

Arabian Traveller



media kit 2008

www.arabiantraveller.net

Arabian Traveller Facts

True to itself

If you enjoy travelling in style, *Arabian Traveller* is the magazine to read. A monthly news stand title bringing you practical and broad-based travel information, from the best travel writers and photographers in the region and around the world. For readers looking for travel advice and inspiration, for those wanting to stay in the Middle East, or travellers hoping to visit the region, and if you just enjoy reading about exciting destinations, the *Arabian Traveller* Magazine has something for you.

Upmarket and Inspiring

Arabian Traveller is filled with inspiring travel ideas. Each month we show you how to turn those dreams into trips-of-a-lifetime. Whether it's the deserts of Arabia, Indian Ocean islands, the wilds of Africa, European culture, or calm beauty of an oasis, we tell you how to do it.

Our writers also show you how to avoid the holidaying masses, hassle-and-bustle of city life, and find heavenly hide-aways. We provide opinion pieces and Top 5 destination, accommodation and travel ratings, plus, advice on the best of what's available at a destination.

Evolving

This is only a glimpse of the many exciting pages available in each issue of *Arabian Traveller* magazine.

The Summer issue is on sale in all outlets from June 30 and on the 1st of each month thereafter. Added to this, we have a large controlled distribution network.

Circulation:

Published monthly, *Arabian Traveller* circulates more than 15,000 copies in the UAE, 7,500 in Saudi Arabia, and over 3,000 in the Levant and North African regions.

Readers:

Adult readership of more than 25,000 of which 97% will recommend *Arabian Traveller* to their friends and colleagues.

Advertising Rates (US\$)

Front Cover Gate Fold	22,500
Inside Front Cover (DPS)	15,000
Outside Back Cover	12,750
Inside Back Cover	8,500
Double Page	10,500
Full Page	6,500
Half Page	3,750

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

ADVERTISING

We invite you to promote your business to *Arabian Traveller's* readers by advertising or providing advertorial content and special operations in the Summer issue of *Arabian Traveller*

SUBSCRIPTION OFFERS

Save 20% - pay US\$30 for 12 issues when you subscribe by annual direct debit

CONTACT:

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