

Egypt Today

THE MAGAZINE OF EGYPT

MARKET

Since 1979, when Egypt Today invented private English-language publishing in post-Revolutionary Egypt, the title has dominated the nation's foreign-language magazine market. For 30 years the magazine has provided a constantly growing readership with exciting current affairs coverage ranging from short news reports, cultural and entertainment news and updates to the in-depth features for which it is best known. No other magazine in the nation covers all of Egypt like Egypt Today, and loyal readers, both inside the country and outside, have come to respect the publication for delivering on its promise.

The nation's top-selling current affairs magazine, Egypt Today reaches a unique audience of A+ class readers with substantial disposable incomes from across all age and gender groups. The magazine consistently attracts prominent advertisers with its substantial print run (the largest in Egypt for foreign-language monthlies) and the best sell-through rate of any foreign-language magazine on the market - with the highest retention rate of subscribers in the industry.

Egypt Today prints 11,000 to 14,250 copies every month, each read by an average of 5.5 people. Readers of the print publication are from some 50 countries (35,000 unique readers from over 130 countries visit the Egypt Today website every month) - 65% are Egyptian with foreign residents and tourists making up the remaining 35%. Surveys and reports indicate that 25% of readers spend more than one hour each month reading Egypt Today, guaranteeing that advertisements receive optimal exposure.

Egypt Today explores a diverse range of topics with something for all of their readers, many of whom are among the wealthiest in the nation, with large disposable incomes derived from the highest-paying industries in the country including tourism, banking, IT and petroleum. A significant number of readers are business leaders, diplomats and senior government officials. Almost 100% eat out at hotels or other five-star restaurants every month and 95% have been on vacation within Egypt in the last year, whilst over 70% have taken vacations outside Egypt in the same period.

Egypt Today is available on newsstands nationwide (53% of circulation), through subscription (22%), international subscriptions (6%) and through corporate sales to hotels, fairs, exhibitions and the like (19%). Egypt Today is the only magazine for which the nation's top five-star hotels pay to place in their elite guest rooms.

ACHIEVEMENTS

The magazine was conceived as a forum where non-Arabic readers could exchange



information and learn more about the country. William Harrison designed what was then Cairo Today to gather and disseminate useful and interesting information, promoting a better understanding of Cairo, its people and its rich and varied opportunities. The modest sixteen page newsletter, which first appeared on newsstands in December 1979, came out twice a month and featured fortnightly updates of cultural and entertainment events and community news.

Constantly seeking better ways to serve readers, Cairo Today began introducing new sections as early as the second issue. 1980 saw the rise of what the magazine now proudly considers its most important legacy - the investigative feature. Women's issues were high on Cairo Today's agenda as were environmental issues, archaeology reports, business news and social affairs coverage. The first objective restaurant and entertainment critiques appeared on its pages, not to mention the first - and to this day, only - nature / environment column. Egypt Today's reporters are recognised for their hard-hitting investigative coverage of issues that the local press often ignores or covers incompletely.

By 1981 Cairo Today had introduced colour and the end of that year saw the emergence of a monthly publication with a full-colour centerfold. In the same year Dr. Mursi Saad Eddin became Editor-in-Chief. The first cultural attaché ever posted to an Egyptian Embassy and first chief of the State Information Service, Dr. Mursi Saad

Eddin has been instrumental in nurturing the publication's development into the number-one English language magazine in Egypt.

At the end of 1994 Cairo Today became Egypt Today, broadening beyond the confines of Cairo and formally incorporating stories from all over the region. With the largest volume of advertisers, highest newsstand sales and biggest readership audience, Egypt Today was the uncontested Magazine of Egypt.

1994 was a landmark year for IBA. With the overwhelming success of Egypt Today, founder William Harrison decided to ride the business wave washing over the nation at the time and venture into another virgin market: business media coverage. Thus Business Today Egypt, the first (and only independent) English-language publication serving business leaders and investors, came into being. Soon to celebrate its fifteenth anniversary, Business Today Egypt is the leading business magazine in the country.

Egypt Today has grown from a modest sixteen-page newsletter for expatriates to the best-selling English language magazine in the country. Today's monthly 160+ page publication, packed with coverage of all aspects of Egypt from social, political and business issues to tourism and industry sectors, continues to serve founder William Harrison's mission: to move with modern Cairo.

Since a comprehensive redesign in October 2003, the magazine has steadily increased circulation (up more than 40%) and advertising revenue (up 16%).



HISTORY

Egypt, 1975: With President Sadat's Open Door Policy still in its infancy, and foreign investors hesitantly dipping their toes into Egypt, an AUC official by the name of William Harrison saw himself offering more and more advice to international business interests. As the size of his informal business consulting practice grew, Harrison stepped down as American University in Cairo (AUC) financial director to form International Business Associates in 1975. A visionary who believed firmly in his adopted country, William Harrison was renowned as a dogged lobbyist on behalf of Egypt on Capitol Hill, who gave many young Egyptian business leaders their first start. IBA had two goals: professional business services and training and education.

By 1979 investors were streaming in and William Harrison decided it was the right time to start up an English-language publication that would serve the fast-growing expatriate community. When Cairo Today was launched, in December of that year, it was the first privately owned and published magazine to appear since the Revolution.

