

DAR ASSAYAD TURNS

70
years

celebrating the platinum

MEDIA BOOK 2013

 دار assayad
DAR ASSAYAD
www.dar-assayad.com



P4: Letter from the
Publisher

P6: Top Managerial
& Editorial Staff



P9: Dar Assayad Contacts
& Advertising
Representatives for
Assayad, Achabaka,
Al Anwar, Fairuz, Al Fares,
AL Idari, ADJ and ACCE



Media Rate Cards
P11: Assayad P19: Achabaka
P27: Al Anwar P35: AL Idari
P43: ADJ P51: Fairuz
P59: ACCE P65: Al Fares



Said Freiha established DAR ASSAYAD in 1943 when Lebanon took its independence. Since then DAR ASSAYAD became a school for the Arab journalists.

Letter From the Publishers

Home to many of the Arab world's most celebrated magazines, **Dar Assayad group Publications** is committed to journalistic integrity, in-depth reporting and superior design.

Each publication features renowned Arab editors, writers and photographers – an incredible stable of talents.

At **Dar Assayad** we demand excellence. We put a premium on truth, and we refuse to compromise.

We produce and distribute some of the most compelling Arab news and views to the farthest reaches of the globe.

Our continuous focus is on the quality enhancement of our publications both editorially and aesthetically. We highly respect our readers' and advertisers' search for distinction, and we are determined to deliver it.

Indeed at the beginning of 2002, **Al Anwar** and **Achabaka** were redesigned to fit the new tastes of a younger and trendier readership; new and energetic professional journalists were also recruited to boost **Al Anwar's** and **Achabaka's** news gathering operations.

We also enhanced our digital presence with the re-modelling of **Alanwar.com**, adding hourly news updates and many service features.

All our efforts were well rewarded in the past years with ever-increasing circulation figures and advertising pages.

Today, **Dar Assayad** sells more than 15 million copies of its different publications each year throughout the world.

After 70 remarkable years of being in the vanguard of excellence and intrepidity in Arab journalism, **Dar Assayad** has consolidated the bonds that endear it to its readers, an effervescent ethno-lingual fraternity that spans over 17 countries in the Middle East and North Africa. The publications are equally popular with the Arab communities in Europe, Africa, North and Latin America and Australia. The hard gained loyalty of our readers is the basis of our success with Arab and international advertisers.

In order to extend our market leadership, we undertook in the early 2000s a visionary process of innovation. We invested heavily in acquiring the latest and most advanced technologies to ensure optimum print quality, and thus we have strengthened on a yearly basis the editorial team.

Dar Assayad, with its eleven publications, plays a primary role in the collective ethos of Arab culture, tradition, politics, and new trends in journalism.

We publish the following titles:

Fairuz: Fairuz is the Arab world's fashion and jeweler authority. Packed with the latest trends, Fairuz features fashion, style, beauty, art, and entertainment.

Readers look forward to special issues including the Gold Issue, the Watches Preview, and at the end of the year the **Glamour** Issue.

Al Fares: Al Fares was launched in 1985 to fill the growing need for an upscale outstanding specialist publication, exclusively targeted to interest the high income Arab male. Al Fares is widely read by affluent, upwardly mobile, young professional men throughout the Middle East, including oil-rich Saudi Arabia and other wealthy Gulf States.

Al Idari: Since its launch more than 37 years ago, Al Idari has firmly established itself as the “Letter from the publisher authoritative voice on Arab business management”. Al Idari is today an essential tool for the Arab businessman who wants to be effective in his job.

Al Computer, Communications, and Electronics: Dar Assayad first published ACCE in 1984. Since then, ACCE has been at the forefront of reporting the latest technological developments both globally and regionally. Furthermore, ACCE is the prime source of information to Arab professionals working in the IF field across the Middle East.

Arab Defense Journal: Launched 36 years ago, ADJ is the outcome of the need for an authoritative Arabic-language magazine on defense and security issues in the region. ADJ is today the leading defense publication in the Arab world. Foremost specialists and experts in defense studies and analysis make up its editorial rank and file. ADJ has a following amongst the Arab world’s defense ministers and defense ministry officials, defense attaches, and defense advisors.

Assayad: First launched in 1943, Asssayad is the flagship of Dar Assayad. Assayad has a decisive impact on a loyal and ever-growing readership drawn from all contours of Arab society. With a layout fitting the new Millennium, Assayad today has an energetic editorial team that has captured the interest of a new generation of Arab readers.

Achabaka: Achabaka is the chronicle of the entertainment industry of the Arab world. Founded in 1956, Achabaka is the Arab weekly with the highest circulation. Achabaka is a delightful and sizzling magazine with a rich mix of stories and reviews on entertainment and showbiz.

Al Anwar: Founded in 1959, Al Anwar is one of the leading independent newspapers in Lebanon. Published daily, Al Anwar stays abreast the news, with its strong Editorial team based in Beirut, and its correspondents in major Arab capitals and in London, Paris and Washington D.C...

Alanwar.com: Alanwar.com is more than a newspaper on the Web for Lebanese and Arabs at home and abroad, indeed it replenishes their thirst for information on Lebanon and the Middle East by updating its news throughout the day.

In order to imbue our lead, we complemented this purely restricted site to news and information by supplementing it with interactive content such as: “ ‘Abu Khalil’ Answers Your Questions”- where questions on Lebanese and Arab matters are answered. There are also a weekly poll, chat rooms, and forums where users can discuss news, and other matters. In addition, users can also post and research classified ads. and announcements. Alanwar.com also offers an archive search engine.

Reports and Background: It is a monthly subscription-only confidential report. This handbook supported by maps, charts, and diagrams, also includes carefully researched economic, social and geographical data on each of the 17 Arab countries. All of which will be of pivotal importance to advertising agencies, media planners, public relations firms, and market research companies.

Issam, Bassam & Elham



Issam Freiha
Chairman



Elham Freiha
Managing Director



Bassam Freiha
CEO

Top Managerial & Editorial Staff



1



2



3



4

1: Nasri Estephan:
GM Printing and Production
Department

2: Issam Freiha:
Dar Assayad Management

3: Mona Sarkis:
Fairuz Executive Manager

4: Zeina Trad:
New Media Manager

5: Hassiba Freiha:
Dar Assayad Management



5



6



7



8

6: Makram Sarkis:
Distribution Manager

7: Fouad Jalgha:
Chief Accountant

8: Salim Zreik:
Advertising Director London

9: Simon Taylor:
Arab Defence Journal Advertising
Manager

10: Mohammad Ghabris:
KSA Office Manager



9



10



11



12

11: Tarek Abu El-Khair:
Egypt Office Manager

12: Antoine Boutros:
ACCE Editor in Chief



13: Raouf Chahouri:
Assayad Editor in Chief

14: Rafic Khoury:
Al-Anwar Editor in Chief

15: Michel Raad:
Al-Anwar Editor in Chief

16: Fouad Daaboul:
Al-Anwar Managing Editor

17: George Trad:
Al-Fares Editor in Chief



18: George Traboulsy:
Al-Fares Deputy Editor in Chief

19: Salim Sawaya:
Art Director, Head of the Art Department

20: Tony Khoury:
Gen. Mng. Office Manager
Managing Editor- Achabaka

21: Marc Estephan:
Production Manager

22: Suzanne Daou Sayegh
Fairuz Magazine Supervisor



23: Gen (ret) Faouzi Abou Farhat:
ADJ Editor in Chief

24: Robert Khoury:
Assistant of the CEO

25: Haykal Haddad:
Arabic Relations Editor in Chief

26: Elie Saad:
Arabic Relations Manager



27: Sami Zaher-el-Din:
Bahrain office -Manager

28: Dib Najem:
Abu-Dhabi office-manager

29: Gabriel Saikaly:
Paris office - Manager

30: Hassan Kataya:
Banks & overseas offices
accounting

31: Joseph Faddoul:
Head of Photography
Department



32: Samir Zakharia:
HR Manager & Financial



33: Mary Wakim:
Administrative Secretary London
Controller

34: Francois Chahwan:
Administrative Assistant - London

35: Bassam Zreik:
Administrative Assistant - London

36: Chafeh Mazayak:
Damascus office - Manager

37: Foutine Saad:
Journalist

38: Nouhad Topalian:
Senior Correspondant

39: Margaret D'souza:
Dubai Sales & Marketing
Coordinator

40: Joyce Saliba:
Executive Secretary
General Manager Office

41: Najwa Reaidy:
Assistant - Art Director

42: Pascal Haddad:
Assistant - Art Director

43: Lody Helou:
Executive Manager ACCE

44: Antoinette Georges Salameh:
Executive Editor

45: Rita Ziadeh:
Secretary- Art Director

46: Amale Fadel:
Data Entry Coordinatpr

47: Rola Rbeiz:
Coordination Fairuz Magazine

48: Maryline Rahbani:
Arabic Relations Assistant

49: Raymonda Henaoui:
Secretary of EIC- ADJ Magazine

50: Amale Abou Mrad:
Executive Secretary Financial Dept.



