

MEDIA KIT 2026



insight media & publishing

CXOINSIGHT
MIDDLE EAST

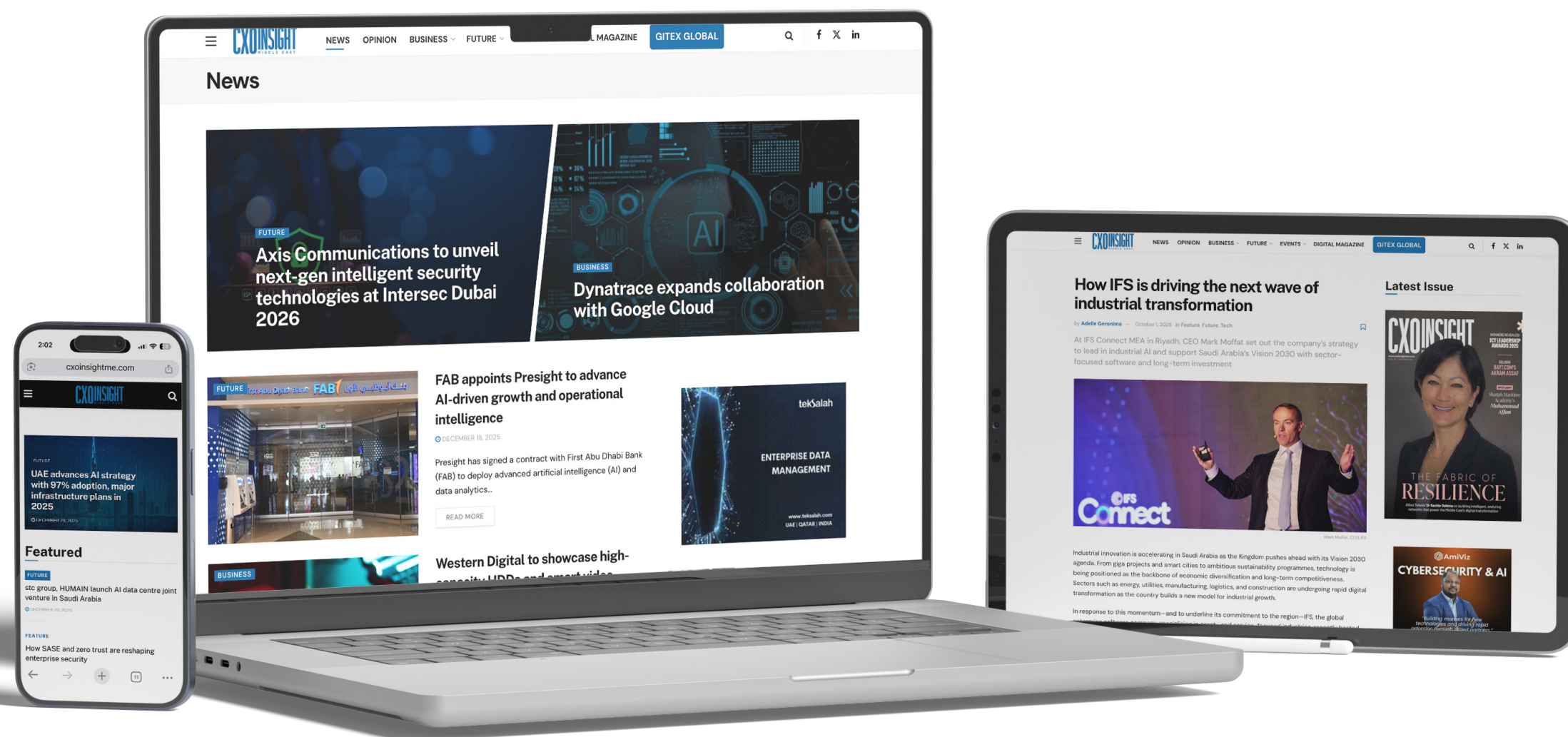
**CHANNEL
INSIGHTS**
MIDDLE EAST

WHO WE ARE

Insight Media & Publishing (IMP) is a regional media and events company dedicated to shaping informed dialogue across technology, business, and leadership in the Middle East.

Through trusted editorial brands, executive forums, and industry awards, IMP connects decision-makers with the insights, perspectives, and conversations shaping how organisations build, secure, and scale in an increasingly digital economy.

