

Arabian Woman



AWW

media kit 2008

www.arabian-woman.net



the leading magazine for the modern woman

Arabian Woman magazine is the Gulf's leading Women's magazine, read only by the region's most successful – or soon to be successful – woman. Stylish, dynamic and outgoing, they know what they want. From celebrities and socialites, to home-makers, or entrepreneurial pioneers and forward-thinking trailblazers in their profession ...all *Arabian Woman's* readers have one thing in common. They know what they want and are doing something right. *AW* speaks to a new generation of women who is forging a new role for their gender. *Arabian Woman* is guiding this generation through the fluid world of fashion, beauty and health, while also offering tales of inspiration to a multitude of Arabian and expat woman, who are eager to balance their modern and traditional roles.

Confident, intelligent, topical *Arabian Woman* provides a knowing perspective on the region's most pressing female issues, as well as indispensable retail advice on the Middle East's exploding female markets, and the most charismatic personalities affecting the region.

With international editorial and design standards, *Arabian Woman* is the most innovative publishing phenomenon in the region. Slick writing and modern creativity combine to produce a magazine that women from across the region are proud to call 'their own'.

Arabian Woman's distinctive editorial coverage provides an insight into every aspect of a woman's life.

Arabian Woman now features:

REVIEWS: An in-depth round-up of the latest cultural trends across

the Middle East, from the newest thought-provoking movies, to the most life-altering technological gadgets, music picks for every mood, insights to celebrity life, books to expand your experience, and a monthly selection of the people in the region you should know or want to read about.

FEATURES: *Arabian Women's* articles have been grabbing attention since the magazine's launch, from the 'Top 10' icons of the Middle East, to human-interest tales of inspiration, to our uncanny ability to secure interviews from leading personalities.

LIFESTYLES: The modern woman is an ever-changing indefinable being. *AW* ensures you know up-to-the-second trends in grooming, health and fitness, fashion, technology and travel. Our readers find every issue inspiring...



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Decor



Charity



AW shopping trends



Regional Reports



AW Heroes

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Arabian Woman Facts

Here's what the readers say:

True to itself

Arabian Women is the only women's monthly magazine in this region that truly reflects the lifestyle of women living in the Middle East.

Originality

Arabian Women is unique in that it always uses Middle Eastern women on the cover, I find that very refreshing in a market place that is totally diluted with covers of American popstars.

Inspirational

This magazine covers all aspects of my life, it really is an inspirational read.

Evolving

I've been a regular reader of AW for the past four years and it's wonderful to note that you've really evolved as a magazine. The look and content has definitely undergone a major transformation. The last issue had many fabulous articles especially the health and wellbeing stories. Keep up the good work.

Circulation:

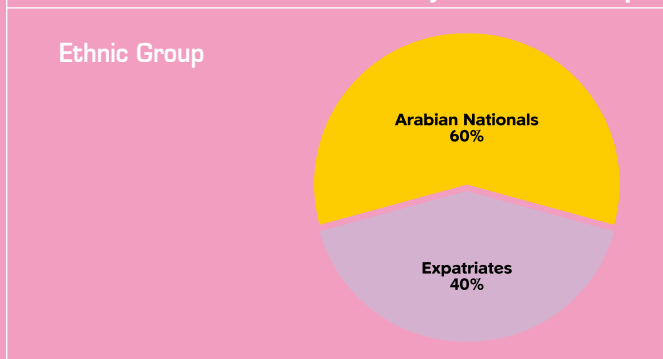
Published monthly, *Arabian Woman* has a circulation of more than 25,000 in the UAE, 71,000 in Saudi Arabia, 12,700 across the rest of the Gulf, and over 10,000 in the Levant and North African regions.

Readers:

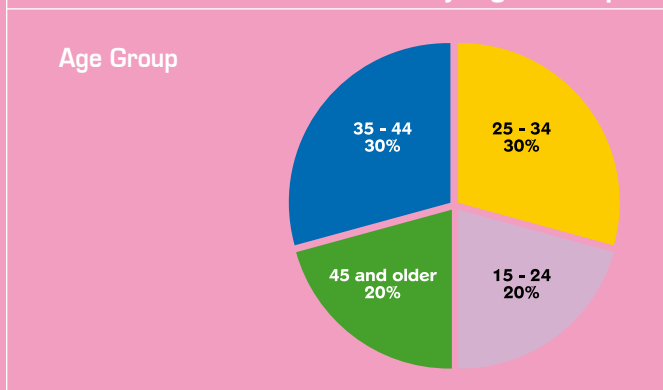
Stylish, glamorous, intelligent, successful, fashionable, determined and sophisticated.

Adult readership of more than 100,000 of which 97% recommend *Arabian Woman* to their friends and colleagues.

Arabian Woman Readers by Ethnic Group



Arabian Woman Readers by Age Group



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Technical Specifications

	Trim (mm)	Bleed (mm)	
Full Page	300 x 225	310 x 235	
Double Page	300 x 450	310 x 460	
Gatefold (fold at 225mm) inside	300 x 415	310 x 425	
Gatefold (fold at 225mm) front	300 x 450	310 x 460	
Half page vertical	300 x 112.5	310 x 115	
Half page Horizontal	150 x 225	155 x 235	

- Completed artworks for ads must be supplied in digital format - preferred software includes: Adobe InDesign, PageMaker, Illustrator, Photoshop, Acrobat, Quark Xpress, Macromedia Freehand, or Corel Draw. NB: All ICC profiles should be turned off.
- All ads must be supplied with a hardcopy printout of final artwork.
- All images must have a resolution of at least 300 dpi.
- All fonts used in advertising must be included in package, both screen, and printer fonts.
- All live image/copy must be contained within a 10mm border from edge of page, as trimming may vary when printed.
- All bleed elements must exceed 3mm.

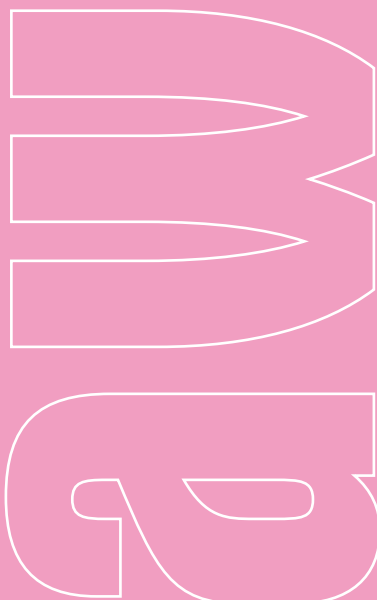
Advertising Rates (US\$)

Front Cover Gate Fold	22,500
Inside Front Cover (DPS)	14,000
Outside Back Cover	12,750
Inside Back Cover	7,500
Double Page	10,500
Full Page	6,500
Half Page	3,750

NB: There will be a 25% loading on all prime positions



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CONTACT:

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