

Pharmaceutical
Laboratory
HealthCare
Nutrition

MEDIA INFO 2006

معلومات المجلة ٢٠٠٦

Anaesthesia Ophthalmology

Physiotherapy Orthopaedic Technology

Implants & Prostheses
Disposable Products
Catheters & Tubes

Laboratory Analyzers & Equipment

Electromedical Technology

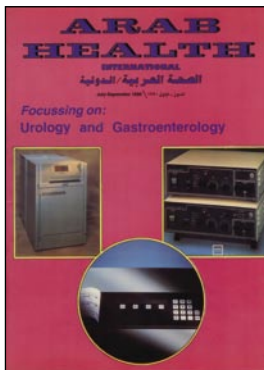
Cardiology and Cardiovascular System

Dentistry

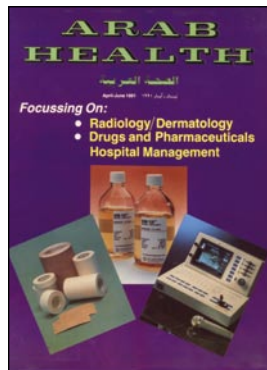
Urology & Gynaecology

Drugs and Pharmaceuticals

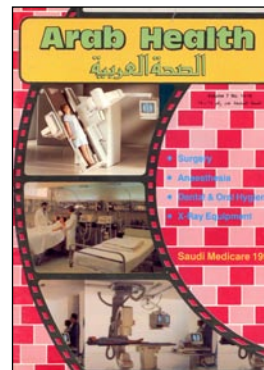
1990



1991



1992



1993



MENA Health Market

Expanding Towards Better Wellbeing

The Middle East and North Africa is an emerging market cradling large investments in the healthcare segment year after year. With rapid expansion in the private sector and with many countries in the region adopting mandatory health insurance policies, there is a new awareness of the importance of quality in healthcare and a concerted move to raise the level of medical care provided in the region.

The large boom in petroleum revenues, the increased commitment to healthcare demonstrated in national development plans, and the rising public health needs and expectations have converged to cause a rapid expansion in the medical services and technology transfers in the Middle East in the past decade. **Saudi Arabia**, for example, is one of the world's largest importers of medical equipment and hospital management services. The Saudi health sector is facing new challenges to keep up with rapid demand as its rapidly rising population of 22.7 million is growing by 3.5%.

Currently the region's health market is mounting with an annual rate of 16% and is estimated at around USD 76 billion, which makes it one of the world's most attractive markets for hospital equipment and services companies. The total market for pharmaceuticals in the MENA nowadays exceeds USD 6 billion per year, it has been going through some fundamental changes ever since the early '80s.

The **United Arab Emirates (UAE)** is a small but wealthy collection of oil-rich states in the Middle East. The provision of healthcare is of a very high standard, with an extensive system of hospitals and clinics. This progress is clearly reflected in the positive changes in health statistics which indicate that the UAE have taken their place among the developed nations of the world. Given the relatively recent nature of the UAE's wealth, capital projects are still continuing, making the country an expanding market for the whole range of medical equipment and supplies.

The **Levant** region was for a short time affected by the middle east political conflicts but was soon enough able to establish new robust foundations for its health sector. In **Jordan** the medical device market is estimated to be worth USD 68 million in 2006, equal to USD 13 per capita. The **Syrian Arab Republic** is known as a self-contained country in terms of the different economy's industries. National medical factories, which have recently increased to the number of 59 compared with 24 factories in 1990, manage to cover 90% of the local market's need. 44 medicine factories are now exporting their production to 41 Arab and foreign states. **Lebanon** has the best hospitals and physicians in the region; when the war ended in 1991, the health sector in Lebanon was facing several problems but was able in a very short time to climb up and restore all its resources to reposition in the leadership of the domain. The ratio of private doctors per capita in Lebanon is among the highest in the MENA region with growing emphasis for newly developed medical projects



like the BGUH (Beirut Governmental University Hospital) and the Clemenceau Medical Center.