At the core of our portfolio are two flagship platforms serving distinct but complementary audiences.



CXOINSIGHT MIDDLE EAST

CXO Insight Middle East is IMP's flagship publication, serving as a strategic intelligence platform for senior business and technology leaders. It is designed for CIOs, CTOs, CISOs, CEOs, COOs, and digital leaders responsible for enterprise-wide outcomes.

The platform focuses on the intersection of technology, leadership, and business strategy, delivering context-led analysis on AI, cloud, cybersecurity, data, governance, and organisational transformation. Content goes beyond announcements and trend-watching to examine execution, accountability, and long-term impact.

CXO Insight Middle East serves leaders who are not experimenting at the edges, but making decisions that define enterprise direction.



CHANNEL INSIGHTS

MIDDLE EAST

Channel Insights Middle East is IMP's dedicated platform for the region's technology channel ecosystem – including distributors, systems integrators, MSPs, resellers, vendors, and alliance partners.

It covers how technology is taken to market, delivered, supported, and monetised across the Middle East, with a focus on partner strategy, routes to market, ecosystem evolution, and commercial execution.

Together, CXO Insight Middle East and Channel Insights Middle East provide a 360-degree view of enterprise technology – from strategic intent at the leadership level to operational delivery through the channel.



When Dr Ali Baghdadi reflects on his journey in the IT industry, he speaks not just of change but of an evolution that has redefined the role of channel partners and technology distributors. His career, spanning decades, has been deeply intertwined with the transformation of the IT and channel landscape.

Dr Baghdadi's entry into the channel industry was, in his words, accidental.

"I started as a computer scientist, developing software that ran on hardware from different manufacturers. Eventually, I built my own company, selling third-party hardware alongside my value-added solutions. That evolved into a full-fledged distribution business with a strong value-added component," he recalls.

In 1980, he founded Aptec in the UK, which rapidly grew into a leading force in the regional tech landscape. In 2012, it became part of Ingram Micro. Steering the company for decades, Dr Baghdadi has been a driving force, shaping its growth and influence in the industry.

Having been at the forefront of the channel landscape for years, he has witnessed its transformation, driven by evolving market demands and breakthrough technologies, expanding well beyond traditional hardware distribution. Today, it thrives on value-driven partnerships that include cybersecurity, artificial intelligence (AI), and cloud computing. The role of value-added distributors (VADs) has expanded significantly, becoming more than intermediaries; they are solution providers, financial enablers, and service experts who help vendors and partners navigate an increasingly complex digital landscape.

"A \$3 trillion industry like the channel has evolved far beyond hardware distribution," says Dr



Baghdadi. "In the past, VADs were primarily focused on stocking and fulfillment. Today, they must provide strategic support—technical, financial, and service-oriented—so that customers can thrive in this massive and ever-evolving market."

Under Dr Baghdadi's leadership, Ingram Micro has reached significant milestones, including strategic acquisitions, industry recognition, key partnerships, and regional expansions—all reinforcing its position as a leading value-added distributor in the Middle East and beyond.

A testament to growth

Today, Ingram Micro operates across more than 14 locations in the Middle East, including the UAE, Turkey, Saudi Arabia, Oman, Qatar, Kuwait, Jordan, Egypt, Lebanon, Iraq, Pakistan, Morocco, French-speaking

Africa, East Africa, Pakistan, and more, making it one of the region's largest VADs. With an extensive portfolio spanning AI, cybersecurity, and physical security, the company continues to redefine technology distribution.

Recently, the company reached a major milestone by returning to the New York Stock Exchange, signaling the beginning of its next chapter of growth and expansion.

"Being listed on the NYSE is a proud moment for all 24,000 Ingram Micro employees worldwide. We have built a legacy

“Being listed on the NYSE is a proud moment for all 24,000 Ingram Micro employees worldwide. We have built a legacy of excellence, and now we are ready for the next chapter”

AI and cybersecurity: The innovation engines for success

One of the key technologies at the forefront of Ingram Micro's strategy is AI, a game-changer in the channel landscape. System integrators and resellers now rely on AI-driven automation, predictive analytics, and intelligent customer insights to improve efficiencies and deliver better solutions.

