 166	1,500
POP UP	96 X 60	1,500
HALF BANNER-TOP	234 X 60	1,500

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Specification	Non-Bleed	Bleed Size
Double Spread	28h x 40 w	31h x 43 w
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Half Page Horizontal	12h x 19w	
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Founded in 2012, GEC Media Group is a leading media & research company. Over the years, it has expanded well beyond the flagship technology publication to provide senior leaders across the enterprise with indispensable business insights whilst forging cross-border knowledge sharing, facilitating the advice and tools they need to achieve their mission-critical priorities and build their company for next-Gen.

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TRANSFORMATION**
THE CHANGE TO FUTURISTIC BUSINESS

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