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2013

MEDIA DATA ADVERTISING RATES



ASSAYAD

WEEKLY PICTORIAL NEWS MAGAZINE



ASSAYAD

The Magazine Arabs Trust

Even though it might sell, hearsay is not our business.

Sticking to the hard facts is the reason people have been reading **Assayad** for over 70 years. Furthermore, in the turbulent Middle East, **Assayad** is respected throughout the Arab world for its objective reporting and thorough analysis. Our politics, which have never changed, are about journalism and facts. Moreover, **Assayad** was the first newsweekly that had a pan-Arab audience. Today, we inform and entertain more than 77000 Arabs from the Gulf, the Levant and North Africa.

Based in Beirut, **Assayad** has offices and correspondents in Riyadh, Abu Dhabi, Dubai, Cairo, Damascus, Amman, London, and Paris.

Our editorial focuses on Arabic and International political, social, and economic news. We also have extensive coverage on the arts, entertainment, and lifestyle trends, (cars, yachts, planes, fashion, etc.).

Assayad is the flagship magazine of Dar Assayad, one the largest publishers in the Arab world. Said Freiha first published **Assayad** in 1943, making it a key player in the struggle for Lebanon's independence.

Its success stemmed from the free and satirical prose and the political and social cartoons that filled the magazine. This searching spirit is very much alive today in the magazine.

Over the years, **Assayad** became a school for the new generation of post-independence Lebanese and Arab journalists, and started playing an ever important role on the Arab political scene.

Moustapha Ameen, Nizar Kabbani, (poet), Selim El Laouzi, Amin Malouf, Melhem Karam, Said Akl, (poet), Nabil Khoury (Al Mostaqbal), Hisham Abu Zahr, Talal Salman, (As Safir), and many great writers and journalists contributed to **Assayad** before they established their own line of business.

Today a young and energetic team of writers edit **Assayad**, including Raouf Chahouri, who made Al Qabas the most successful Kuwaiti newspaper, Rafic Khoury, the renowned Lebanese columnist and political thinker, George Trad, prominent literary critic and essayist, Oulfat Katamesh, the veteran Egyptian political correspondent, Lima Nabil, an energetic Jordanian reporter, and many other distinguished Arab journalists.

The first priority for **Assayad** editors is quality news-stories that are based on facts and not on rumors. News that are based on facts that are enticing, entertaining, enriching and well written.

Assayad has never compromised with these essentials for a short-term gain in circulation. Assayad is read by Arabs all over the world. As priority, the GCC market comes in terms of sale, followed by the Levant, North Africa, and the rest of the world.

The GCC is still by far the most important market in the Arab world, and **Assayad** which provide advertisers with a wide and efficient coverage has a foothold in that market that very few pan-Arab publications can vouch for.

The quality of both our readers and editorial content makes **Assayad** attractive to advertisers, who wish to associate their products with reliability, excellence, tradition and success.

Assayad provides marketers with an unmatched opportunity to gain distinguished exposure.

DAR ASSAYAD TURNS

70
YEARS

celebrating the platform



ASSAYAD

A school for the new generation
of post-independence Lebanese
and Arab journalists



Assayad is one of the most influential news magazines in the Arab World. Every week, Assayad brings to its readers throughout the world, news, analysis, editorials, and scoops.

Journalistic excellence is what Assayad editors strive for. With a vast network of correspondents covering world events, and some of the best writers in the Arab world, Assayad is a leader among weeklies.

Proposed Supplements Schedule for 2013

	Week 1	Week 2	Week 3	Week 4
January				
February		Kuwait		
March	Lebanon/ Economy			Paris
April				
May			Jordan	
June			Lifestyle	
July	Clubs of London	Lebanon / Tourism	Geneva	
August				
September				
October		KSA / Regions	Bahrain	Tunisia
November	Cars	Oman		Clubs of
December	U.A.E	KSA / Economy		London

Advertising Rates in US Dollars

	Frequency	12 - 24	25+
FULL COLOUR			
OBC	13,400	13,200	13,000
IFC	6,700	6,600	6,500
IBC	6,000	5,900	5,800
PAGE	5,900	5,800	5,700
Centre Double Page	12,900	12,700	12,500
Double Page	12,600	12,400	12,200
Half Centre Double Page	6,400	6,300	6,200
Half Double Page	6,000	5,900	5,800
Half Page	3,700	3,650	3,600
TWO COLOUR			
Page	4,200	4,100	4,000
BLACK & WHITE			
Page	3,400	3,350	3,300
Centre Double Page	7,000	6,900	6,800
Double Page	6,800	6,700	6,600
Half Page	2,300	2,250	2,200
One Third Page	1,800	1,775	1,750
Quater Page	1,300	1,275	1,250

PRICES OF ALL OTHER DIMENSIONS ARE SUBJECT TO PRIOR AGREEMENT

Mechanical Requirements

Print size: 224mm x 296mm
 Trim size: 230mm x 302mm
 Bleed or page size: 236mm x 308mm
 Printing: Rotative on glossy paper
 Closing dates: 25 days before issue date

Cancellations: Two months for inside pages, 6 months for cover.

Screen: 133 inches for full colour and 110/ inch for black and white.

Inking sequence and ink density weight of paper:

54gm for inside pages and 80gm for covers

Split Run Rates (In USD)

	GCC	LEVANT	LEBANON	EGYPT
Page	3,500	2,500	1,500	1,200
Central Double Page	7,300	5,200	3,100	2,700
Double Page	6,900	4,800	2,700	2,100
Half Central Double Page	4,000	3,000	2,000	1,500
Half Double Page	3,700	2,700	1,600	1,500
half Page	2,000	1,500	1,100	900
Page Two Colors	3,200	2,400	1,300	1,050
B&W Page	3,100	2,200	1,200	1,000

PRICES OF ALL OTHER DIMENSIONS ARE SUBJECT TO PRIOR AGREEMENT

Circulation

YEAR 2009- 76192 WEEKLY COPIES

COUNTRY	COPIES	% OF TOTAL
Saudi Arabia	19206	
Kuwait	4018	
UAE	4432	
Bahrain	2768	
Qatar	2149	
Oman	1740	
Yemen	1380	
Sub Total	35693	48%
Lebanon	13842	
Syria	4000	
Iraq	981	
Jordan	4832	
Sub Total	23655	31%
Egypt	3640	
Sudan	825	
Morocco	1502	
Algeria	1212	
Tunisia	1601	
Libya	720	
Sub Total	9500	13%
Western Europe	2889	
USA & Australia	1907	
Central Africa	1304	
Sub Total	6100	8%
Grand Total	74948	100%

Source: DAS Research Dept.

Readership Profile

By Sex

Male	68%
Female	32%



By Age Group

15-24 Years	38%
25-39	49%
40 Years & above	13%



By Social Class

A	45%
B+	40%
C	12%
D	3%



By Education

Elementary	4%
Secondary	48%
University	48%



DAR ASSAYAD TURNS

70
YEARS

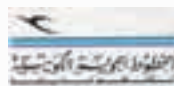
celebrating the platinum

ASSAYAD at 36,000 feet



Algeria Bahrain Egypt Iraq Jordan Kuwait Lebanon Libya Morocco
Oman Qatar Saudi Arabia Sudan Syria Tunisia UAE Yemen

First class and club class passengers on leading airlines in the Arab world now receive complimentary in-flight copies of Assayad, the most distinguished illustrated news weekly magazine in the Middle East.



Kuwait Airways

Emirates

Egypt Air

Etihad Air

Singapore Airlines

Jordanian Airlines

2013

MEDIA DATA ADVERTISING RATES

الشبكة

ACHABAKA

SOCIAL FEATURE WEEKLY MAGAZINE

ACHABAKA

Desirable, Elegant and Witty

Energetic, sensational, and vibrating with attraction and elegance, Achabaka caters for a trendy and affluent readership throughout the Arab world.

Backed by Dar Assayad's 70 years journalistic experience, a young, aggressive and talented team of editors, reporters and layout artists, have been working for a year to refashion the best selling magazine in the Arab world.

Achabaka's editorial style and layout are designed to strengthen its entertainment value to readers. Indeed, added to the famed Achabaka columns are an extended section on the private lives of Arab and international celebrities, gossip columns, beauty, style and fitness pages, a new and improved agony aunt column, more social scene pages, and weekly serialized stories and biographies.

Achabaka is determined to extend its lead among publications in the Arab world by providing its readers with an unrivalled quality of writing and a moving yet peaceful visual experience.

Since its inception in 1956, Achabaka has remained the leading and most audacious Arab magazine. Its success stems from its power to adapt itself to successive generations of readers, who have always chosen it as a guide to their tastes in music and entertainment.