"Ingram Micro has introduced AI-powered platforms like Xantage—X for Customers (XAC), X for Associates (XAA), and X for Vendors (XAV). These platforms use AI to streamline operations, enhance data analytics, and drive decision-making," explains Dr Baghdadi. "The platforms go beyond enabling our customers, they're also about empowering their customers, vendors, and our teams to work smarter and faster."

Cybersecurity is another area of focus for Ingram Micro as the digital landscape grows more complex and cyber threats become

WHY US?

Industry access

Through long-standing relationships with CIOs, CISOs, enterprise leaders, channel executives, and policymakers, we maintain direct access to the discussions shaping strategy, investment, and execution across the Middle East.

Built on insights

We prioritise clarity and context over speed, examining how technology choices play out in real organisations — from governance and risk to cost, scale, and long-term sustainability.

Events that matter

Our events are built around depth rather than scale. We prioritise curated attendance, informed moderation, and focused agendas to enable candid discussion among leaders navigating similar challenges.

An audience that leads

We engage senior decision-makers across enterprise, government, and the technology ecosystem leaders responsible for long-term, sustainable outcomes

WHY CXO INSIGHT MIDDLE EAST

What sets us apart is our position at the centre of the Middle East's technology conversation, shaped by deep industry knowledge and a team with long-standing editorial and domain expertise, delivered through focused platforms that speak directly to enterprise leaders and the wider innovation ecosystem.

Executive-first perspective

Our content is written for those who sign off on strategy, manage risk, and deliver outcomes — not for passive consumption.

Context over hype

We focus on what is operational, scalable, and sustainable. Trends are examined through the lens of execution, governance, and ROI.

Regional intelligence

Global technology shifts are interpreted through Middle East realities — from Vision 2030 programmes and digital government to sovereign cloud, AI regulation, and industry localisation.

Trusted access

We work closely with CIOs, CISOs, policymakers, and enterprise leaders, giving us first-hand insight into what is actually happening inside organisations.

CXO Insight Middle East operates where strategy moves into execution.



WHY CHANNEL INSIGHTS MIDDLE EAST

Channel Insight Middle East provides a clear view of the business mechanics behind the region's technology ecosystem. We focus on the points where vendor strategy, distribution models, and partner execution meet — examining how ecosystems adapt, where friction emerges, and what separates sustainable channel businesses from short-term momentum.

Channel-first perspective

Our coverage is written for those who build, run, and grow channel businesses — responsible for routes to market, partner strategy, delivery capability, and long-term customer relationships.

Grounded content

We focus on how offerings move from roadmap to revenue, examining enablement, packaging, implementation, and ongoing support.

Regional nuance

Global vendor and channel strategies are interpreted through Middle East market realities, including localisation requirements, procurement structures, sector-led demand, and partner maturity.

Ecosystem access

We work closely with vendors, distributors, integrators, MSPs, and alliance leaders, giving us first-hand visibility into how the channel is adapting in practice.



OUR CORE AUDIENCE

CXO Insight ME reaches the most influential tech buyers in the Middle East with a captive audience of around 20,000+ database members.

With real-world insights into technology vendors, products and services, we help the C-suite and thought leaders make prudent IT purchase decisions. Whether promoting a new product, creating brand awareness or generating sales pipeline, CXO Insight Middle East offers a wide array of digital advertising tools to engage with your target audience throughout the buying cycle.