Serving as a medium to bring readers Egypt in English, Cairo Today, which evolved into Egypt Today in 1994, has been a true pioneer in media publication in Egypt. Over the years a loyal and ever-growing audience has come to rely on Egypt Today's thorough, informative and entertaining content.

In 1997 Egypt Today launched its website and was quickly book marked by many readers abroad who began avidly reading the monthly publication. In 2004 the website underwent a dramatic redesign.

PRODUCT

Over the past 30 years Egypt Today has lived up to its slogan, "The Magazine of Egypt," becoming the most popular English-language publication in the nation.

Today, billed as a current affairs magazine, it covers everything from business, politics and religion to culture and the arts. With its finger on the pulse of the nation, Egypt Today's in-depth features investigate timely issues professionally, reliably and, above all, objectively. The popular and growing Watch section gives readers an overview of the top news stories both in Egypt and in the region with added specialist commentary, while the lighter Newsreel segment offers the magazine's take on recent news.

First-time visitors frequently pick up the magazine as a guide to Egypt. Prominently displayed in the rooms of all major five-star hotels, Egypt Today is likely the first local publication they will encounter upon arrival. The healthy culture and entertainment



section, which offers the most reliable and updated information in the country, never fails to attract new readers. From arts and film to stage and books, The Guide is packed with reviews and information on where to go and what to do around Egypt every month.

Readers can consult the Calendar for a wealth of events to plan their month in advance, while the ever-popular Restaurant Guide section highlights a new restaurant every issue and offers regular updates of the most exclusive venues in town. The Listings Guide at the end of the magazine is the definitive source of helpful numbers and addresses. Egypt Today, with its balanced coverage of unfolding current affairs issues, entertainment news and reviews and reader-friendly information resources has become invaluable to Egyptian and foreign residents alike as well as for those just passing through.

Egypt Today's editorial staff works to maintain the magazine's number-one position within the publishing market by keeping abreast of the latest news, trends and venues in the nation. Regular updates, redesigns and introduction of new sections continually strengthen the brand image and offer readers more value. Editorial content and design are assessed periodically to ensure the magazine never loses its appeal and maintains its sharp image.

Most of the staff has served IBA for a number of years, growing stronger with the magazine. Seasoned editors, writers, photographers and designers constantly strengthen Egypt Today's content, striving for a more polished product but never compromising on quality or integrity.

A highly experienced and aggressively competitive sales team has successfully and regularly posted the highest returns in the nation's magazine industry.

RECENT DEVELOPMENTS

A relatively recent boom in product advertising has made Egypt Today the number-one choice for advertisers in print media. Egypt Today's independent coverage of the latest trends, products and venues means numerous new business investors will soon become household names with their loyal readers.

Although established as a magazine for expatriates, readership has shifted over the years to an overwhelmingly Egyptian majority. Committed to serving its readers, Egypt Today has consistently

taken readership interest into account, introducing more Egypt-based current affairs coverage while at the same time fine-tuning coverage of topics of specific interest to foreign residents and visitors.

BRAND VALUES

IBA's mission is to be the most trusted and versatile media group providing information for and about Egypt, with each product positioned as number one in its category.

Their values are:

- Teamwork
- Professionalism
- Quality
- Reliability
- Profitability
- Creativity

Egypt Today's values are to move in concert with modern Cairo and become the magazine of Egypt. The successful magazine's advertising slogan is "No One Covers Egypt Like Egypt Today" and over the years they have lived up to their promises. In an increasingly competitive arena, Egypt Today has delivered on

its reputation of quality and reliability. A healthy partnership with their advertising clientele has also helped them maintain their number one position in the market.

Egypt Today looks forward to 30 more years of successful publishing and advertising, promising more of its celebrated articles and superior layout. IBA are confident that the future can only be brighter for the uncontested Magazine of Egypt.

www.EgyptToday.com



Things you didn't know about Egypt Today

The average net household incomes of Egypt Today readers are well in excess of the A-class threshold and the majority have purchased new cars, banking services, consumer and electronic goods, healthcare and beauty products, furniture, jewelry and other luxury goods in the past twelve months. 85% of readers say they are the "primary household decision makers" on those purchases.

Egypt Today's readership profile is 53% men and 47% women. 62% of them are in the key 20-39 demographic, with 34% over 40.

69% of readers spend at least 45 minutes with the magazine each month.

22% of their circulation is through subscription, 53% through Al-Ahram Newsstands, 6% international subscriptions and 19% through corporate distribution (hotels, trade fairs, etc).

Among top advertisers are: adidas, Air France, Allianz, Arab-African International Bank, BMW, Chivas Regal, Coldwell Banker, Conrad Hotels, Four Seasons, Gianacis, HSBC, Hugo Boss, Hyatt Hotels, Intercontinental Hotels, Jaguar, Jeep, KLM, Marriott Hotels, Mercedes-Benz, MobiiNil, Nokia, Samsung, Sheraton Hotels, Telecom Egypt, Thomas Cook, Tiffany & Co., Timberland, Toyota, Vodafone, Volvo... and dozens of other top brands.

Superbrands