Achabaka is a rewarding platform for advertisers who not only wish to grab the attention of a large and affluent number of readers in the Middle East, but who also want to inspire their tastes, hearts and minds.



DAR ASSAYAD TURNS

70
years

celebrating the platinum

Achabaka
الشبكة
13 - 20 شباط (فبراير) 2012
العدد 219
المسعر 300 ل.س.
www.achabakamagazine.com



جمال فياض

سعيد فريحه كان "نجم النجوم"
و"دار الصياد" مدرسة
في الصحافة الفنية

الصور الاولى لدارة

عاصي الحلاني الجديدة

جوليا تتنفس حرية

و4 آلاف آه" للنجمة الوطنية

بلال الزين

كان بدنا هيك ولاد حلال
مثل وانل كفوري
وميشال حايبك!

نانسي

نجمة استثنائية ترجمت نجاحاتها الأرقام!

أمير يزبك

يطلب يد خطيبته بحضور الشبكة

ACHABAKA

Energetic, sensational,
and vibrating with
attraction and elegance

Circulation 2012

Source: DAS Research Dept.

Kuwait	5,317
UAE	8,221
Bahrain	2,412
Qatar	2,440
Oman	2,238
Yemen	1,998
Iraq	4,625
Sub Total	27,251

Lebanon	32,002
Syria	21,000
Jordan	5,809
Sub Total	58,811
Egypt	3,009
Other Arab countries	23,800
Europe and R o W	5,809
Sub Total	32,618
Average weekly sales	118,680

Readership

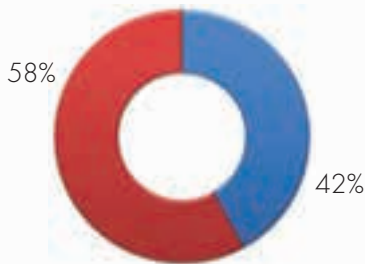
Achabaka sells 118,680 copies every week and with 70% of its readership under 34, enjoys a trendy and affluent readership throughout the Arab world. It is a rewarding and successful platform for advertisers to grab their attention and inspire them.

Readership Profile

Source: DAS Research Dept.

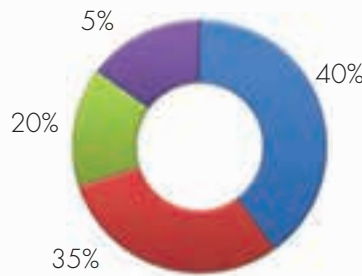
Sex

Male 42%
Female 58%



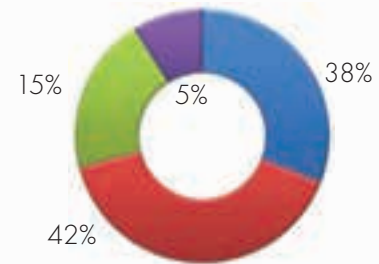
Age Group

15-24 years 40%
25-34 years 35%
35-44 years 20%
45 years and above 5%

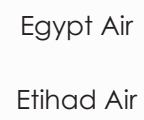
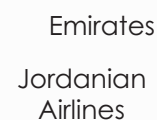
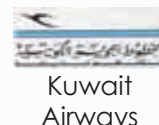


Social class

High 38%
Medium High 42%
Medium Low 15%
Low 5%



**ACHABAKA IS ALSO IN
1ST & CLUB CLASS ON
BOARD OF MANY ARAB
AIRLINES & IN 5 STARS
M.E. HOTELS TOO**



Editorial Profile

Arab and International celebrities, films, music, performing arts	50%
Activities on the socio-cultural circuit and topics of general interest	30%
Entertainment features	20%

PERFORMANCE AND MARKET STUDY:

For more than 16 years all market studies show that the number of readers of Achabaka are more than the number of readers of any major Lebanese weekly.

WEEKLY AVERAGE DISTRIBUTION IN LEBANON: 32 002 COPIES

AVERAGE NUMBER OF READERS IN LEBANON: 300,000

Proposed Editorial programme

January	New Year's Nights
February	Valentine
March	Mother's Day
April	Weddings
May	Beauty & summer fashion
June	Summer Accessories
July	Luxury issue
August	Jewellery & Watches
September	Ideal Home
October	Back to fitness
November	Beauty & Fashion
December	Xmas special issue

COST PER THOUSAND:

Placing an advert in Achabaka is one of the best investments advertisers can make. It is one of the most cost effective medium around, competing with TV and newspapers.

Lebanon: page 4 colors 1500 US Dollars
 = 300 000 readers x 1000 = 4.83 US\$

Best TV time table = 5 US Dollars

Any other Lebanese publication = Between 30 & 300 US Dollars

Lebanon (+) Arab Countries: 4400 US Dollars
 = 100 000 readers x 1000 = 6.28 USDollars

الشبكة ACHABAKA

2013

MEDIA DATA ADVERTISING RATES



Some of our Advertisers



reflect the magical
Spring Beauty on your face!

Stay cool, radiant, full
charm and renewed
with the new
Sparkling Eye Shadow
for an intense charm of beauty!

and the new
Sparkling Highlight
for a fantastic glow!

SEVENTEEN
 The Art of Beauty



Advertising Rates in US Dollars

FREQUENCY OF INSERTIONS	1-5	6-10	11+
FULL COLOUR			
Back Cover	3600	3500	3400
Inside Front Cover	2000	1950	1900
Inside Back Cover	1700	1650	1600
Page	1500	1450	1400
Central Double Page	3200	3100	3000
Double Page	3000	2900	2800
Half Page	1000	950	900
Double Half Page	1700	1650	1600
Quarter Page	700	650	600
Special Operation			
Gate Fold	7500	7400	7300
Ribbon	2500	-	-
Upper/Lower Panel	700	650	600
LEBANON-SYRIA-JORDAN in US Dollars		1-10	11-24
FULL COLOUR			
Back Cover		4700	4500
Inside Front Cover		3200	3100
Inside Back Cover		2900	2800
Page		2200	2100
Pan-Arab Advertising rates in US Dollars		1-5	6-10
FULL COLOUR			
Back Cover	12000	11500	11000
Inside Front Cover	8000	7800	7600
Inside Back Cover	7000	6800	6600
Page	4800	4700	4600
Central Double Page	11000	10500	10000
Double Page	9600	9300	9000
TWO COLORS			
Page	5200	5100	5000
Special Operation			
Gate Fold	16000	15500	15000
Ribbon	5000	-	-
Upper/Lower Panel	1500	1450	1400

Technical Specifications

Printing: Rotary web offset on glossy paper.

Binding: Saddle Stitch

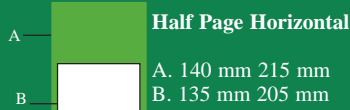
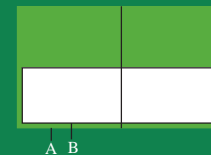
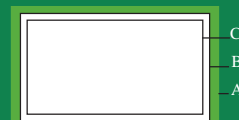
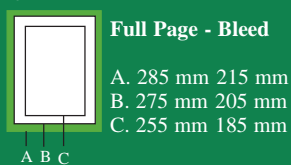
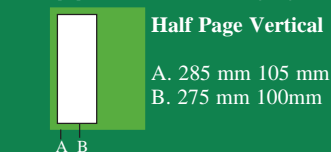
Screen: Full colour 133, mono or two colour 110.

Copy dates: 30 days prior to publication date.

Cancellations: 2 months notice.

Translation: If required, advertising text will be translated into Arabic free of charge.

Format: EPS, JPEG, PDF, TIFF.



A = Bleed Size
B = Trim Size
C = Type Area

2013

MEDIA DATA ADVERTISING RATES



AL ANWAR

INDEPENDENT DAILY NEWSPAPER

AL ANWAR

"Give light and people will find their own way"

Al Anwar aims at excellence in delivering the news and information it publishes, and engages in responsible editorials that address the minds of its readers. It focuses on the long-term stability and prosperity of Lebanon.

Founded in 1959, Al Anwar is one of the leading newspapers in Lebanon. It is owned by Dar Assayad, the dominant Arab publishing group.

A highly talented team of editors, reporters and photographers race against time every day of the week to bring about a newspaper that is the embodiment of objectivity and reliability.

Many Al Anwar reporters, editorialists and photographers won major journalistic prizes throughout the years. Among the prizes in the last decade were the UNESCO Prize for Social Reporting and Columbia University's James Wechsler Award for Best International Reporting.

Al Anwar is an integral part of the fabric of Lebanese society. This is reflected in its strong local news and sports coverage, while retaining a healthy commitment to Arab and international events.

Moreover, Al Anwar does not overlook nor does it pander to any section of the community. While proud of its links with Arab and Lebanese history, Al Anwar welcomes and embraces change and challenge.

With Al Anwar **political and economic news** come first. Rafic Khoury, one of the leading columnists in the Arab world, is Al Anwar's Editor in Chief and writes daily on its first page.