64%

CIOs, IT
Directors/Managers



23%

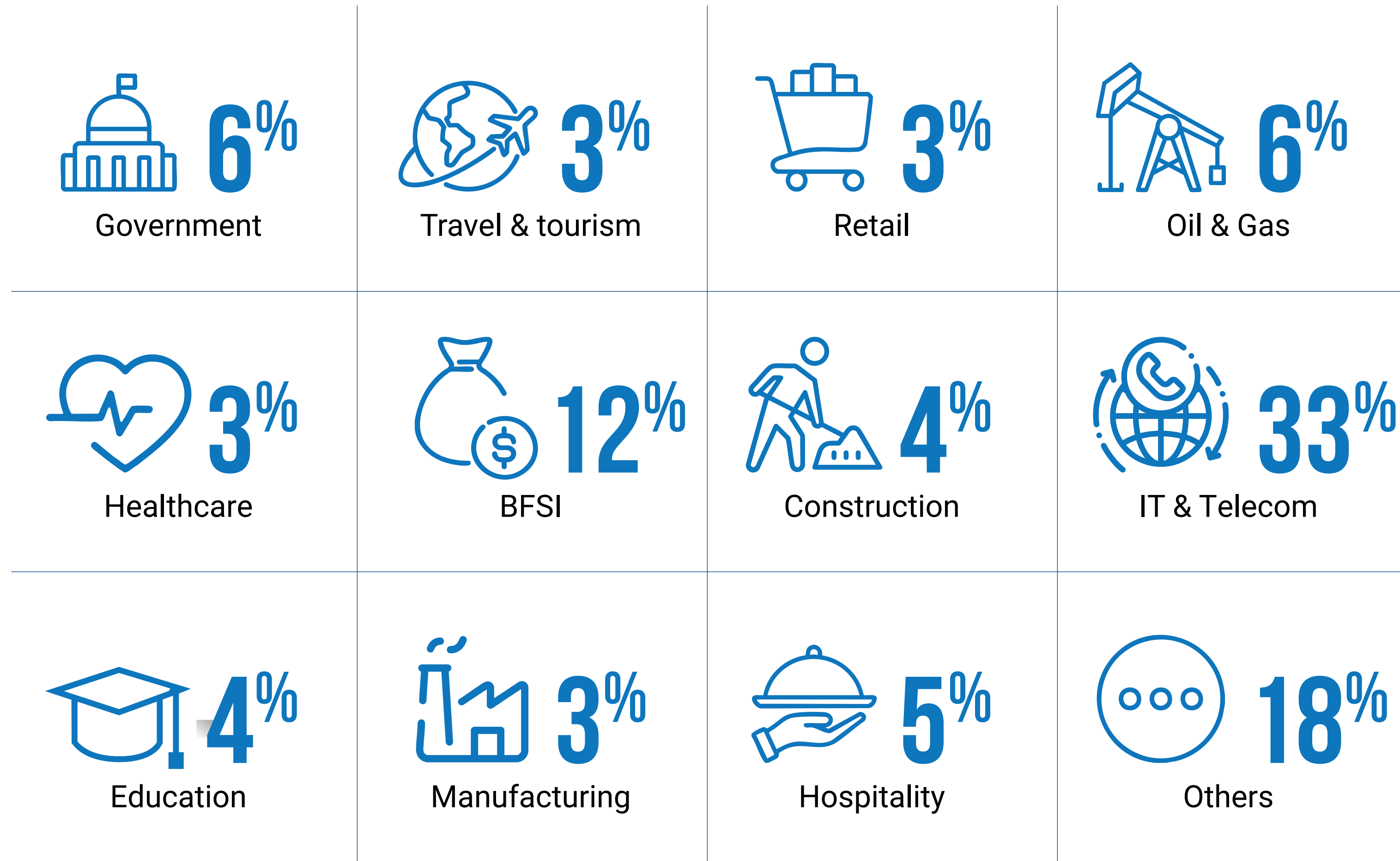