Egypt is one of the largest medical device markets in the Middle East (along with Turkey and Saudi Arabia), worth an estimated USD 230 million in 2005. Per capita consumption, however, of USD 3.50 is one of the lowest in the region. The rest of North Africa benefits from the advantages of being close to the European market, the health sector there varies between countries, the most distinctive between these countries is **Tunisia** where the significance granted to health as a component of development has continually increased throughout the past decade and the total expenditures on health have increased from USD 1,512.91 million (1995) to USD 2,127.85 million (2005).

As the MENA's healthcare facilities continue to develop, including ambitious developments such as Dubai Healthcare City and International Medical Center (IMC) in Saudi Arabia, an increasing number of international companies are looking to partner with local organizations to increase their penetration into the region and investors are spotting tremendous opportunities due to the changing trends in the health industry and the increased awareness for healthy life styles in the region.

Source: World Health Organization – WHO EMRO – The Regional Office and its Partners.

Arab Health World (AHW)

The **Arab Health** magazine, published by **Chatila Publishing House (CPH)** since 1986, is a specialized business magazine that portrays information about the latest advancements and technologies in the Medical, Laboratory, Pharmaceutical and Nutrition industries. The publishing of the Arab Health magazine was suspended late 1993 due to the Gulf war and Lebanese civil war aftermath; it will be re-launched in 2006 starting with May-June issue under the name of **Arab Health World (AHW)** to be again the world's gateway to the Middle East and North Africa (MENA) health-related industries.

Every issue of **AHW** magazine is kicked off with an Opening Letter comprising timely commentaries and viewpoints from the Editor-In-Chief. An Open Forum provides AHW readers with a space to exchange ideas, opinions and suggestions. The issue's Feature section is a mixture of technical articles on current practices and advancements, case studies and specific technologies within the Medical, Laboratory, Pharmaceutical and Nutrition industries. AHW also gives in-depth Industry Spotlights at newsworthy market trends, major projects as well as products that are new to the industry, redesigned to offer innovative solutions for the different sectors of the Health industry. Every issue also provides several Country / Regional Reports including industry status and projects being implemented in it allowing companies to make smart investments in the right place at the right time. Highlights on recent industry Publications, Interviews with decision-makers and specialized professionals, Corporate Happenings and Products and Services are presented via accurate and up-to-date information that meets professional standards and attracts high-quality readership. Every issue is as well an important resource for major Coming Events and those which have already occurred.



Must-Read Articles & News

The purpose of **AHW** magazine is assisting in the dissemination of technical information, case studies, equipment and product development. The publication will be reviewing research advances to promote a greater understanding of the potential of healthcare in meeting increased urban pressures and the demand for public well-being in the MENA region.

An Elite Audience of Health Industry Decision-makers

With the "quality over quantity" motto on the run **AHW** will be circulated to the desktop of leading decision makers working in over 8150 firms engaged in the Health industry throughout the Middle East & North Africa, and will be published six times a year in a bi-lingual format (English-Arabic). With 4 readers for every copy on average, we can say that more than 32,600 individuals will be reading every issue of **AHW** magazine.

Online Presence and Availability

When you need Health updates, www.ahwmag.net is your reference!

The newly revamped www.ahwmag.net offers authoritative insights to the Health industry through a combination of industrial news and trends, innovative technologies, country reports, material focuses, and event news related to the Pharmaceutical, Laboratory, Health Care and Nutrition industries. Log on to www.ahwmag.net and delve into the world of Health where future issues of the Arab Health World (AHW) magazine will be available in two formats (html and pdf e-book) for your review.

Formula of Success

The future success of **Arab Health World (AHW)** magazine will stem from a simple concept based on reliability, novelty, hard work, quality, dedication and commitment. An assiduous and rigorous Honorary Editorial Consultants (HEC) team and a strong marketing network contribute to our success. Specialization, professionalism, extensive circulation and bilingualism make **AHW** magazine the ultimate reference for the Middle East & North African (MENA) business & professional community involved in the Health industry.