Fouad Daaboul, the managing editor, is also renowned for his Monday inside stories on Lebanon's political intrigues.

Moreover, Al Anwar's **sports pages** are the most comprehensive and up-to-date, its attractive **society page** and stimulating **last page** have a high entertainment value to readers.

The **Sunday edition** of Al Anwar is unique for its mix of **political news, feature stories, colored lifestyle entertainment sections and its strengthened sports pages**. It has more than first-rate coverage of local and international news. The Sunday edition of Al Anwar breaks news and gives readers a really great read.

Every morning, Al Anwar is distributed in the rooms of these fine hotels



Tech Specs

Type area Page:

535mm (h) x 355mm (w)

No of columns:

8 (40mm each)

Films:

Positive transparencies

Copy date:

15days before issue date

Screen requirements:

133 (4-col) 110 (B&W)

Application:

Quark, PageMaker, Adobe

Circulation 2012

Lebanon	23,900
Saudi Arabia	2409
Kuwait	1938
UAE	1992
Bahrain	1026
Qatar	1010
Oman	360
Other Arab countries	10,405
Europe and R o W	6003
 Average net daily sales	 49,043

Source: DAS Research Dept.

Readership

Al Anwar provides credibility with strength in numbers with its readership averaging 130,000 on Sundays and 100,000 during the week. The depth of resources available help advertisers reach their target market as Al Anwar delivers customers with cost efficiencies that no other media platform can match.



THE GLOSSY SUPPLEMENTS

Al Anwar publishes a variety of glossy supplements throughout the year, supplying readers with valuable and well laid-out content, and advertisers with a luxurious visual environment.

Al Anwar also publishes tailor-made and client-specific glossy tabloids.

Specifications

Height X Width: 35cm X 25 cm

Quality: Glossy, Saddle Stitch

Grams: 90 grams

Full Colored

Number of Pages: multiples of 8

Reprints: available at request

All supplements are distributed with the full run of Al Anwar

MECHANICAL REQUIREMENTS

MATERIAL REQUIRED: Films in Positive Transparencies

NO. OF COLUMNS PER PAGE: 8 columns each 4 cms.

PRINTED: 7 days a week in Arabic

TRIM SIZE OF A PAGE: 58cms. Height 38cms. Width

TYPE AREA OF A PAGE: 53.5cms.Height 35.5cms.Width

NO. OF PAGES DAILY: 20 pages

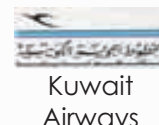
Advertising Rates 2013 in US Dollars

FIRST PAGE	Upper ear panel 5,5 cm X 2 col	300
	Lower ear panel 5,5 cm X 2 col	250
	Double ear panel 11,5 cm X 2 col. or 5,5cm X 4 col	450
	Triple ear panel 17,5 cm X 2 col. or 5,5cm X 6 col	600
SECOND & THIRD PAGE	Cm Column	17
	One full page	6,800
	Half page	3,400
	Quarter Page	1,700
FOURTH & FIFTH PAGE	Cm column	16
	One Full Page	6,400
	Half Page	3,200
	Quarter Page	1,600
BUSINESS PAGES	Cm Column	13
OTHER PAGES	Cm Column	12
	Full Page	4,800
	Half Page	2,400
	Quarter Page	1,200
LAST PAGE	Cm Column	18
	Full Page	7,200
	Half Page	3,600
	Quarter Page	1,800
CLASSIFIED ADS	With Borders	\$10
	Minimum of 4 lines	Lbp10,000
	Each additional line	Lbp3,000
	Full Page	\$4000
	Half Page	\$2000
OBITUARIES	Quarter Page	\$1000
	With Borders	\$10
	Minimum of 10 lines	\$30
	Each additional line	\$3
	With Pictures	\$30
Weekly and Other Supplements	\$10	
Full page	\$4,000	
Half page	\$2,000	
Quarter Page	\$1,000	

One colour: add 25% / Full colour: add 50%

Prices do not include V.A.T.

AL ANWAR IS ALSO IN 1ST & CLUB CLASS ON BOARD OF MANY ARAB AIRLINES & IN 5 STARS M.E. HOTELS TOO



Emirates
Jordanian Airlines

Egypt Air
Etihad Air

DAR ASSAYAD TURNS

70
YEARS

celebrating the platform

www.alanwar.com



alanwar.com Serving Lebanese & Arab Communities Globally

Alanwar.com is a leading information and service source for Lebanese and Arabs at home and abroad. Not only does Alanwar.com fulfill the information needs of its visitors throughout the day, but Alanwar.com also involves its users with one another and with the site. Thus Alanwar.com is a global interactive Internet community site for Lebanese and Arabs.

Alanwar.com is both rich in content and interactivity. Not only are all the newspaper's news, views, and reviews published, but content is updated throughout the day.

Alanwar.com is also a name Lebanese and Arabs trust, because Al Anwar has been both read and respected internationally by Lebanese and Arabs for more than 41 years.

The News section

- Lebanese News
- Arab News
- World News
- Business News
- Technology News
- Art & Entertainment News
- Health & Sciences News
- Sports News
- Special Features
- Editorials
- Cartoons
- People
- Crossword Puzzles
- Archives

Banner Advertising Rates

Cost per Thousand Random Page Views: \$35

Audience and Usage

<i>Audience</i>	<i>Region</i>
51 percent	U.S. & Canada
20 percent	GCC
8 percent	Europe
6 percent	Australia
15 percent	Lebanon

Usage (Average 2012)

- 1.1 million hits per month
- 63,010 visitors per month
- 441,070 page views per month
- Users spent an average of 16 minutes on the site
- 15,000 page views per day.
- 10,000 unique visitors per day

Source: DAS Research Dept.

Advertising Price per Section

Cost Per Thousand (CPM) Banner Impressions

<i>Sections</i>	<i>CPM</i>
Page One	\$45
Lebanese News	\$40
Arab News	\$35
World News	\$33
Business News	\$40
Technology News	\$40
Art & Entertainment News	\$29
Health & Sciences News	\$29
Sports News	\$29
Special Features	\$30
Editorials	\$40
Cartoons	\$29
People	\$29
Crossword Puzzles	\$25
Updated News	\$45



For every 50,000 prints 20 percent discount on CPM for a maximum of 50 percent.

**We will design your banners
for a \$40 extra charge**

Technical Specifications

Banner 360 x 58 pixels: Maximum 12K, GIF animated or JPEG

Banner 115 x 60 pixels: Maximum 7K, GIF animated or JPEG

Banner 145 x 60 pixels: Maximum 7K, GIF animated or JPEG

Button Banner 115 x 31 pixels: Maximum 7K, GIF animated or JPEG

Traffic Monitoring

Alanwar.com will supply its advertisers and sponsors with a detailed traffic report on clicks and page impressions.

2013

MEDIA DATA ADVERTISING RATES

الإداري

AL IDARI

MONTHLY MANAGEMENT & FINANCE MAGAZINE

Introduction

Since its launch in 1975, AL IDARI, (The Manager), has established itself as the authoritative voice on business, finance and management issues in the Arab world.

During the past 38 years, Arab managers in the Gulf region have progressed into senior positions, replacing expatriates both in the private and public sectors. These Arab CEOs, CFOs, managers and decision makers are our readers.

Every month, AL IDARI provides them with accurate and insightful news and information to make decisions effectively.

Written in Arabic by professional journalists, AL IDARI speaks the global language of business.

As the importance of Arab managers grew, so has the number of our subscribers.

The latest circulation figure for AL IDARI is 37803 copies per month, making it one of the most successful Arabic business monthly magazines.

The following pages illustrate what makes AL IDARI successful: up-to-date editorial news coverage, top quality readership, and most importantly cost effective advertising rates.

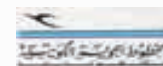
Do succeed by getting your message across to the top Arab managers and businessmen.

Advertise in AL IDARI!

Editorial Coverage

AL IDARI provides comprehensive coverage of business and management news both in the Middle East and around the world. Every month, AL IDARI reports on events that affect senior Arab managers, financiers and businessmen, focusing on aspects of industrial, financial and trade developments in the Arab world. AL IDARI plays a key role in keeping Arab management informed. In addition to the specialised subjects in its 2013 editorial program.

**AL-IDARI IS ALSO IN 1ST &
CLUB CLASS ON BOARD OF
MANY ARAB AIRLINES
& IN 5 STARS M.E. HOTELS TOO**



Kuwait
Airways

Emirates



Jordanian
Airlines

Egypt Air

Etihad Air

Editorial Profile 2013

January

UAE property Investment
Business & Executive
Travel
Arab Banks

February

Aviation Travel
The Regional Outdoor
Industry
The Global Market for
Jewelers

March

IT and new Technology
Oil & Gas
Arab Business Aviation

April

Business Travel
Arab Business Leaders
Profiles
Tourism in the UAE

May

Boats and Yachts
Market Cars
Overseas property
investment

June

Financial Market
Small Jets- Charter &
Leasing
UAE- Special Report

July

Arab Insurance
International Hotels
Hotel Chains in the Middle
East

August

Arabic Technology
Digital Signage Media

September

The Army on Business
Spa & Resorts in the Arab
World
Commercial Real Estate

October

Lifestyle of CEO's
Investment in the Middle East
Lebanon: Special
Supplement

November

New Arab Financial Market
Europe Banking
Tourism in UAE

December

Lebanese Business Profile
Financial Market
Competition
Commercial Real Estate

Technical Specifications

Printing: Rotary web offset on glossy paper.