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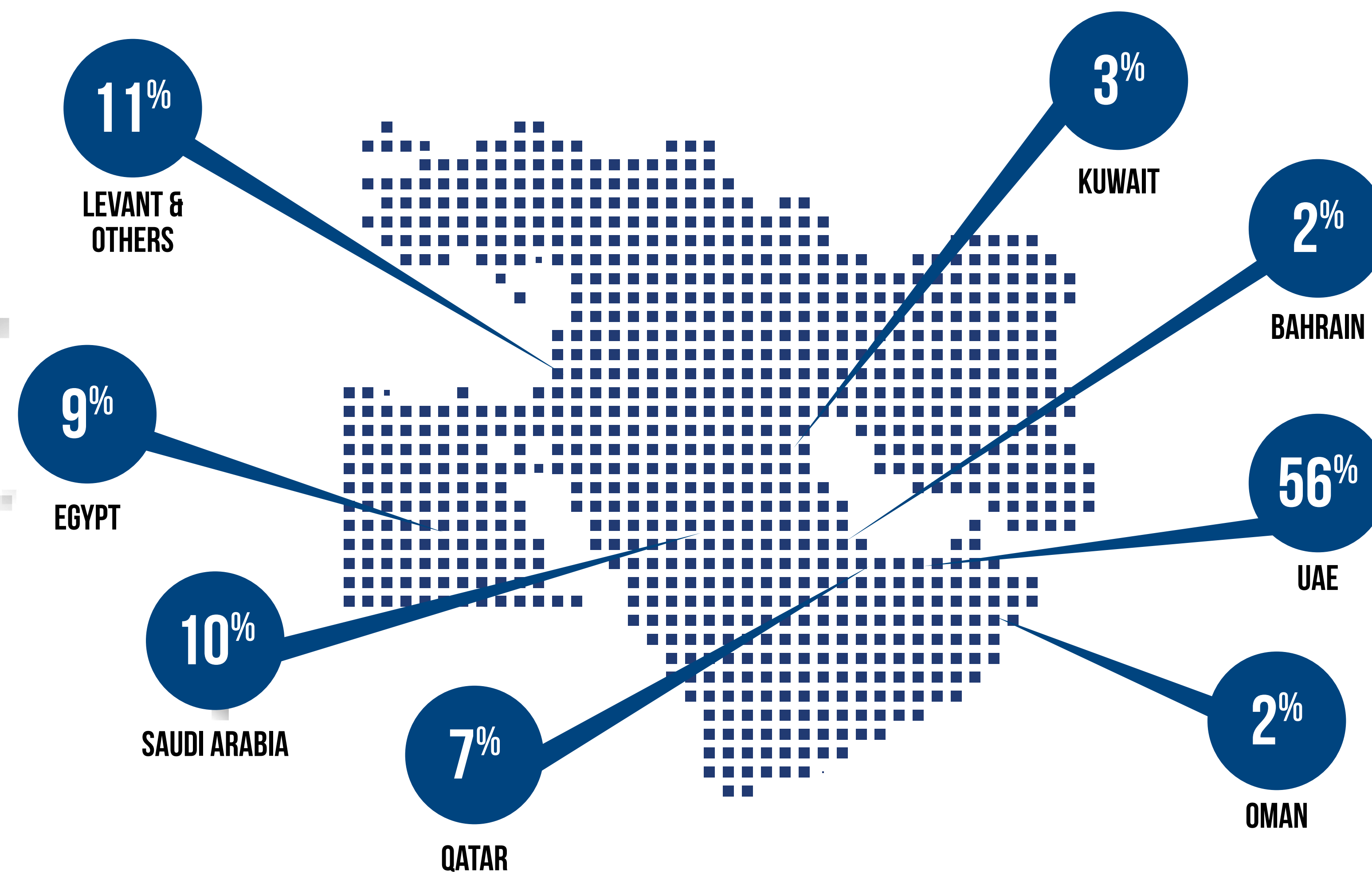
13%

