

emirates

# woman

MEDIA  
INFORMATION  
2015

[mpmediakit.com](http://mpmediakit.com)

S T Y L I S H . S M A R T . S O P H I S T I C A T E D .



# CONTENT

Stylish, Smart & Sophisticated. Emirates Woman delivers luxury fashion, on-trend beauty, luxe lifestyle, travel reports, as well as in-depth features looking at both global and local issues. Committed to representing the many faces and nationalities of women in this region and celebrating the home-grown talents of its readers.

With a mix of local and internationally savvy glamour and style, cutting-edge reports and luxe lifestyle features, Emirates Woman connects with a wide demographic readership, bridging numerous cultural divides.

Sophisticated not stuffy, relevant and respected, modern yet classic, beautiful not boastful, trendsetter not follower



# IN EVERY ISSUE



## FASHION

Our world-class fashion team delivers the latest from the runways, plus details of the hottest trends around, to inspire the style-conscious reader.



## BEAUTY

Emirates Woman is dedicated to bringing the very latest products and trends from the beauty arena - and our team of experts enthusiastically share inside secrets and latest predictions.



## RELATIONSHIPS

The Middle East's most respected and knowledgeable relationship experts share their thoughts and advice on how to recognise and overcome potential problems that regularly arise within today's modern relationships.



## GLOBAL REPORTS

Every month, award-winning photographers and journalists delve deep into the big issues to highlight the plights of cultures and communities around the world.



## HEALTH

The importance of good health is paramount and Emirates Woman consistently delivers great advice and guidance in this key area. Latest reports and trends are regularly showcased with real-life examples.



## TRAVEL

The Emirates Woman reader loves to travel and enjoys being inspired by new destinations and travel options. In every issue, we regularly visit the world's most exciting destinations, offering tips, recommendations and overviews.



## Circulation

Frequency Monthly  
 Print-run 25,000 copies\*  
 BPA 13,556 (Dec-Jun 2014)

## Distribution

- United Arab Emirates
- Bahrain
- Qatar
- Oman

## Distribution Profile

- Retail Outlets
- Hotels
- Commercial
- Sponsored Copies
- Subscriptions
- Airlines

\*Publisher's own data

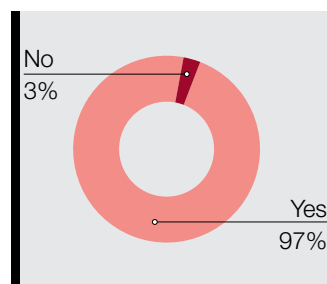
# TARGET MARKET

Emirates Woman is read by the mixture of nationalities that reside in the Gulf. A typical reader is 26-40, affluent and well-educated. She purchases the magazine frequently and is heavily involved in each issue, returning to it multiple times. There is also a high rate of readership reflected by the significant pass-on rate – 58 percent of readers will pass the magazine on to at least three others.  
 Source: Emirates Woman readership survey 2008.

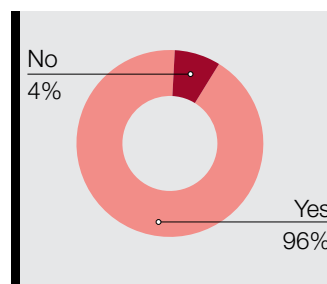
# ADVERTISING BENEFITS

- Your message will be visible in the only quality women's title in the region
- Being associated with a highly-respected brand that has been established for over 30 years
- Enhanced message delivery, as a result of appearing alongside cutting-edge editorial and premium design

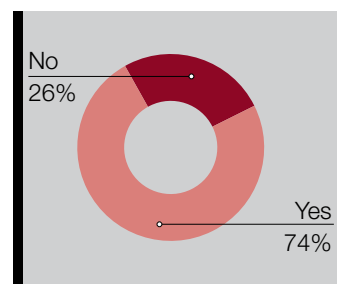
### THE ADVERTISING FITS WITH THE CONTENT OF THE MAGAZINE



### THE ADVERTISING PROVIDES INFORMATION ON BRANDS



### THE ADVERTISING HELPS INFORM MY PURCHASING DECISIONS



Source: Emirates Woman readership survey 2008

**ADVERTISING RATES**

REGULAR POSITIONS	US\$
Full Page	4,500
Double Page Spread	8,500
Half Page	3,150
Half Page Solus	3,350

PREMIUM POSITIONS	US\$
Outside Back Cover	9,900
Inside Front Cover Spread (2 pages)	16,200
Inside Back Cover	7,650
Front Cover Reverse Gatefold (2 pages)	17,000
Inside Front Cover Gatefold (3 pages)	21,850
ROP Gatefold (3 pages)	13,000
Full Page (opposite contents)	6,000

DOUBLE PAGE SPREAD POSITIONS	US\$
1st Double Page Spread	12,750
2nd Double Page Spread	12,325
3rd Double Page Spread	11,475
4th Double Page Spread	11,050
5th Double Page Spread	10,625
6th Double Page Spread	9,775
7th Double Page Spread	9,350
8th Double Page Spread	8,925
9th Double Page Spread	8,500

