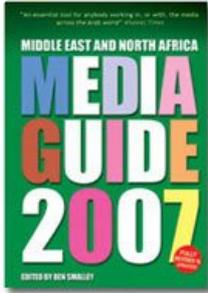


Middle East Media Guide now includes North Africa

The Middle Eastern region's comprehensive media directory has been renamed the Middle East & North Africa Media Guide, following the addition of four extra countries in the newly launched 2007 edition.



Formerly called the Middle East Media Guide, the annual book now includes contact details for hundreds of media outlets in Algeria, Libya, Morocco and Tunisia, bringing the number of countries covered to 18.

“There is a growing demand from users of the guide for detailed information about the media in the Maghreb, which is why we have now expanded the book to cover four extra Arab countries in North Africa,” explained Ben Smalley, managing director of publisher MediaSource.

The 444-page guide lists contact details for more than 3 500 media companies and outlets across the region, including over 300 newspapers, 950 magazines, 160 TV channels and 170 radio stations. The book also lists contacts for hundreds of advertising and PR agencies, websites, news agencies, photo libraries and associated media organisations in the GCC, Levant, Iran, Iraq, Palestine, Yemen and North Africa.

“All of the listings have been fully updated for the 2007 edition, and we have dozens of new entries as the media industry in the Arab world continues to develop and expand,” Mr Smalley said.

“More than 70 new magazines, 15 newspapers and 20 television stations launched in the region during 2006, contact details for which can be found in the new book, alongside analysis and an overview of the regional media scene.”

The Middle East & North Africa Media Guide continues to back the drive for independent circulation auditing in the region and includes the latest circulation figures for all audited publications, as well as a detailed list of all new applications for audit from regional publications.

“The guide also includes the ‘claimed’ circulation figures of un-audited publications, which we have no realistic means of checking,” Mr Smalley added. “But, as the media market continues to mature, we look forward to the day when the majority of publications listed are independently audited and verified circulation data is more widely available.”

For pricing and availability, please see: www.middleeastmediaguide.com.