decision
makers

AUDIENCE BY **INDUSTRY VERTICAL**



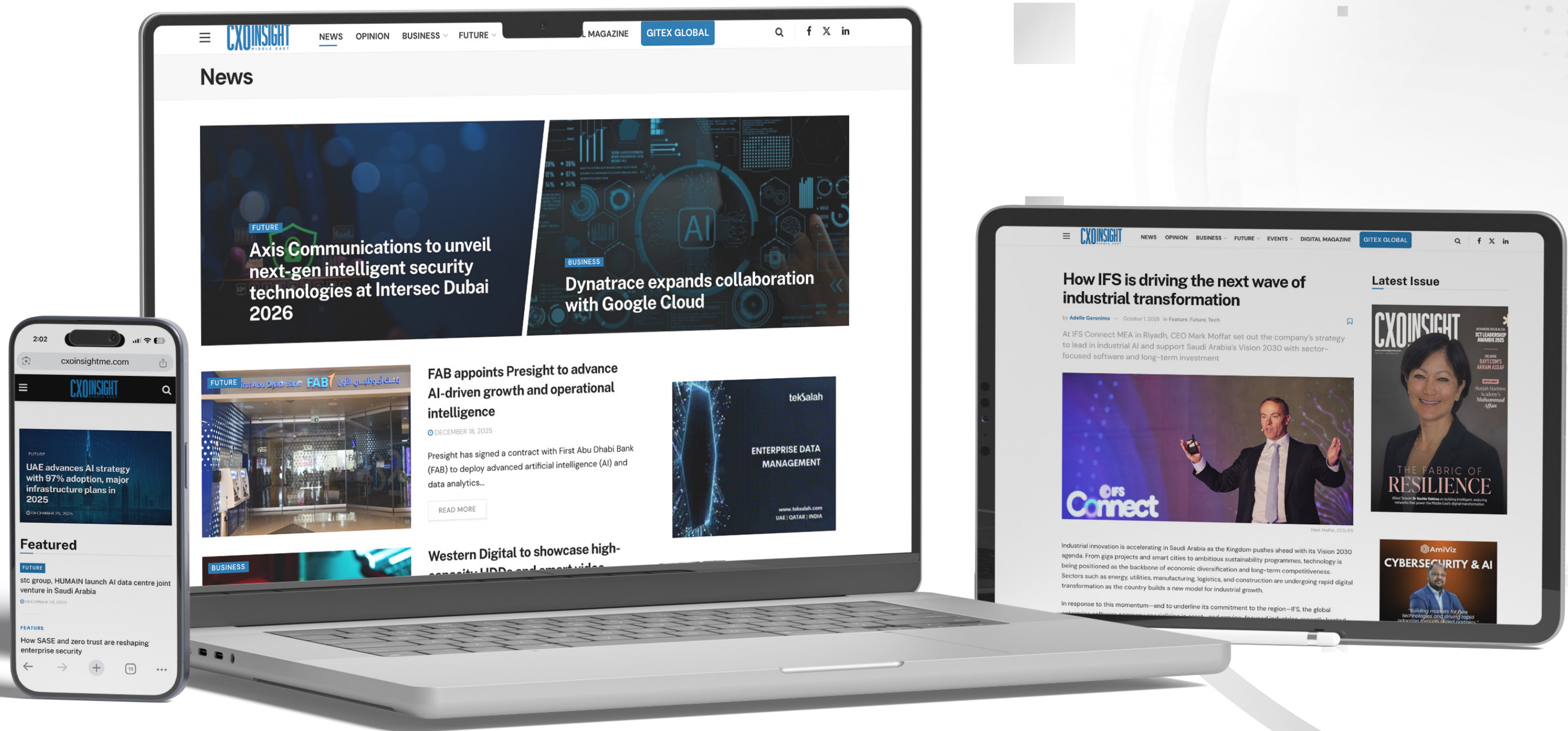
AUDIENCE BY REGION



DIGITAL & SOCIAL REACH

Our digital platforms deliver continuous executive intelligence through:

- In-depth articles and analysis
- Opinion pieces from senior leaders
- Interviews and leadership profiles
- Event-driven coverage and reports



110,000+

monthly page views

16,000+

social media followers

20,000+

relevant newsletter subscribers

MULTIMEDIA

CXO Insights Series

The CXO Insights series, a premium video interview format that features in-depth conversations with senior enterprise leaders, conducted exclusively or at major industry events. These interviews focus on strategy and leadership—examining how technology decisions are shaped, governed, and executed at scale.

Channel Insights Series

The Channel Insights video series captures executive perspectives from across the regional technology ecosystem, featuring conversations with vendor, distributor, and partner leaders, conducted exclusively or on the ground at key industry events.



SPECIAL SUPPLEMENTS

Special Supplements are focused editorial editions designed to examine defining moments, themes, and shifts within the regional technology landscape. Built around timely industry priorities or major events, each supplement combines analysis, executive perspectives, and market context to provide readers with a structured view of where the industry is heading — and why it matters.