Other CPH Products

In a quest to fulfill its slogan "Helping Advance the Middle East and North Africa", **Chatila Publishing House (CPH)** presents to its readers three other magazines tackling three industries, namely Water, Construction and Food. **Arab Water World (AWW)** magazine the sole publications serving the Water, Wastewater, Irrigation and Energy industries in MENA, **Arab Construction World (ACW)** magazine serving the Building, Construction Machinery, Road and Power Generation industries in the MENA region, **Middle East Food (MEF)** magazine the leading Food, Beverage, and Packaging industries magazine in this region. Other CPH products incorporate three directories, each listing more than 15,000 export/import minded firms in seventy five different countries working in the industries related to water, construction and food in several geographical regions. In addition, two portals, www.menainfo.com and www.menahealth.com, will be launched during 2006; and a series of services dedicated to decision-makers, professionals, and experts working in the above-mentioned field divided into four categories: Agents and Distributors, Industry Links, Project Monitor and Coming Events.



Editor-in-Chief

Rajaa Chatila graduated with a BS in biology and then an MD from the American University of Beirut (AUB) after which she traveled to the US where she did her residency training in Internal Medicine and got the American Board Certification. She then did a fellowship in Gastroenterology and Hepatology at Yale New Haven Hospital, Yale University and got board certified Gastroenterology.

Rajaa was the head of the gastroenterology division at Makassed Hospital in Beirut from 2002 till Dec 2005. Currently she is an attending physician in the division of gastroenterology at Clemenceau Medical Center (an affiliate of John Hopkins Medicine) and at the Beirut Governmental University Hospital (BGUH). She is also a member of the Lebanese Society of Gastroenterology.

If you like to contact her, you can send an e-mail message to r.chatila@cph.com.lb

Arab Health World (AHW)

	May / June	July / August
System Focus	Cardiology and Cardiovascular System	Neurology
Feature	Anaesthesia	Urology / Gynaecology
Industry Spotlights	* Respiration Equipment / Inhaler and Aerosol Appliances * Laboratory Analyzers & Equipment * Patient Monitoring Systems / Measuring Stations * Operating Rooms Equipment & Accessories	* Physiotherapy / Orthopaedic Technology * Emergency Equipment and Resuscitation * Oncology and Cancer Treatment * Catheters and tubes
Health Industry Contacts*	Anaesthesia	Physiotherapy / Orthopaedic Technology
Country / Regional Reports	* Lebanon * Germany * Egypt * U.A.E	* Saudi Arabia * Turkey * Far East * Switzerland
Editorial Material Due	April 10 th , 2006	June 10 th , 2006
Advertising Material Due	April 20 th , 2006	June 20 th , 2006
Publishing Date **	May 1 st , 2006	July 1 st , 2006

* Supplement wherein leading health-related companies can place their listings for free, thus introducing their products and agents / distributors in the MENA region to AHW readers.

**Indicates when the issue would be available from printing press for circulation and distribution. In some circumstances, a delay of maximum 2 weeks might occur.

البرنامج التحريري ٢٠٠٦

أيلول (سبتمبر) / تشرين الأول (أكتوبر)	تشرين الثاني (نوفمبر) / كانون الأول (ديسمبر)
الأنف، الأذن و الحلق	طب العيون
الأدوية و المستحضرات الصيدلانية	التغذية
- الطب الإشعاعي و تقنيات الأشعة السينية - الضمادات و أدوات العناية بالجرح - معدات و أدوات التشخيص - الأنسجة الحية المزروعة و البدائل الاصطناعية للأعضاء	- معدات طب الأسنان - معدات التعقيم و التطهير - معدات التصوير - معدات إعادة التأهيل
الأدوية و المستحضرات الصيدلانية	التغذية
- قطر - الكويت - إيطاليا - الولايات المتحدة الأمريكية	- شمال أفريقيا - فرنسا - استراليا - المملكة المتحدة
١٠ آب / أغسطس ٢٠٠٦	١٠ تشرين الأول / أكتوبر ٢٠٠٦
٢٠ آب / أغسطس ٢٠٠٦	٢٠ تشرين الأول / أكتوبر ٢٠٠٦
١ أيلول / سبتمبر ٢٠٠٦	١ تشرين الثاني / نوفمبر ٢٠٠٦

لنشر مقالاتكم في مجلة عالم الصحة العربي يرجى إرسالها إلى قسم التحرير على العنوان التالي: editorial@ahwmag.net

