



Beyond the  
dreams of  
Arabian  
Nights...

# ARABIA ONLINE

Your Digital Gateway to Arab  
Business, Culture & Art





# Introducing "Arabia-On-Line": The international computer users inter

Developed and owned by Arabian Media Concepts, an electronic publishing division of Arabian Communications and Publishing (publishers of BYTE Middle East and Al-Taqniyah Wal A'amal magazines), "Arabia-On-Line" is the first Internet-based on-line service that provides exclusive information to Arab and international users on the Arab World's business and cultural issues.

Undergoing continuous development and expansion, Arabia-On-Line is envisioned to become the ultimate digital source for information about the Arab world on the Internet. It will contain information of interest to businesses inside and outside the Arab world as well as cultural and entertainment information appealing to different audiences.

"Arabia-On-Line" will feature bilingual information, thus maximising the potential audience of users inside and outside the Arab world.

In the heart of "Arabia-On-Line", lies "E-arabia", or "Electronic Arabia", which is a graphical representation of an electronic Arabic city divided into business, culture, and entertainment areas that users can explore to obtain information about the relevant fields of interest.

## Cyberabia Cafe

An Arabic CyberCafe will link users to the different Internet resources of interest to Arabs and will act as a meeting place where users can exchange ideas and information and meet other users from all over the world.

## The Market Place (Souq)

The electronic Arabic market building, "E-Souk", will exhibit traditional Arabic products from all over the region that users can purchase on-line using their credit cards.

Plenty of rental space will be available in the "E-Souk" for different companies who would like to sell their products to the Arab and global audience of the Internet.

## The Mosque

An electronic representation of a mosque will link users to Islamic resources on the Internet, making the job of surfing the net in search of Islamic information much easier.

## The Culture and Art Center

The culture and art center will contain different news, features, directories, and exhibitions of Arab culture and art on-line. It will also provide a starting point for users who wish to explore the different cultural and artistic resources of interest to Arab users on the Internet. It will provide rental space for different Arab publishers and companies who wish to advertise products related to Arab culture and art over the Internet.



Visit *E-arabia*, a vibrant center

# first on-line service targeted at Arab and based in information on the Arab world.



## **The News Tower**

The News Tower building will host various Arabic and English publications of interest to Arabia-On-Line audience in an electronic format. These publications will cover the different areas of interest. They will include daily and weekly newspapers, as well as weekly and monthly magazines. Reference directories will also be available electronically.

## **The Entertainment Center**

An entertainment center will also be established telling people where to go and what to do in the Arab world, providing news, features, and listings related to entertainment in the Arab world. Rental space in this center will be available to establishments in the Arab world such as hotels, restaurants, theaters,....etc, who would like to provide their periodical programs and listings to visitors of this center. It will also exhibit TV program listings for the different Arabic satellite TV stations.

## **The Business Tower**

The Business Tower will contain information and directories about business in the Arab world and act as a meeting point between Arab and international companies. It will also provide rental space for different companies in the Arab world who wish to exhibit information about themselves over the Internet, or who would like to offer their services to Internet users. Different rental and exhibiting packages are available to suit the needs of Arab and international companies.

## **The Computer Center**

The computer center will exhibit immediately the on-line edition of BYTE Middle East magazine, the Arabic edition of BYTE magazine, and Al-Taqqiyah Wal A'amal magazine, a monthly publication published in association with the Financial Times Information Technology Review. Editors of those two publications will be available on-line during certain times of the week to talk to users via the Internet and answer their questions.

Rental space will be available for the different computer companies in the Arab world who wish to exhibit their products or provide on-line support for the users of their products.

for information, entertainment & business.

### **Target Audience:**

The audience of "Arabia-On-Line" extends from Internet users in the Arab world, to Arab Internet users all over the world including Europe, America, and the Far East, to international non-Arab users of the Internet all over the world who have an interest in the Arab world, thus amounting in total to hundreds of thousands of educated and professional users.

The occupation of our targeted audience also varies from CEOs of Arab and international companies, to executives of different professions, university and school professors and students, as well as home Internet users.

Reports will be available on daily, weekly, or monthly basis to the different companies who rent advertising or commercial space in "Arabia-On-Line" showing the number of people accessing the service.

### **Access to "Arabia-On-Line":**

"Arabia-on-Line" will be available through the Internet on the World-Wide-Web (WWW), and thus it does not require more than web browsing software such as NetScape or Mosaic, and is available to anybody with Internet access. Access to "Arabia-On-Line" will be free of charge to some services, while a nominal fee will be charged to others later on. In the introductory period, full access to all services available and under-construction will be free of charge.

### **The address of Arabia-On-Line on the Internet is:**

<http://Arabia.com>

### **Renting Space in "E-arabia":**

Different Packages are available to companies who are interested in renting space in "E-arabia".

Space is measured in "E-arabia" by computer megabytes, and depends on the amount of text and graphics that the company wants to display.

Rates vary also according to the site chosen, and the interior design required for the content and look of information displayed as well as any additional services required such as feed-back forms, daily, weekly, or monthly reports about the visitors, interactive screens, and the frequency of updating the space with new information or graphics.

Rates are always quotable, but could be as low as US\$ 500 per year.

### **For more information, and to rent your space on "Arabia-On-Line", call:**

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