CREATIVE SOLUTIONS	US\$
Bookmark	17,820
Belly Band	17,000
Bound Insert	17,820
Advertorial - Full Page	5,650
Advertorial - Double Page Spread	10,150

**TECHNICAL DATA**

(mm) H x W



DPS  
Trim: 300 x 450  
Type: 270 x 420

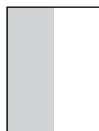
DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine



Full Page  
Trim: 300 x 225  
Type: 270 x 195



Half Page Horizontal  
Type: 130 x 195



Half Page Vertical  
Type: 270 x 90

**SERIES DISCOUNT**

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

**GENERAL INFORMATION**

- 12 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

**DIGITAL MEDIA FORMAT**

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after trim marks
- Image loss in the gutter 3mm either side
- Ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

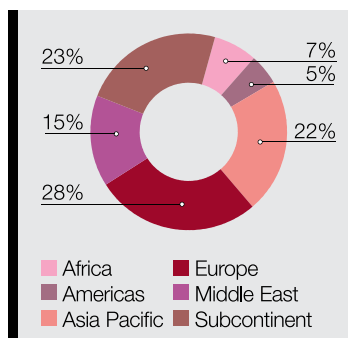
**DEADLINES**

- Booking:** 15th of month prior to publication
- Material:** 18th of month prior to publication
- Cancellation:** 15th of month prior to publication

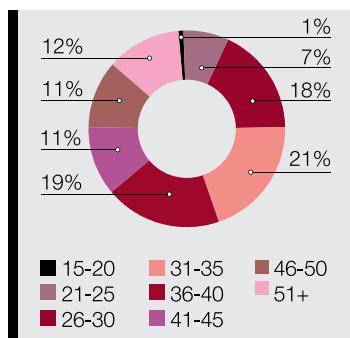


**ABOUT OUR READERS...**

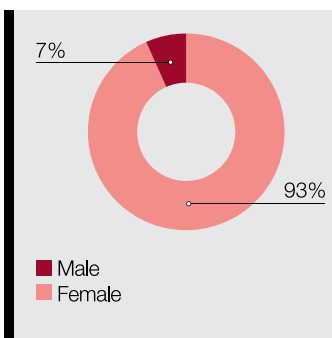
**REGION OF BIRTH**



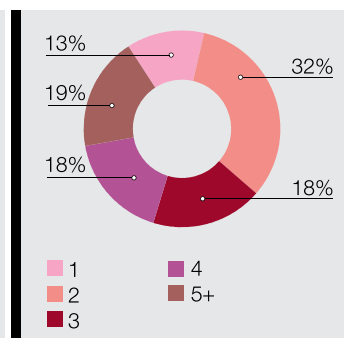
**AGE**



**GENDER**



**READERSHIP**



For advertising enquiries, contact: +971 4 427 3000 or bindu@motivate.ae

**INTERNATIONAL MEDIA REPRESENTATIVES**

**AUSTRALIA/NEW ZEALAND** Okeeffe Media; Tel + 61 412 080 600, licia@okm.com.au **BENELUX** M.P.S. Benelux; Tel +322 720 9799, francesco.sutton@mps-adv.com **CHINA** Publicitas Advertising; Tel +86 10 5879 5885 **FRANCE / ITALY / SPAIN** IMM International; Tel +331 40 1300 30, n.devos@imm-international.com **GERMANY** IMV Internationale Medien Vermarktung GmbH; Tel +49 8151 550 8959, w.jaeger@imv-media.com **HONG KONG / MALAYSIA / THAILAND** Sonney Media Networks; Tel +852 2151 2351, hemant@sonneymedia.com **INDIA** Media Star; Tel +91 22 4220 2103, ravi@mediastar.co.in **JAPAN** Tandem Inc.; Tel + 81 3 3541 4166, all@tandem-inc.com **NETHERLANDS** GIO Media; Tel +31 6 29031149, giovanni@gio-media.nl **TURKEY** Media Ltd.; Tel +90 212 275 51 52, mediamarketingtr@medialtd.com.tr **UK** Spafax Inflight Media; Tel +44 207 906 2001, nhopkins@spafax.com **USA** Totem Brand Stories; Tel +212 896 3846, priya.bhatara@totembrandstories.com



**Head Office**  
PO Box 2331, Dubai, UAE  
Tel: +971 4 427 3000  
Fax: +971 4 428 2274  
sales@motivate.ae

**Dubai Media City**  
Motivate Publishing FZ LLC,  
Building 8, Dubai, UAE  
Tel: +971 4 390 3550  
Fax: +971 4 390 4845

**Abu Dhabi**  
PO Box 43072, Abu Dhabi, UAE  
Tel: +971 2 677 2005  
Fax: +971 2 677 0124  
motivate-adh@motivate.ae

**London**  
Motivate Publishing Ltd Acre  
House, 11/15 William Road,  
London, NW1 3ER, UK  
motivateuk@motivate.ae