September / October	November / December
ENT (Ear, Nose and Throat)	Ophthalmology
Drugs and Pharmaceuticals	Nutrition
* Radiology and X-ray Technology * Bandages / Dressings / Wound Care * Diagnostic Equipment & Instruments * Implants and Prostheses	* Dentistry Equipment & Accessories * Sterilization and Disinfection Equipment * Imaging Equipment (CT, MRI, Ultrasound) * Rehabilitation Equipment & Devices
Drugs and Pharmaceuticals	Nutrition
* Qatar * Kuwait * Italy * USA	* North Africa * France * Australia * UK
August 10 th , 2006	October 10 th , 2006
August 20 th , 2006	October 20 th , 2006
September 1 st , 2006	November 1 st , 2006

If you are interested in publishing your editorial material in AHW, please email the editorial department at editorial@ahwmag.net

عالم الصحة العربي

أيار (مايو) / حزيران (يونيو)	تموز (يوليو) / آب (أغسطس)
القلب و الشرايين	الجهاز العصبي
الموضوع خاص	طب الجهاز البولي \ علم الأمراض النسائية
أخبار صناعية	- العلاج الفيزيائي و تقنيات تقويم العظام - معدات الطوارئ و الأنعاش - الأمراض السرطانية و علاجها - قساطر التفريغ و الأنابيب
مراجع صناعة الصحة ^{**}	العلاج الفيزيائي وتقنيات تقويم العظام
تقارير البلدان / المناطق	- المملكة العربية السعودية - لبنان - ألمانيا - مصر - الشرق الأقصى - سويسرا - الإمارات العربية المتحدة
تاريخ توقف استلام أوامر النشر	١٠ نيسان / أبريل ٢٠٠٦
تاريخ توقف إستلام المواد إعلانية	٢٠ نيسان / أبريل ٢٠٠٦
تاريخ النشر ^{**}	١ تموز / يوليو ٢٠٠٦

* ملحق حيث بإمكان الشركات الرائدة في قطاع الصحة نشر مراجعها بهدف تقديم منتجاتها و موزعها في الشرق الأوسط و شمال أفريقيا الى قراء عالم الصحة العربي
** تبين تاريخ صدور المجلة من المطبعة \ قد يطرأ في بعض الأحيان تأخير توزيع المجلة لمدة أقصاها أسبوعين

Advertising Benefits

Introduction

ARAB HEALTH WORLD

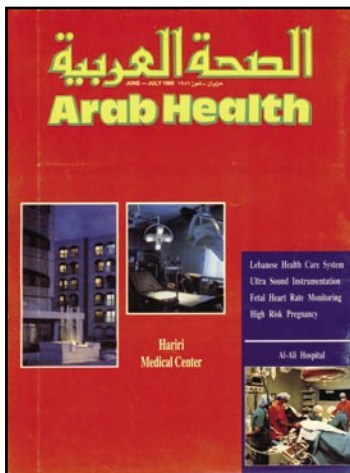
Your Gateway to the MENA Health Industry

Since its inception in 1986, **Arab Health (AH)** has been the leading health trade publication in the **Middle East & North Africa** until it was suspended early in 1994 due to the Gulf war and its ensuing turmoil, as well as civil unrest that happened in Lebanon.

Today, the magazine is re-launched to serve decision-makers and key buyers in more than 8,150 firms. The reborn **Arab Health World (AHW)** is the product of Chatila Publishing House (CPH) 30 years' experience mingled with innovative technological advancements to endow parties active in the health industry with swift and high end access to the Medical, Laboratory, Pharmaceutical, & Nutrition Industries.

With the ever-growing health market in the region, **AHW** will provide pioneering marketing and advertising solutions to support advertisers' specific brand objectives. Advertisers can satisfy their needs in AHW through the customized programs. Sponsorship positions, editorial placements, big event promotions, insertion strategies and pricing programs are all available. We invite you to put your thoughts and impressions in the hands of our creative marketing specialists, who will help you customize a program to achieve your goals and maximize your Return On Investment (ROI).