Binding: Saddle Stitch

Screen: Full colour 133, mono or two colour 110.

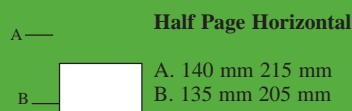
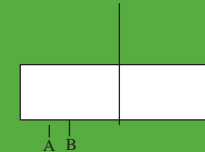
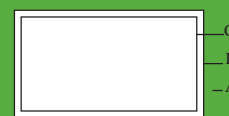
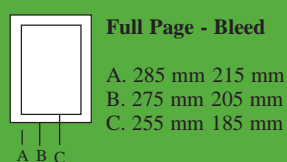
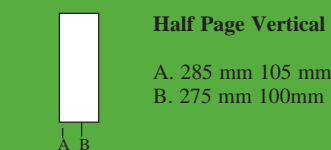
Copy dates: 30 days prior to publication date.

Cancellations: 2 months notice.

Translation: If required, advertising text will be translated into Arabic free of charge.

Format: EPS, JPEG, PDF, TIFF.

Application: Quark Xpress, ID, Page Maker, Adobe Photoshop



A = Bleed Size
B = Trim Size
C = Type Area

Double Page Spread Bleed
A. 285 mm 420 mm
B. 275 mm 410 mm
C. 255 mm 390 mm

Half double Page Spread
A. 140 mm 420 mm
B. 135 mm 410 mm

Circulation 2012

Saudi Arabia	11908
Kuwait	4016
UAE	5107
Bahrain	3808
Qatar	2424
Oman	1415
Sub Total	28678

Lebanon	4190
Syria	800
Iraq	670
Jordan	1918
Sub Total	7578

Egypt	1412
Sudan	286
Morocco	316
Algeria	214
Tunisia	609
Libya	140
Sub Total	2977

Western Europe	478
USA & Australia	272
Sub Total	750

Grand total
net monthly sales 39,983*

Readership Profile*

GOVERNMENT SECTOR	
Ministers & Deputy Ministers	1%
Director General & Assistant DGs	2%
Departmental Heads	3%
Directors Advisors & Engineers	5%
Assistant Directors	7%
Section Managers & Others	2%
TOTAL	20%

PRIVATE SECTOR	
Chairmen	4%
Owners	19%
BOD Members & Consultants	6%
Managing Directors & Advisors	18%
Assistant Managing Directors	9%
Directors Advisors & Engineers	12%
Managers	7%
Assistant Managers	5%
TOTAL	80%
GRAND TOTAL	100%

Readership Breakdown*

60% of readers have average annual income exceeding \$ 150,000

65% own homes or flats overseas

31% own a motor boat or yacht

90% own two or more cars

81% have travelled by air 3 more than time in the last twelve months

54% own their own business

76% are married with children

92% visit foreign countries on their annual holiday

AL IDARI

Leaders Deliver in Crisis

AL IDARI
BUSINESS
MANAGEMENT
& FINANCE
MAGAZINE



ALIDARI:
THE BUSINESS MANAGEMENT
& FINANCE MAGAZINE THAT COUNTS IN
THE OIL RICH ARAB COUNTRIES

2013 Advertising Rates in USD

FREQUENCY OF INSERTIONS	1-3	4-6	7-12
FULL COLOUR			
Front to Back cover gatefolds (2 pages)	14500	14000	13500
Inside Covers:	7900	7700	7500
Outside Back Cover:	11200	10800	10400
Central Double Page Spread:	9400	9100	8800
Double Page Spread:	8500	8200	7900
Full Page:	5500	5300	5100
Half Page:	3500	3400	3300

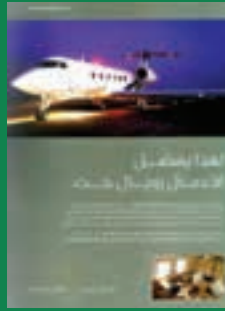
AI IDARI: WHERE DISTINGUISHED



- ### Banks
- Abu Dhabi Commercial Bank
 - Falcon Private Bank
 - H.S.B.C.
 - First Gulf Bank
 - N.B. Abu Dhabi
 - VISA

- ### Airline Jets
- Bahrain International Airport
 - Gulf Aviation Academy
 - Etihad Air
 - Dubai Duty Free
 - Royal Jet
 - Xojet

- ### Hotels
- Hilton Double Tree
 - Meydan
 - Meridien
 - Sands K.S.A.
 - Sheraton A.D.
 - Emirates Palace



DAR ASSAYAD TURNS

70 years

celebrating the platinum

STINGU ISHED ENTERPRISES MEET



Advertisers in AL IDARI During 2012

Comm & Transport

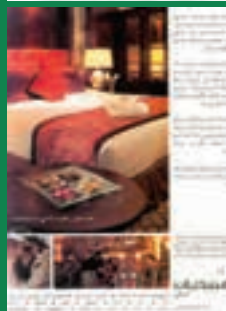
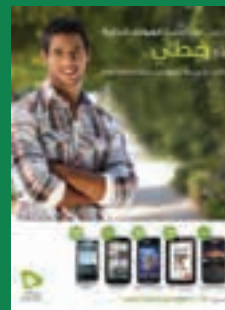
- CMN
- Du
- Etisalat
- GE Corp
- Daimler Benz
- Grandweld Shipyards

Building & Construction

- Aabar Properties
- Abraj capital
- Al Qudra
- Emaar Dubai Mall
- Mubadala
- Waha Capital

Industries

- Alba
- Batelco
- Faqra
- RAK
- Mubadala
- Eastern Company Tobacco



2013

MEDIA DATA ADVERTISING RATES

الدفاع العربي
arab defence journal

ARAB DEFENCE JOURNAL

MONTHLY DEFENCE & SECURITY MAGAZINE



Letter from the Editor

ARAB DEFENCE JOURNAL is the leading Arabic defence magazine of the Arab world. The magazine has been published monthly since 1976 and with over 27,000 paid subscribers, is read by Arab government ministers and advisors, as well as the senior military and police officers throughout the Arab world

For over 36 years, ARAB DEFENCE JOURNAL has been the primary Arabic source of information on defence matters in the Arab world.

Each month, the magazine reports on news and current affairs from the Middle East and around the world, along with regular technical features on aerospace, naval and land systems, from the world's top defence writers.

ARAB DEFENCE JOURNAL also publishes articles on Homeland Defence C4I, defence electronics, computers & communication equipment, training & simulation, system integration, upgrade programme news and international defence industry reports as well as police and public security issues, with the latest strategic analysis.

Please read the following pages for more information.

Gen. (R) Faouzi Abou-Farhat

INTERNATIONAL EXHIBITIONS IN 2013

As the premier defence magazine in the Middle East, Arab Defence Journal supports, with special issues, previews and supplements, many of the international defence and aerospace conferences & exhibitions.

These include in 2013:

International Armoured Vehicles *- UK	5-8 February	www.internationalarmouredvehicles.com
IDEX *-Abu Dhabi, UAE	17-21 February	www.idexuae.ae
Counter Terror Expo *- London, UK.	24-25 April	www.counterterrorexp.com
IDEF - Istanbul, Turkey.	7-10 May	www.tuyap.com.tr/
UDT *- Hamburg, Germany.	18-20 June	www.udt-global.com
Paris Airshow - France.	17-23 June	www.paris-air-show.com
DSEI *- London, UK.	10-13 September	www.dsei.co.uk
AUSA - Washington DC, USA.	10-12 October	www.ausa.org/meetings/2013
Dubai Airshow *, Dubai World Central, UAE.	17-21 November	www.dubaiairshow.aero

* = Official Media Partner:

The magazine is also a media partner at these events with online activities and a bonus distribution of the magazine to all delegates and visitors.

Arab Defence Journal Editorial Programme 2013

January:

- Soldier Communications: Keeping the Squad informed (A.B.)
- Combat fighters-upgrades vs. new (R.G.)
- Next generation anti-ship weapons systems (T.R.)

February:

- Vehicle Weapon Systems: Cannons, Main Guns and Remote Weapon Systems (A.B.)
- Basic and advanced trainers (R.G.)
- Underwater surveillance & detection (UUAVs, MCM systems etc) (T.R.)
- IDEX: Show preview

March:

- Tactical C2: Empowering Tactical Commanders (A.B.)
- Tilt Rotors and new helicopters (R.G.)
- Equipment for amphibious rapid-reaction forces (T.R.)

