

# Al Shindagah

## Media Kit

### Overview

Al Shindagah is a bi-monthly bilingual magazine in English and Arabic. Backed by The Al Habtoor Group, it has been in circulation since 1993.

### Content

Al Shindagah covers an array of topics from politics & investments to lifestyle. It aims to bridge the gap between the east and west.

It covers regional political issues and brings insight and analysis from leading voices from region.

### Segments

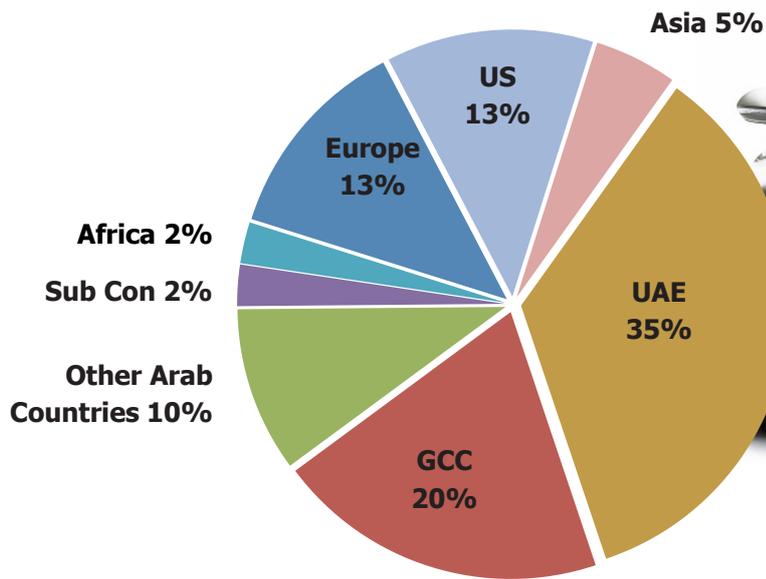
- Politics
- Economy
- Investment
- Management
- Feature Interview
- Culture
- Corporate News
- Environment
- Technology
- Luxury Lifestyle
- The Arts
- Sport

### Circulation & Audience

Al Shindagah magazine is distributed to G8 countries & throughout the Middle East. A total of 10,000 copies of Al Shindagah are distributed to a controlled audience in G8 countries and throughout the Middle East.



## AL SHINDAGAH DISTRIBUTION



### Advertising benefits

- Controlled readership
- Relevant editorial that engages the reader
- Trusted brand
- Backed by a reputable company
- Exposure for 2 months
- International audience
- High profile readers
- Visual prominence in the business & tourism sectors

### RATE CARD

	\$	AED
Inside Front Cover (IFC)	6,000	22,000
Outside Back Cover (OBC)	7,000	25,700
Inside Back Cover (IBC)	5,500	20,200
Double Page Spread (DPS)	8,500	31,200
Inside Front Cover DPS	9,500	34,800
Full Page	5,400	20,000
Full Page Early Position	4,100	15,000
Half Page	2,700	10,000
Product Profile	9,000	33,000
Cover Gatefold	8,500	30,000

### Technical Details

- **Double Page Spread**  
Trim: 42 W x 54 H (cm)
- **Full Page**  
Trim: 21 W x 27 H (cm)
- **Half Page**  
Trim: 21 W x 13.5 H (cm)
- **Bleed**  
0.5 cm

### Material

- All material should be supplied in either Photoshop, TIFF or high resolution PDF formats
- All images need to be at least 300 DPI pixels/inch resolution, CMYK
- Colour proofs or print-outs must be supplied along with the digital

### DISCOUNTS %

2-3 issues	5.0
4-6 issues	7.5
7-9 issues	10.0