Ask for Your 2006 Special Promotional Package!



AHW's Very First Issue

July 1986

Our Philosophy



July- September 1993

- A standard we have set for ourselves to stand out among the others.
- To offer our clients a wide range of opportunities that are closely matched to their needs.
- To have a far-reaching business horizon, and to nurture steady growth by building relationships based on trust and recommendation.
- We believe all this can be done through a synergy of commitment, experience and innovation.

Reasons To Advertise

AHW magazine is a vital industry source that carries state-of-art news about the various health sectors keeping decision-makers updated with any new developments and trends.

Outstanding Exposure

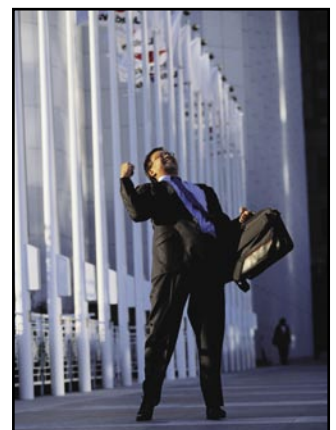
- We circulate AHW to over 8,150 private and public sector firms.
- Our readers are local, national, and international health industry professionals as well as influential market leaders.

Market Expansion

- We help our clients to penetrate lucrative MENA health market.

Straight to the heart of the Event

- Bonus copies of AHW magazine will be distributed in major events taking place in the MENA region, enabling our clients to reach a wider market.



If you are interested in advertising in AHW, please do not hesitate to contact us by:
Tel: +961 (01) 748333 ext. 143 - Fax: +961 (01) 352419 ; e-mail: marketing@ahwmag.net

Advertising Options

Print Options



- **Display Advertising:** We offer the choice of either full-color or mono display spots (with no additional loading for color), in a range of sizes and placements. Our policy of allocating no more than 35 percent of available space to advertising material ensures that your advertisement will not only be noticed, but also really stand out! Research has showed that the application of color to a display ad boosts the ad's visibility.
- **Classified Advertising:** The Buyer's Guide (BG) is a regular classified advertising section that appears in every issue of AHW. This service offers high visibility at a nominal cost. Your classified ad is a 9 cm width X 6 cm height (3 5/8" x 2 3/8") that includes your company logo, product photo and a short message with your contact details.
- **Advertorials:** An advertorial is the ultimate way to get your message across. It is an editorial piece that is tailored to promoting your business, including pictures and full contact details.
- **Fixed Inserts:** Distributed either MENA-wide or to specified countries, fixed inserts are popular and effective advertising, as they make your ad stand out from the rest!
- **Company Profile:** This form of advertising offers a comprehensive coverage of your company's history and products.

Online Options

www.ahwmag.net

Online advertising has become necessary to any marketing campaign. For a guaranteed effective communication, we will place your banner with a link to your company's website or e-mail address on the **AHW** website. Your online advertising options are:

Top Banner

Width x Height: 470 X 60 pixels
Max size (Kb): 30
Types: GIF, JPEG &/or animated GIF

Right Side Banner

Width x Height: 120 X 160 pixels
Max Size (Kb): 30
Types: GIF, JPEG &/or animated GIF



Other Options

Direct E-mails: You can promote your equipment, products, and services to a vast database of decision-makers through our expertise. **AHW** will commit itself to forwarding your message to our subscribers by email.

If you place your full page or more ad(s) in AHW magazine, you will be entitled to placing your banner for free on the **AHW** website. Email us at marketing@ahwmag.net to find out more regarding this offer.

