

# am arabian man



media kit 2008

# the leading magazine for the modern man



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SPOTLIGHT



Arabian Man (AM) magazine is the Gulf's leading Men's magazine, read only by the of the Gulf's most successful - or soon to be successful - men. Be they burgeoning entrepreneurs inspiring a fledgling firm to new heights, Managing Directors walking the fine line of the work-life balance, or icons of the lifestyle world - warriors on the battlegrounds of fashion, art, politics, entertainment or sport - all AM's readers have one thing in common: They're doing something right.

AM speaks to a new generation of Arabian Men. Having inherited a new legacy of progress in the region, they are the next wave of pioneers, after their foundation-laying forefathers, to take the Middle East into the future. Confident, intelligent, witty, AM provides a knowing perspective on the region's most pressing male issues, as well as indispensable retail advice in the Middle East's exploding male markets, and the most interesting personalities affecting

the region, from business legends such as Prince Alwaleed, to hot stars such as a Haife Wehbe. With international standards of design and editorial, AM is the most innovative publishing phenomenon in the region. Slick writing and modern design work combine to make a magazine that men from across the region are proud to call their own.

AM 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, as well as music picks for every mood, insights to celebrity life, books to expand your experience, and a monthly choice of the people in the region you should know.  
**Features:** AM's features have been grabbing attention since the magazine's launch, from our famous annual list of Most Influential Arabs, to our sizzling

exclusive photo shoots, to our uncanny ability to win the juiciest interviews. We also feature a one-stop section for the latest news from across the region that every man wanting to succeed can't do without, from business and politics, to laws and security.

**Lifestyle:** The modern man is an ever-changing indefinable thing. We make sure you know up-to-the-second trends in grooming, health and fitness, fashion, technology, cars, and travel, so that every month this section is keeping Arabian Men in style.





DEPART ARRIVE

STYLE FILE



DR'S DOSSIER

GROOMING GEAR



[www.arabian-man.net](http://www.arabian-man.net)



# ARABIAN MAN FACTS

Here's what the readers say:

## Unique

*Arabian Man is the only monthly men's magazine that truly reflects my lifestyle and needs.*

## Excessable

*The magazine is great for me as i am constantly travelling around the Middle East, having a magazine that is readily available makes it all the more easier for me to catch up on the latest news.*

## Outstanding

*Thank you AM for providing such excellent features, always up to date and interesting it really is a magazine not to be missed out on.*

## Circulation:

Published monthly, *Arabian Man* has a circulation of more than 25,000 in the UAE, 45,000 in Saudi Arabia, 14,700 across the rest of the Gulf, and over 12,000 in the Levant and North African regions.

## Readers:

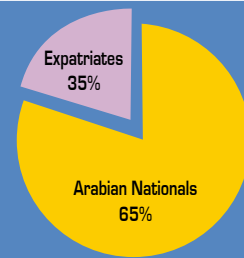
Sharp, sophisticated, stylish, contemporary and intelligent.

Entertaining and informative reading for men who have grown up.



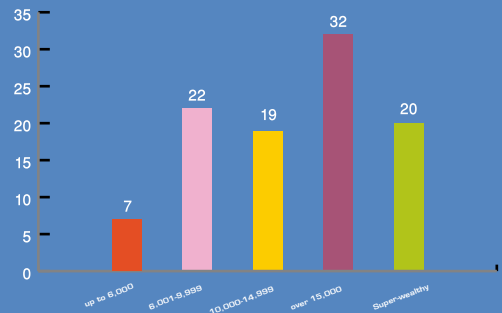
## Arabian Man Readers by Ethnic Group

Ethnic Group



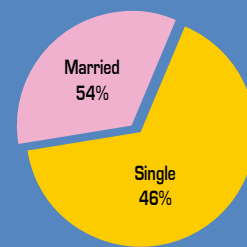
## Arabian Man Readers by Income

Income



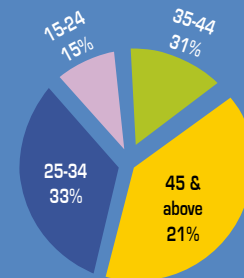
## Arabian Man Readers by Marital status

Marital status



## Arabian Man Readers by Age Group

Age Group



[www.arabian-man.net](http://www.arabian-man.net)

# Technical Specifications

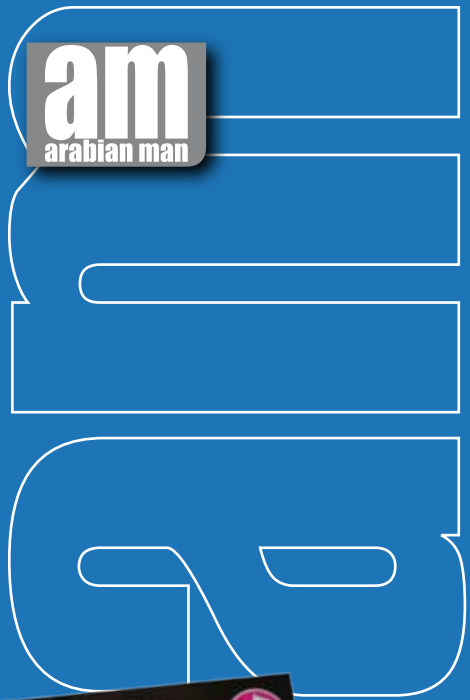
	Trim (mm)	Bleed (mm)	
Full Page	300 x 225	310 x 235	
Double Page	300 x 450	310 x 460	
Gatefold (fold at 225mm) inside	300 x 415	310 x 425	
Gatefold (fold at 225mm) front	300 x 450	310 x 460	
Half page vertical	300 x 112.5	310 x 115	
Half page Horizontal	150 x 225	155 x 235	

- 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	18,500
Inside Front Cover (DPS)	11,500
Outside Back Cover	10,350
Inside Back Cover	5,500
Double Page	8,500
Full Page	4,500
Half Page	2,700

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



## CONTACT:

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