AB = Adam Baddeley
adam@baddeley.net

TR = Tim Ripley
timripley@hotmail.com

RG = Richard Gardner
richardgardner@btinternet.com

April:

- Battlefield Mobility: The balance between tracked and Wheeled IFVs and APC (A.B.)
- Aircraft carrier fighters (R.G.)
- Maritime and coastal defence systems for Middle East nations (T.R.)
- Spanish defence industry report

May:

- Unmanned Systems: Ground Platforms Extend their Role (A.B.)
- Avionics and advanced sensor systems (R.G.)
- Military procurement & construction for UN missions (T.R.)
- IDEF Turkey: show preview

June:

- Tactical Radios: SDRs Find their Place on the Battlefield (A.B.)
- French aerospace/defence review and Paris Airshow preview (R.G.)
- The international flying training market (T.R.)

July:

- Satcom: Strategic Support for Headquarters and Deployed Forces (A.B.)
- Latest in simulation and training (R.G.)
- Upgrading Naval air support (missiles, helicopters and ASW) (T.R.)

August:

- Vehicle Night Vision and Situational Awareness ñ Seeing their surrounding in all weathers and at all times. (A.B.)
- Paris Air Show Report (R.G.)
- Logistics management & support for field operations (T.R.)

September:

- Soldier Systems: Future Warriors Become Lighter and More Affordable (A.B.)
- New vessels, equipment and systems for anti-piracy and coastguard missions (T.R.)
- Lifestyle support- in-house or outsourced? (R.G.)
- DSEI, UK: Show preview

October:

- Small Arms and Sights: Options for the Future (A.B.)
- Airborne radars (R.G.)
- Training systems for 21st century navies (T.R.)
- AUSA: Show preview

November:

- Anti-Tank Weapons: Greater Lethality for Dismounted and Light Users (A.B.)
- New missiles for attack and defence (R.G.)
- Multi-role naval craft (corvettes, fast patrol boats etc) (T.R.)
- Dubai Airshow: show preview

December:

- Indirect Fire: Self propelled and Towed Options (A.B.)
- UAVs and UCAVs (R.G.)
- Modernising Arab navies (stealth technology and new frigates) (T.R.)
- Swiss defence and aerospace industry report



Special Supplements 2013

In coordination with the Arab Ministries of Defence and the Arab armed forces, Arab Defence Journal publishes a number of special supplements commemorating National Days, Armed Forces Days and other special occasions.

These supplements are produced separately and mailed to all subscribers. They are then also printed in the next issue of Arab Defence Journal.

The editorial highlights the country's armed forces achievements with reports on their equipment and capabilities, including armaments, training and organization.

The supplements also include congratulation pages & advertisements from the leading international defence companies.

Advertising in these special supplements offers you a unique opportunity to reach senior defence procurement officials in the MoD.

Advertising Package Rates:

all 4-colour (US\$/Euros €)

Full page:	\$7400/€5330
Double Page Spread:	\$13200/€9430
Outside Back Cover:	\$10900/€7790
Inside Front Cover:	\$8950/€6395
Inside Back Cover:	\$8150/€5820

Each advertising package

includes:

- One advertisement
- One congratulations page
- One editorial page

Special Supplements in 2013

Kuwait National Day 22 February,
UAE Armed Forces Unification Day 6 May,

Saudi Arabia National Day 23 September
UAE Accession & National Day 2 December

2013 Advertising Rates in Euros

FREQUENCY OF INSERTIONS	1-3	4-6	7-12
FULL COLOUR			
Whole Page:	€5050	€4900	€4750
Half Page:	€3100	€3000	€2900
Quarter Page:	€1650	€1625	€1600
Inside Covers:	€6100	€5900	€5700
Outside Back Cover:	€8100	€7900	€7600
Double Page Spread:	€9850	€9600	€9300
TWO COLOURS			
Whole Page:	€4700	€4550	€4400
Half Page:	€2550	€2500	€2450
Double Page Spread:	€8900	€8650	€8400
BLACK & WHITE			
Whole Page:	€3800	€3700	€3600
Half Page:	€2100	€2050	€2000
Double Page Spread:	€7300	€7050	€6850

- For website hyperlink with print ad: +5%
- Special Position: +10% - Agency Commission: 10%

Technical Specifications

Size: Dimension (w /h) metric

Full Page: Type/ Trim / Bleed:

185mm x 255mm / 205mm x 275mm / 215mmx285mm

Double Page Spread:Type / Trim / Bleed:

390mm x 255mm / 410mm x 275mm / 420mmx285mm

Half Page Horizontal:Type / Trim

165mmx 95cm / 185mm x 115mm/

Half Page Vertical:Type / Trim

60mm x 235mm / 80mm x 255mm

Quarter Page : Trim

10.5mmx 140mm

Other sizes:Contact London office or local ADJ representative

Application:QuarkXpress, PageMaker, AdobePhotoshop,

Copy Deadline / Publication Date:30 days prior to publication/ 1st week of cover date

Translation:If required, advertising text will be translated into Arabic free of charge

Format / Storage Files:ESP, JPEG, TIFF / CD-Rom, DVD, ZIP

Printing/Binding: Rotary web offset on glossy paper /Perfect

Mailing Instructions: Email or films/ready artwork to nearest Dar Assayad Office or ADJ representative.



READERSHIP ANALYSIS -2013

Based on former ABC Audit

Circulation Profile:

SENIOR OFFICERS:

ARMY & NATIONAL GUARD:	17,600
AIRFORCE & AIR DEFENCE:	5,492
NAVY & COASTGUARD UNITS:	3,571
Ministry of Defence:	
DIRECTORS AND DEPT HEADS:	278
DEFENCE ATTACHES:	
(ARAB EMBASSIES)	247
GOVERNMENT AIDES:	153
BRIGADE STAFF:	
GENERAL & DIVISIONAL HQs	128
TOTAL	27,469

Geographical Breakdown

GCC COUNTRIES

BAHRAIN	2,550
KUWAIT:	2740
OMAN	1,597
QATAR	1,787
SAUDI ARABIA	5,908
UAE	3,142
SUB TOTAL	17,724

OTHER ARAB COUNTRIES

ALGERIA	649
EGYPT	2,254
JORDAN	1,361
IRAQ	1000
LEBANON	1,386
LIBYA:	102
MOROCCO	849
SYRIA	1,050
TUNISIA	607
YEMEN	162
Overseas Embassies:	325
SUB TOTAL	9,745
TOTAL	27,469

Source: Dar Assayad Research Dept.

Gulf Co-operation Council countries: Armed Forces & Defence Budgets

COUNTRY	ARMY	NAVY	AIR FORCE & AIR DEFENCE	PARAMILITARY & NATIONAL GUARD	TOTAL	2011 Defence Expenditure
GCC COUNTRIES						
BAHRAIN	8,500	1,200	1,500	10,160	21,360	\$600m
KUWAIT	11,000	2,000	2,500	6,600	22,100	\$4.70 billion
OMAN	25,000	4,200	5,000	10,800	45,000	\$5.20 billion
QATAR	8,500	1,800	2,100	5,000	17,400	\$2.60 billion
SAUDI ARABIA	75,000	15,500	24,000	100,00	214,500	\$46.80 billion
UAE	44,000	2,500	4,500	5,500	56,500	\$7.20 billion

Total: \$67.10 billion
Source SIPRI/IISS 2012

Raise your profile with
Company Profiles

Arab Defence Journal has identified the need for defence companies to raise their profile in the Middle East, especially with new Arab customers.

'Company Profiles' is a special full colour supplement, designed in an Arabic format, printed and sent to the subscribers of the magazine.

For less than the cost per page of a 4-colour advertisement, the 4, 8, 12, or 16-page supplement will be written and designed by our editorial office in co-operation with the company, and then bound into a specified issue of the magazine.

With costs starting at €11,000 for a 4-page profile, this includes translation, photos, typesetting, layout and printing, as well as 100 run-on copies of the supplement for a company's own use. 'Company Profiles' offers a unique and cost effective way of reaching directly the decision makers and advisors responsible for defence procurement in over 16 Arab countries.

EDITORIAL. Personal interview with company executives as well as a summary of a company's activities and services. All material subject to company approval.

COPY DATES: All Camera-ready artwork to be completed by us at least 30 days prior to specified date of publication.

CIRCULATION: All 26,675 subscribers of Arab Defence Journal plus 150 copies to individual Defence ministers and Chiefs of Staff in each of the Arab countries.

RATES:

4-page	€11,000
8-page	€21,300
12-page	€27,800
16-page	€35,200

Six good reasons why Arab Defence Journal is the top defence magazine of the Middle East:

- 1) The only independent monthly Arabic defence magazine.
- 2) Distributed to subscribers in over 16 Arab countries and foreign capital cities.
- 3) Launched in 1976, the most established Arabic defence magazine.
- 4) Fully paid distribution to over 27,000 subscribers.
- 5) Published by Dar Assayad, one of the largest Middle East publishing houses.
- 6) Internationally renowned top defence writers (see below).