Advertising Rates & Specifications

Display Ads	Full Color (4C)							
	Once		Two Times		Three Times		Four Times	
Frequency								
Currency	\$US	Euro	\$US	Euro	\$US	Euro	\$US	Euro
Full Page	2950	2458	2655	2213	2508	2090	2360	1967
Half Page	1800	1500	1620	1350	1530	1275	1440	1200
1/3 Page	1300	1083	1170	975	1105	921	1040	867
1/4 Page	1100	917	990	825	935	779	880	733

Display Ads	Black & White (B&W)							
	Once		Two Times		Three Times		Four Times	
Frequency								
Currency	\$US	Euro	\$US	Euro	\$US	Euro	\$US	Euro
Full Page	2300	1917	2070	1725	1955	1629	1840	1533
Half Page	1400	1167	1260	1050	1190	992	1120	933
1/3 Page	1050	875	945	788	893	744	840	700
1/4 Page	850	708	765	638	722.5	602	680	567

Black & White (Extra Color)	<ul style="list-style-type: none"> • 1 Publisher's Standard Color & Black Ad: • 1 Matched Color & Black Ad • 2 Matched Color & Black Ad 	\$US 150 (Euro 125) \$US 250 (Euro 210) \$US 350 (Euro 290)
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Special Placement								
Frequency	Once		Two Times		Three Times		Four Times	
	\$US	Euro	\$US	Euro	\$US	Euro	\$US	Euro
Double Page Spread	5500	4583	4950	4125	4675	3896	4400	3667
Inside Front Cover	3850	3208	3465	2888	3273	2727	3080	2567
Inside Back Cover	3600	3000	3240	2700	3060	2550	2880	2400
Outside Back Cover	4600	3833	4140	3450	3910	3258	3680	3067

Classified Ads (Buyer's Guide)		
Currency	\$US	Euro
One Time	450	370
Two Times (Each)	400	329
Three Times (Each)	335	275
Four Times (All Prepaid)	1250	1028

Banner / Online Advertising									
Period	Three Months		Six Months		Nine Months		Twelve Months		
	\$US	Euro	\$US	Euro	\$US	Euro	\$US	Euro	
Top Banner 470x60 Px (Each Month)	125	104	115	96	100	83	75	63	
Side Banner 120x160 Px (Each Month)	100	83	90	75	75	63	60	50	

Ads Material Specifications

Physical Submissions should be directly submitted by post to our office or through the concerned agent (if available). Digital material must be accompanied by an accurate color proof (chromaline) and a list of all files should be supplied.

Electronic Submissions should adhere to the following specifications:

- Images should not be enlarged or reduced more than 10% in page layout program.
- All images must be available at 300 dpi or more.
- Document size should be created to the final trim size of the page / ad.
- We do not accept Microsoft Word, PowerPoint, Paint or Publisher Files.

Supported File Type Specifications:

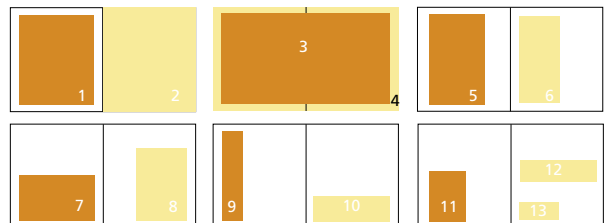
- TIFF, PDF, JPEG and CDR will be accepted.
- QuarkXpress 5.0 or 6.0, with relevant fonts and images.
- Adobe Indesign V 2.0, Adobe Illustrator V 9.0 and above.
(All fonts & images should be outlined & embedded)
- Corel Draw V 11.

Quality of Paper: – Interior Pages: 70 or 80 grams LWC Paper TOP KOTE-L
– Covers: 150 grams 2S Coated Paper Matt

Cancellation Policy:

Notification of cancellation must be made at least fifteen days before Publishing Date (as indicated in Editorial Program). Changes or cancellations must be received in writing. Any advertiser canceling afterwards must pay the full charge for space. The publisher reserves the right to use previous material if copy is not received by Advertising Materials Due deadline (as indicated in Editorial Program).

Digital Files are to be submitted on CD Rom, DVD, Email, or ftp (ftp web address plus username, password, and file name to be supplied by email to gwd@cph.com.lb).