AI Insights

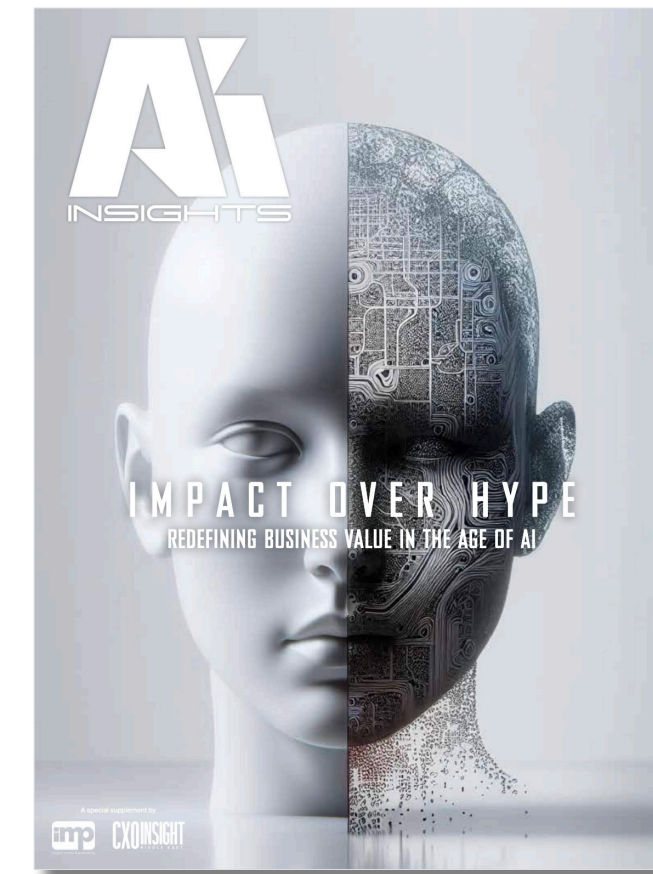
AI Insights is a dedicated supplement exploring how artificial intelligence is being adopted, governed, and scaled across enterprises and industries in the Middle East.

GITEX Insights

GITEX Insights is a special supplement capturing the most consequential conversations, themes, and signals emerging from GITEX. Rather than event coverage alone, it distils executive viewpoints, strategic announcements, and ecosystem shifts to provide a clear perspective on what the region's largest technology gathering reveals about the direction of enterprise and innovation

Channel Power Players

Channel Power Players is a recognition-led supplement spotlighting the individuals and organisations shaping the Middle East's technology channel ecosystem.



For collaboration opportunities or to explore how these supplements align with your objectives, connect with the Insight Media & Publishing team.

EVENTS & CONFERENCES

Insight Media & Publishing’s awards and conferences are designed around relevance and depth, our forums create space for informed dialogue on the strategic, commercial, and operational issues shaping the region’s digital agenda.

If this aligns with your priorities, reach out to our team to explore the right way to engage.



INDUSTRY PRESENCE

We have strong on-the-ground presence across the region's most influential technology and industry events, including GITEX GLOBAL, LEAP, GISEC GLOBAL, Intersec, and other key regional forums.



BESPOKE OFFERINGS

Banner Advertising

Build brand equity, and reach and influence your target audience through display ads in www.cxoinsightme.com. Our team can help you build tailor-made banner ads to stand out from the competition.

E-newsletter Sponsorship

By advertising in our weekly newsletter, you will reach a targeted group of IT decision makers with proven results. Sponsorship packages are available by week and month.

White Papers

Looking to attract interest from potential buyers? Leverage our resource centre to host your white papers and use it as the most effective tool for lead generation.

Microsites

Whether launching a new campaign or educating buyers on your products, we offer fully customizable microsites to boost brand awareness, and create sales leads and registrations.

Custom Video

Video is a powerful communication tool to establish personal connection with buyers. Our crew with professional editing capabilities can create custom videos to augment your digital marketing strategy.

If your video is already produced and you are seeking ways to reach the CXO audience, we can post and promote your video on www.cxoinsightme.com.

Lead Generation

We have an extensive database of IT decision makers in the region that we can engage and nurture on behalf of our clients. We can create custom demand generation programmes that fill your marketing and sales pipeline with leads that fit your target audience.

Whether it is BANT qualified leads or capturing top-of-funnel prospects with opt in content, we can map your potential buyers with timely follow ups and genuine one-to-one marketing as a trusted media resource.

Custom Research

We will help you create a unique questionnaire and identify the target for a topical research study. This co-sponsored study will appear in our print and digital magazine versions, while full details of the research will be shared with your company.

Executive Roundtables

Tap into our subscriber base to create roundtable discussions designed for CIOs and CISOs as the best way to establish your company as a thought leader and engage in two-way conversations with these small gatherings of powerful tech buyers.

Custom Publishings

Our experience editorial and design team can develop print and online custom publications that will help you achieve your marketing goals. Plus, we can manage the distribution to your target audience and ours.



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