FAWZI ABOU FARHAT
 GENERAL (RET.)
 EDITOR IN CHIEF



ADAM BADDELEY
 ELECTRONICS



TIM RIPLEY
 DEFENCE SYSTEMS



BASSAM EL- ASSALY
 STRATEGIC ANALYSIS



IBRAHIM KAKHIA
 BRIGADIER - GENERAL (RET.)
 STRATEGIC ANALYSIS



RICHARD GARDNER
 AVIATION

2013

MEDIA DATA ADVERTISING RATES

فیروز

FAIRUZ

MONTHLY UP-MARKET WOMAN MAGAZINE

Why Fairuz?

Launched in 1981, FAIRUZ has helped shape the lives of countless educated, affluent Arab women by broadening their horizons, supporting their aspirations and ambitions, and helping them play their role in modern Arab society more effectively and with greater confidence.

As one of the best selling women's magazines in the Middle East, FAIRUZ's editorial covers fashion, jewellery, perfumes and cosmetics, health, beauty and personalities.

Many international companies recognize the importance of this readership. Top companies such as: Chopard, Chantelle, Elie Saab, Givenchy, Adler, Guerlain, Damas Jewellery, Escada, Roberger Watches and other top names in the jewellery, fashion and cosmetic industry advertise regularly in this upmarket magazine.

After over three full decades, FAIRUZ is still the top women's glossy magazine in the Middle East because it has kept pace with the times. Its editorial content is as fresh and exciting as ever, covering personality profiles, fashion, jewellery, perfumes and cosmetics, health, beauty and skin care.

From the first year of its publication, FAIRUZ achieved a tremendous circulation success as it reached all Arab countries without exception, as well as expatriate Arabs throughout the world.

The latest circulation figures reached 89,757 monthly copies* and with an average of 6 readers per copy*, FAIRUZ reaches over half a million readers making it undisputedly the market leader in the Arab World.

This success is reflected in the distinguished number and top of the market advertisers of luxury goods and services who for the past 32 years have used FAIRUZ as the spearhead of their marketing strategy in the Middle East region.

* Source: DAS Research Dept.

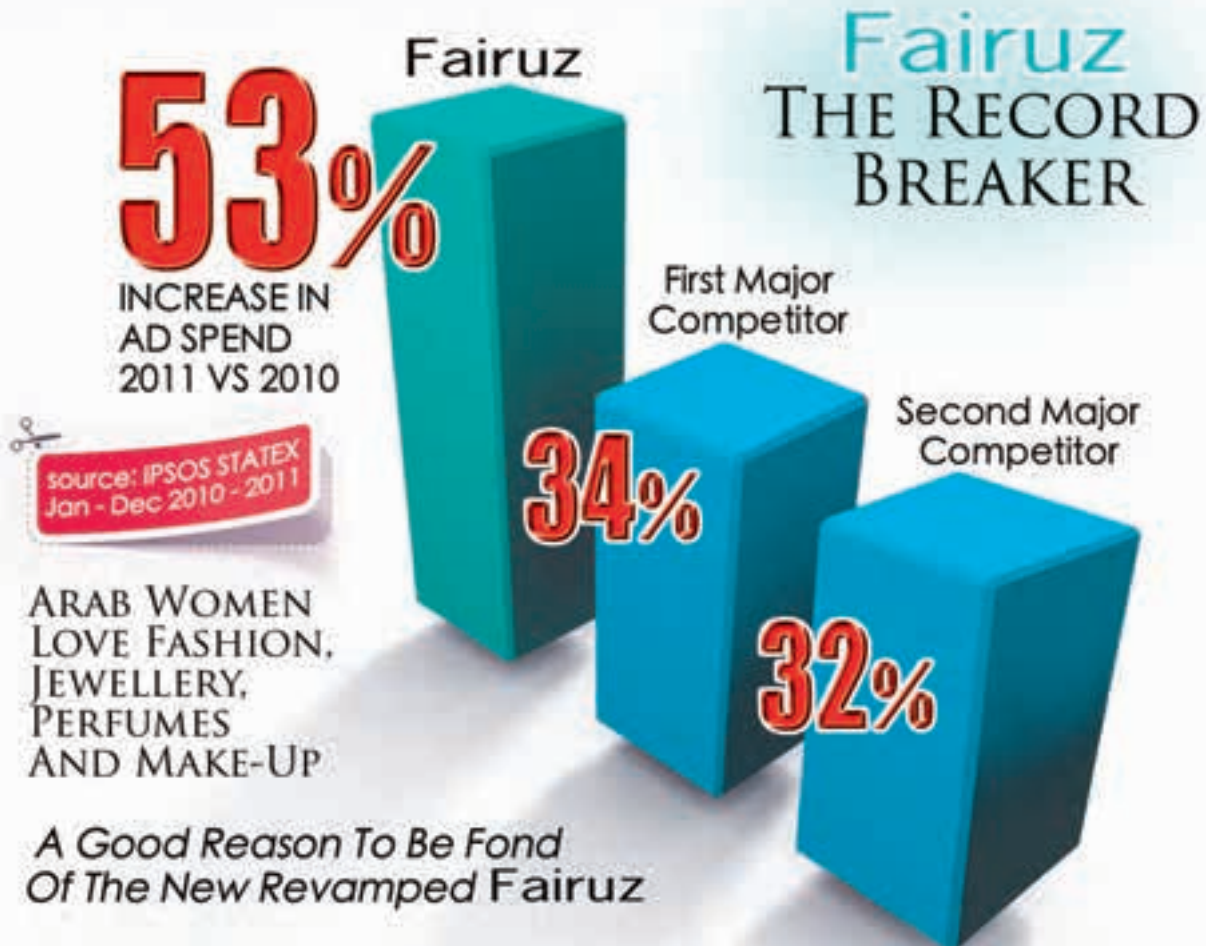


DAR ASSAYAD TURNS

70
years
celebrating the platinum

Fairuz فيروز

Actual Performance: The Measure Of Success



Circulation

Source: DAS Research Dept.

Saudi Arabia	27970	Lebanon	17493
Kuwait	4198	Syria	2000
UAE	7247	Jordan	4642
Bahrain	3462	Other Arab countries	12047
Qatar	3398	Europe and R o W	4643
Oman	2657	Sub Total	40825
Sub Total	48932	Average circulation	89757

GRAND TOTAL OF AVERAGE NET MONTHLY SALES 2011

89757

COPIES

Average circulation 2012



Some of our
Advertisers



Editorial profile

AN AVERAGE 125 PAGE ISSUE OF FAIRUZ with 65% editorial to 35% advertising has the below breakdown of editorial content

	Pages	%
Fashion	40	49%
Beauty Care	15	18%
Jewellery	10	12%
Health & Diet	10	12%
Celebrities	5	6%
Miscellaneous	2	3%
Total Editorial	82 pages	100.00%

Cost per Thousand readers

6800US\$ per full colour page = US\$ **12.62**
538542

Cost Efficiency

Based on an average of 6 readers per copy, the number of monthly readers of FAIRUZ is around 538542.

Readership

With a monthly circulation of 89757 and an average of 6 readers per copy*, Fairuz reaches over 500,000 Arab reader every month. This ensures that the world's top brands use Fairuz as their first choice for advertising in the Middle East region

* Source: DAS Research Dept.

Readership Profile

Sex

Male 15%
Female 85%

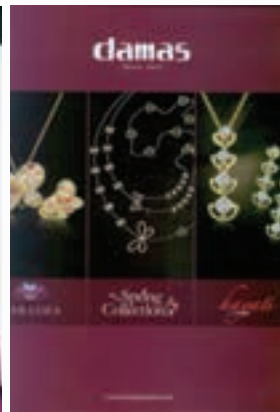


Age Group

16-24 years 20%
25-29 years 40%
30-34 years 24%
35-39 years 10%
40 years and above 6%



Source: DAS Research Dept.



Advertising Rates in US Dollars

FREQUENCY OF INSERTIONS	1-4	5-8	9-12
FULL COLOUR			
Front to Back Cover Gatefold (2 pages)	19900	19500	19100
Outside Back Cover	15300	15000	14700
Inside Front Cover	8600	8400	8200
Inside Back Cover	7750	7550	7350
Inside Front Cover Spread	17200	16700	16200
Double Page Spread	13600	13300	13000
Inside Page	6800	6600	6400
Half Page	4400	4300	4200
TWO COLOUR			
Double Page Spread	11300	11050	10800
Inside Page	5700	5550	5400
Half Page	3400	3350	3300
BLACK & WHITE			
Double Page Spread	8600	8400	8200
Inside Page	4350	4250	4150
Half Page	2800	2775	2750

Technical Specifications

Printing: Rotary web offset on glossy paper.