Ads Mechanical Data

space	Dimensions	(width x Height) mm
1 Simple Page	Print size	188 x 254
2 Bleed Page	Trim Size	215 x 285
	Original Size	220 x 290
3 Double Page	Print Size	405 x 254
4 Double Bleed Page	Trim Size	425 x 285
	Original Size	435 x 295
5 Vertical 2/3 Page	Print Size	120 x 254
6 Vertical Half Page	Print Size	88 x 254
7 Horizontal Half Page	Print Size	188 x 127
8 Island Half page	Print size	120 x 184
9 Vertical 1/3 Page	Print Size	57 x 254
10 Horizontal 1/3 Page	Print Size	188 x 88
11 Vertical 1/4 Page	Print Size	88 x 127
12 Horizontal 1/4 Page	Print Size	188 x 60

Region	Total Circulation
Internationally	571
North Africa	849
Middle East	6730
Total	8150

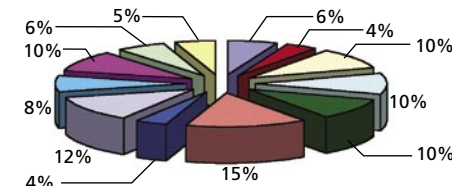
Middle East Circulation	
Country	Total Circulation
Yemen	84
Jordan	162
Turkey	181
Iran	245
Syria	270
Kuwait	311
Qatar	319
Lebanon	325
Oman	367
Bahrain	388
Saudi Arabia	1631
UAE	2447
Total	6730

North Africa Circulation	
Country	Total Circulation
Tunisia	53
Algeria	70
Sudan	82
Libya	87
Morocco	118
Egypt	439
Total	849

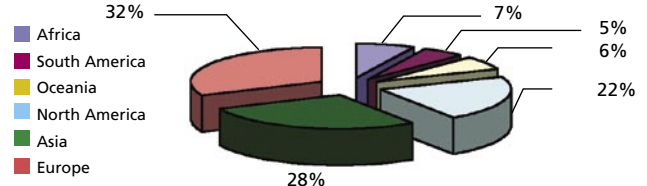
International Subscribers	
Region	Total Circulation
South America	29
Oceania	37
Africa	42
North America	124
Asia	158
Europe	181
Total	571

Circulation by Activity

- Commodities & Consumer Goods
- Communication & Information Technology
- Dentistry
- Diagnostics
- Drugs & Pharmaceuticals
- Electromedical Technology
- Health Premises Building Technology
- Laboratory
- Nutrition
- Physiotherapy / Orthopedic Technology
- Publications & Services
- Rescue & Emergency

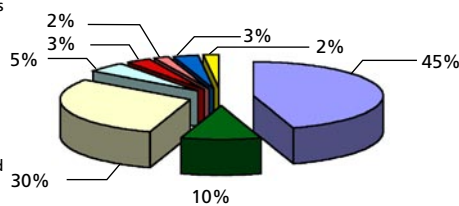


International Circulation

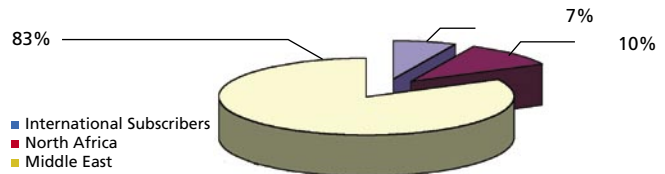


Circulation by Category

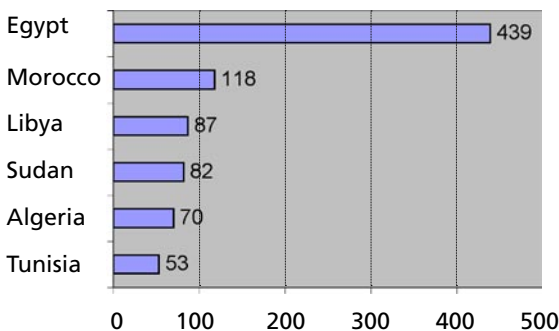
- Doctors, Hospitals & Clinics
- Laboratories
- Establishments
- Health Authorities
- Universities & Medical Schools
- Medical Services on Armed Forces
- Pharmacists / Chemists
- Medical Ancillary Services



