

## Saudi Media & Advertising Guide 2009

### ABOUT THE SMA GUIDE

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**The Kingdom of Saudi Arabia ranks right on top in media expenditure in the Middle East. To create a single, exhaustive guide to the key players and new entrants to the media industry, Batola is in the process of producing a directory with relevant names and numbers of organizations and companies from the publishing, advertising, media and marketing industries. The directory will serve as a handy reference and guide for anyone seeking information on these areas, in Saudi Arabia and beyond.**



SMA Guide 2009		
Western Region Jeddah	Central Region Riyadh	Eastern Region Alkhobar

### WHO WILL READ THIS GUIDE?

- **Marketing and PR managers and executives in the Kingdom of Saudi Arabia, both public and private sectors**
- **Personnel from the Ministry of Information and Culture**
- **PR, advertising and mass media agencies in KSA**
- **Global and international agencies**
- **International investors in KSA**





