

forum

Business opportunities with Qatar



Supported by: The Qatar British Business Forum (QBBF)
The British Embassy

MEDIA INFORMATION

FORUM is Qatar's only original business magazine aimed at increasing the cross-pollination of business ties between Qatar and Britain. Its target is the global business community in both countries.

The objective:

- to create a single source of information for parties in both the public and private sectors
- provide a vehicle through which to air goals and promote interests.

With the support of its sponsors, the magazine is the local mouthpiece of business between Qatar and Britain in the areas of technology, banking, real estate, services, tourism, sport, education, health, and investment.

Frequency:

The magazine is published quarterly in the months of September, December, March and June. Additional issues and supplements may be produced.

The FORUM Advantage

- 100% original editorial, layout and text and pictures.
- 40+ pages, A4, Full colour
- Highly targeted distribution to individual decision makers
- General distribution to the entire spectrum people in the target industries
- Fresh creative perspective on current issues
- A value added product for business-people in Qatar and Britain wishing to do business with each other.

CONTACT:

phone / fax : **+974 4682 549**

email: **forum.magazine@spymac.com**

webversion: **<http://forum.magazine.spymac.net>**

Circulation & Readership

| Channels: | Min copies | Where |
|-----------------------|------------|--------------------------------------|
| QBBF | 500 | QBBF members & their companies |
| British Embassy | 500 | Visiting missions & delegations |
| Direct mail / courier | 500 | Prominent individual decision makers |
| Special events | 500 | Focus conferences and exhibitions |
| General distribution | 1,000 | Hotels and clubs |

Geographically: 80% in Qatar;
15% to the UK;
5% to 10 locations in 7 Middle East countries

Website: with the March 2004 issue a web version was launched. Advertisers now also have their logo and link included on the home page .. currently at no extra cost.

To read the latest issue visit <http://forum.magazine.spymac.net>

The QBBF's in-house newsletter FORUM was re-launched as a magazine in June 2002 and since then has grown in stature and distribution. 80% of each issue is distributed in Qatar, through the QBBF membership, their companies and the British Council.

FORUM "exports" 20% of each issue. The British Embassy Commercial Section ensures that FORUM is promoted externally to a list of 15 government or trade organisations in the UK and to 7 countries in the Middle East, many of who now request multiple copies. FORUM is used as a part of a briefing pack to visiting trade missions and businessmen.

FORUM has also been active, present and distributed at five international exhibitions and four conferences in Doha.

FORUM is now recognised by both Qatari and British businesses as a useful tool to promote and extend their business interests.