Business Transformation is today's mantra for business survival
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.
Some of the primary categories of content used for the online web site are listed below.

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

**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 2022

JANUARY 2022

FEBRUARY 2022

MARCH 2022

MARCH 2022 (SUPPLEMENT)

APRIL 2022

MAY 2022

JUN - JUL 2022

AUGUST 2022

SEPTEMBER 2022

OCTOBER 2022

NOVEMBER 2022

DECEMBER 2022
EDITORIAL CALENDAR 2023

JAN
- Annual business outlook
  - CIO 200

FEB
- IoT and smart cities
  - CIO 200

MAR
- Automating and digitizing manufacturing
  - GISEC

APR
- Robots and autonomous vehicles

MAY
- Sustainability and emissions
  - GITEX IMPACT

JUN
- Executive strategies and leadership challenges
  - BTX ROADSHOW

JUL
- Electric vehicle and power

AUG
- Innovation and organization culture
  - CIO 200

SEP
- Planning for the Metaverse
  - CIO 200

OCT
- Top transformation champions
  - GITEX GLOBAL, GEC AWARDS

NOV
- Transformation of power and utilities
  - ADIPEC

DEC
- Transformation of transportation
  - TECH+ CHAMPIONSHIP
READERSHIP

BY COUNTRY

- UAE: 20%
- Saudi Arabia: 15%
- Oman: 8%
- Bahrain: 7%
- Kuwait: 5%
- Levant: 3%
- North Africa: 9%
- Turkey: 7%
- Europe: 4%
- Americas: 7%
- Asia Pacific: 14%

BY MARKETS

- Hospitality: 16%
- Banking: 16%
- Government: 10%
- Oil and gas: 10%
- Healthcare: 9%
- Education: 7%
- Logistics: 7%
- Retail: 5%
- Manufacturing: 5%
- Energy: 5%
- Others: 12%

*Homeland security, Telecom, Transportation, Utilities*
## Advertisement Tarriff

### Print

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File Format: PDF or TIFF  
Colour Mode: CMYK  
Resolution: 300 DPI  
All advertisements must include a Colour Proof.  
Electronic files may be supplied on DVD, FTP or through email.

### Online

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Material Specifications Advertisement Dimensions (W x H in centimetres)
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.

www.gecmediagroup.com
CEO
Ronak Samantaray
ronak@gecmediagroup.com

CHIEF EDITOR
Arun Shankar
arun@gecmediagroup.com

GLOBAL HEAD, CONTENT AND STRATEGIC ALLIANCES
Anushree Dixit
anushree@gecmediagroup.com

SALES AND ADVERTISING
Global Group Sales Head
Richa S
richa@gecmediagroup.com

PRODUCTION, CIRCULATION,
SUBSCRIPTIONS
info@gecmediagroup.com

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