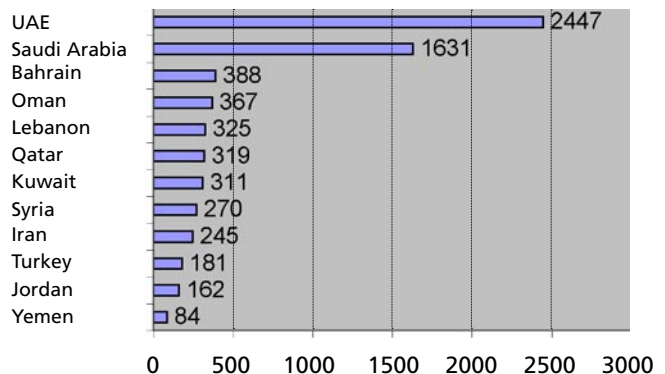
Circulation by Region



North Africa Circulation



Middle East Circulation



Services

Chatila Publishing House (CPH) offers a series of services dedicated to decision makers, professionals, and experts in the health-related fields.



Agents & Distributors

Provides a complete list of contact details of agents and distributors located in the MENA region



Project Monitor

Highlights the latest news about the major projects in the MENA region, namely Tenders, Project Bidders, Awarded Contacts and Project Developments.



Industry Contacts:

puts you in contact with health-related suppliers, manufacturers, purchasers, sellers, re-sellers and high-level professional employees. A supplement will be printed in every issue of **AHW**. It consists of two sections: First section carrying details about international and regional manufacturers or suppliers of equipments or products relevant to the topic covered in the issue concerned; the second section will cover names and contact details of firms acting as agents, representatives, distributors, etc. to the firms listed in section one.

• **Buy & Sell:** is where professionals and companies can sell and buy products and services in an auction-like space.

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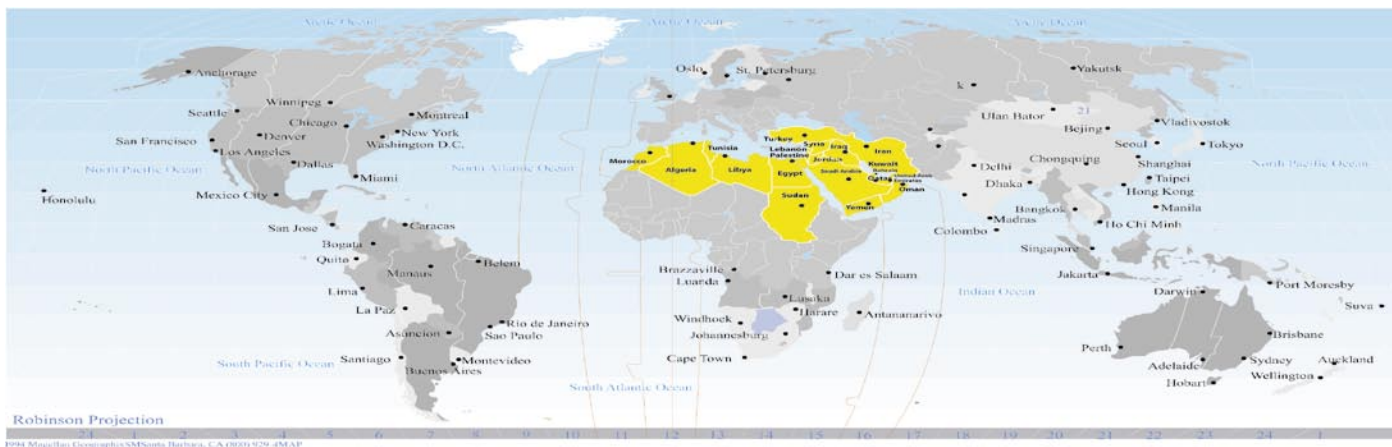
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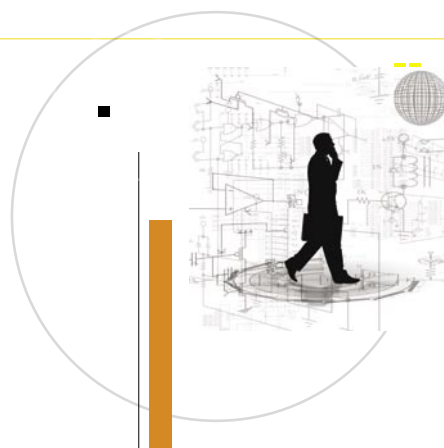
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