

# السعودي اوتو

SAUDI AUTO



media kit 2008

www.saudi-auto.net



# The leading motoring magazine for enthusiasts and consumers



Saudi Auto (SA) magazine is the Gulf's leading motoring magazine, read by automotive enthusiasts and consumers; they are opinion leaders that people consult before they make their purchase, up class, Gulf's most successful nationals from management, entrepreneurs, employees and students.

SA speaks to a new generation of automotive readers. Having exposed to the age of Satellite Medias, the expectation of quality motoring information magazine that suits them regionally is high. Accurate and comprehensive SA technical aspects provide a knowing perspective for the region's most pressing automotive issues, as well as comparative testing between two or more vehicles; with conclusions on the brands it should be considered.

With International standards of editorial and design SA is the most read magazine in the region. Precise writing and sophisticated design work combine to make the motoring magazine that people from across the region are proud to call their own.

SA now features:

**Spy news:** It features cars still in development stages or on the drawing board; it gives the

reader insight in the automotive industry. **Test Drive:** SA test-drives wide range of vehicles every month. Cars are reviewed and featured with high motoring standards. It is summarized with technical specifications, pros and cons.

**Car of the year:** experts of SA nominate car of the year and £X£ of the year annual award.

**Comparative testing:** SA sets benchmark between two or more vehicles in the same segment which conclude a powerful summary for consumers.

**Pros and Cons:** Covers wide range of vehicles listing, brief summary, competitors, and technical specifications. It's a powerful quick tool for decision makers.



[www.saudi-auto.net](http://www.saudi-auto.net)



Aston Martin - DPS

Dodge



Aston Martin - DPS



Formula 1



Hummer - H3

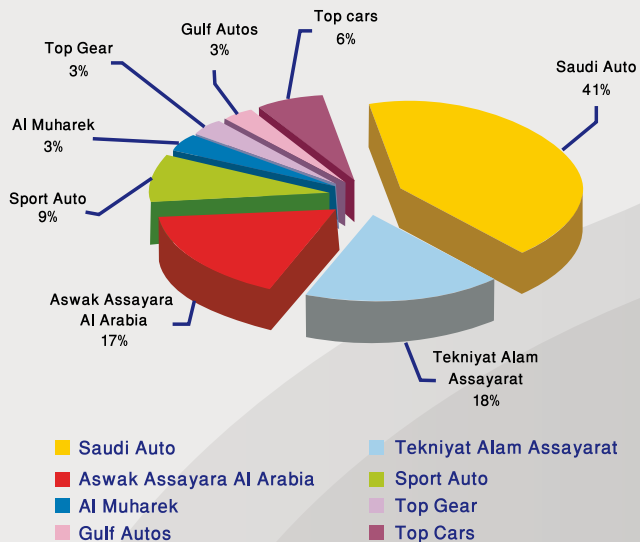
SAR



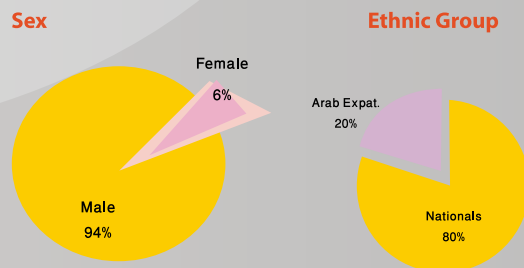
**Rick Wagoner Chairman and CEO of GM, receives car of the year award 2005 from SA publisher**



## Share of main automotive magazines among total readership pie

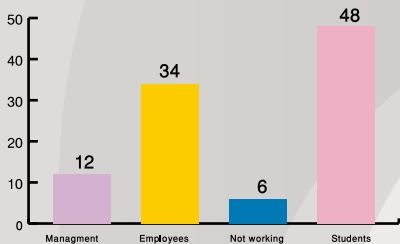


## Saudi Auto Readers by SEX and Ethnic Group

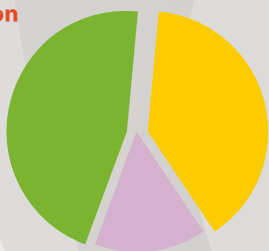


## Saudi Auto readers by Occupation and Education

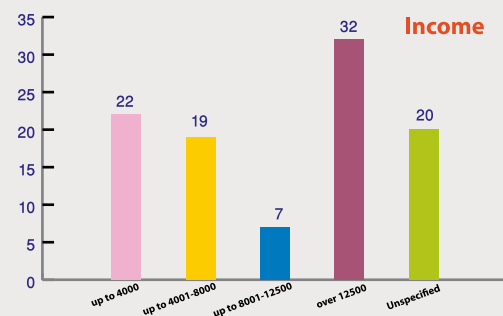
### Occupation



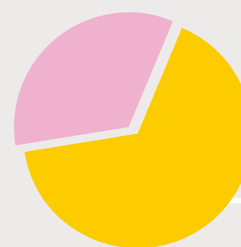
### Education



## Saudi Auto readers by Income and Marital status

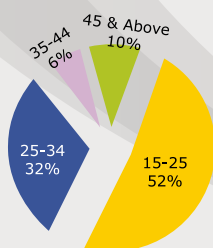


### Marital Status

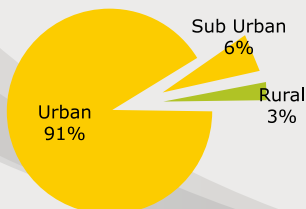


## Saudi Auto readers by age group and Area

### Age Group



### Area



# Technical Specifications

	Trim (mm)	Bleed (mm)	
Full Page	275 x 205	285 x 215	
Double Page	275 x 410	285 x 420	
Gatefold (fold at 225mm) inside	275 x 385	285 x 390	
Gatefold (fold at 225mm) front	275 x 410	285 x 420	
Half page vertical	275 x 102.5	285 x 103	
Half page Horizontal	137.5 x 205	138 x 215	

- 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\$)

Full Color Outside Back Cover	9,000
Inside Front Cover	4,900
Inside Front Cover Spread	8,500
Inside Back Cover	5,500
Inside Back Cover	4,600
Inside Back Cover Spread	8,000
Front Cover Gate Fold	16,000
Full Page	4,500
Double Page	8,500
Half Page	2,700

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



## CONTACT:

Saudi Auto Sales Team: +971 4 885 3633

www.saudi-auto.net

email: SAsales@azherinfo.ae