

Advex By the Numbers

- 1,000+ print newspapers & magazines
- 500+ TV & radio stations
- 15,000 ads tracked daily
- Access to almost 7,500 brands

Industry Ads Covered

- Automotive
- Consumer Goods
- Electronics & Computers
- Energy
- Financial
- Food & Beverage
- Health & Beauty
- TV Program Promotions
- TV Program Sponsorships
- Pharmaceuticals
- Real Estate
- Telecommunications
- Travel & Tourism
- All ads in monitored media

Geographic Scope

- GCC
- Levant
- North Africa
- Int'l companies in MENA

Who can benefit?

- Advertising Agencies
- Ad Industry Analysts
- Broadcasters
- Entertainment Rights Holders
- Media Planners & Buyers
- Print Publications

For more information,
contact us at

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Advex advertising index is an all-in-one advertisement engine and media tracking solution, designed specifically for the Middle East advertising and media planning & buying industry. Advex allows companies to track their own or competitors' ads in print and broadcast media. Entertainment rights holders and broadcasters can track ads during their programming and compare it to ads on competing channels. Media planners and buyers can gain a broad understanding of statistics, ad spend and trends.

Advex is a downloadable software that provides easy-to-use tools to generate both pre-defined and user designed advertising reports by choosing desired specifications such as

- Print media, TV or Radio ads
- Media outlets (i.e., Al-Hayat newspaper, MBC1, NileFM)
- Groups of media outlets (i.e., all MBC channels)
- Timeframes (i.e., time of day, exact date, date range, day of week, day of month)
- Agency
- Company
- Brand
- Program
- Language
- Spot Duration
- Spot Title
- Master vs. Repetition
- AVE

Arabia Inform is a world leader of electronic content from MENA, having the unrivalled distinction of owning four digitization, documentation, indexing and archiving centers – media, advertisements, law, and academic. Our 24/7 business monitors 1000+ Arabic newspapers and magazines (70% have no internet presence), 15,000 news websites and 500 television channels, adding more than 1 terabyte of content to our archives daily. At Arabia Inform all content has value: we collect cover-to-cover for print media and every minute of broadcast. Clients who need to understand Arab world business, economy, politics or culture can request raw data, reports and media analysis in Arabic or English, with the complete assurance that there is no bias in the types of content being gathered. Customized services and research are available upon request.