Binding: Saddle Stitch

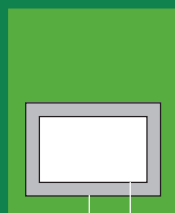
Screen: Full colour 133, mono or two colour 110.

Copy dates: 30 days prior to publication date.

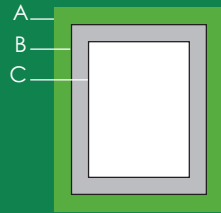
Cancellations: 2 months notice.

Translation: If required, advertising text will be translated into Arabic free of charge.

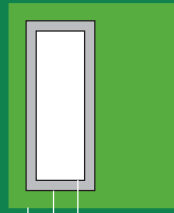
Format: EPS, JPEG, PDF, TIFF.



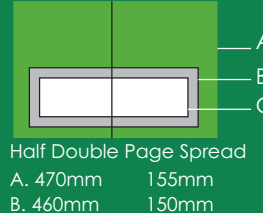
Half Page - Horizontal
 A. 240mm 155mm
 B. 230mm 150mm
 C. 200mm 140mm



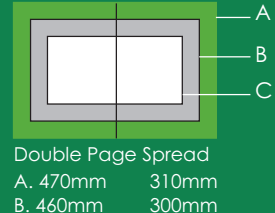
Full Page
 A. 240mm 310mm
 B. 230mm 300mm
 C. 200mm 280mm



Half Page - Vertical
 A. 120mm 310mm
 B. 115mm 300mm
 C. 100mm 280mm



Half Double Page Spread
 A. 470mm 155mm
 B. 460mm 150mm
 C. 400mm 140mm



Double Page Spread
 A. 470mm 310mm
 B. 460mm 300mm
 C. 400mm 280mm

A= Bleed Size
 B= Trim Size
 C= Type Area

**FAIRUZ IS ALSO IN 1ST & CLUB CLASS
 ON BOARD OF MANY ARAB
 AIRLINES & IN 5 STARS M.E. HOTELS
 TOO**



Emirates
 Jordanian Airlines
 Egypt Air
 Etihad Air

Fairuz, in all key sectors of luxury goods and services markets is utilised by advertisers for their mainstream consumer campaigns



2013

MEDIA DATA ADVERTISING RATES



AL COMPUTER
COMMUNICATIONS & ELECTRONICS

BIMONTHLY HIGH-TECH MAGAZINE



A Lucrative US\$ 20 Billion Middle East IT and Communications Market Up for Grabs

In the volatile, fast changing, sophisticated and innovation-driven world of IT, it is imperative for players to stay the course and stay on top of developments. All bode well for the burgeoning, competitive Middle East IT sector, which is poised for a major take-off both in terms of growth and revenues.

Al Computer, Communications & Electronics (ACCE) is the brainchild of a visionary Middle East Publishing Group that holds the dual distinction of being the oldest and largest Publishing Company in this region.

ACCE is an upscale, technical publication that reports on the major developments in the industry and reflects local requirements and regional aspirations whilst maintaining a global perspective on IT developments.

Since its inception in 1984, **ACCE** has repeatedly demonstrated its leadership in the domain of Arabic IT publications and reinforced its premiership as a reliable medium for its growing professional readership and companies across the broad spectrum of the regional and international IT industry.

ACCE currently commands an average circulation of **33,995*** copies and brings a rich fare of topical and informative subjects on the IT industry to over 155,000 elite, proficient, specialized readers from key industrial sectors—commerce, banking, insurance, engineering, energy, communications and the government from across 17 Pan-Arab countries from Morocco to the Sultanate of Oman.

The **ACCE** editorial team is headed by Editor-in-Chief, Antoine Boutros, an acknowledged industry authority, veteran and Editor par excellence. Specialist writers and experts constitute the editorial board with a wealth of expertise and experience on all major facets of the IT industry. It stays focused on innovation, strategies, Internet and e-Commerce among other reader-interest subjects. Other issues of corporate and general importance are also actively discussed and surveys are conducted periodically to elicit viewpoints and opinions.

ACCE, now in its 29th year of publication, is your indispensable key to a vast IT market waiting to be harnessed. It is your vehicle on the highway to success. So join in and be on the pioneering innovator's bandwagon and part of a winning story!

* Source: DAS Research Dept.

General Information

Circulation 2012 : 34,226

Readership Profile: Computer/ IT professionals, department managers, industry analysts, programmers, technocrats, engineers, financial experts, researchers, academics, top-ranking government and company officials, businessmen and industrialists.

Advertising Rates in US Dollars

FREQUENCY OF INSERTIONS	1-4	5-8	9-12
FULL COLOUR			
Front to Back Cover Gatefold (2 pages)	12600	10500	8400
Outside Back Cover	7700	6300	4900
Inside Cover	6650	5000	4550
Double Page Spread	7350	6000	5250
Inside Page	3150	3000	2800
Half Page	2100	2050	2000

Mechanical Requirements

PUBLICATION DATE: Second week of every other month, applied to the dates of insertions.

PRINTING: Rotary Web offset on glossy paper.

BINDING: Perfect Binding.

SCREEN: Full colour 133, mono or two colour 110.

COPY DATES: 15 days, prior to publication date.

DELIVERY INSTRUCTIONS: Films and/or ready artwork to be sent to our offices or advertising representatives

LONG-TERM BOOKINGS: Accepted subject to the advertising rates

TRANSLATION: If required, advertising text will be translated into Arabic free of charge.

STORAGE MEDIA: CD-ROM, Flash Disk, DVD

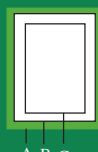
FORMAT: EPS, JPEG, TIFF

APPLICATIONS: ID, Quark Xpress, Page Maker, Adobe PhotoShop, Adobe Illustrator.



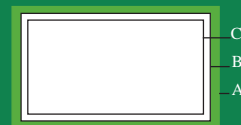
Half Page Vertical

A. 285 mm 105 mm
 B. 275 mm 100mm



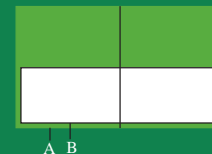
Full Page - Bleed

A. 285 mm 215 mm
 B. 275 mm 205 mm
 C. 255 mm 185 mm



Double Page Spread Bleed

A. 285 mm 420 mm
 B. 275 mm 410 mm
 C. 255 mm 390 mm



Half double Page Spread

A. 140 mm 420 mm
 B. 135 mm 410 mm



Half Page Horizontal

A. 140 mm 215 mm
 B. 135 mm 205 mm

A = Bleed Size
 B = Trim Size
 C = Type Area

AL COMPUTER, COMMUNICATIONS AND ELECTRONICS (ACCE)

is devoted to the needs of IT Managers, Financial Directors, Academics, Departmental Analysts, General Managers and Proprietors of Businesses in the Middle East who specify, purchase, use and maintain computer hardware, software, electronic equipment and telecommunications systems. ACCE is read by no less than 160,000 decision-makers.

Readership Profile

A. Circulation by Job Title

Chairmen/Managing Directors/ Proprietors/Directors/General Managers	21%
Managers	20%
IT professionals*	35%
Engineers/Scientific Staff	14%
Administrative/Financial Staff	10%

(* of which System Analysts, Computer Programmers, Operations Engineers, Data Processing Managers and Consultants)

B. Circulation by Industry Profile

Administration including military	14%
Banking	10%
Energy (including oil)	10%
Engineering	15%
Agents/Distributors	10%
Construction	05%
Communications	18%
Mining	01%
Universities and Schools	08%
Insurance Companies	05%
Others	04%

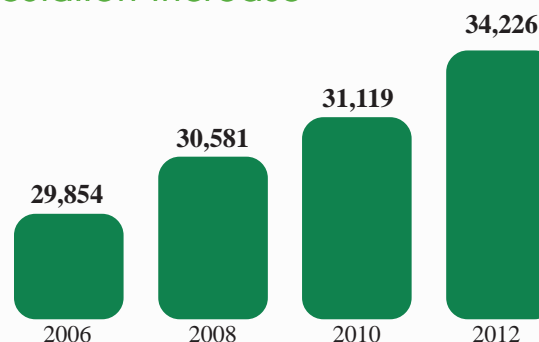
Source: DAS Research Dept.

Circulation 2012

Saudi Arabia	7912
Kuwait	3767
UAE	5740
Bahrain	2179
Qatar	2043
Yemen	1910
Sub Total	23551
Lebanon	2998
Syria	1207
Iraq	700
Jordan	1224
Sub Total	6129
Egypt	2601
Sudan	201
Morocco	315
Algeria	305
Tunisia	422
Libya	300
Sub Total	4144
Others including European Capitals	402
Average circulation	34226

Source: DAS Research Dept.

Circulation Increase



Source: DAS Research Dept.

DAR ASSAYAD TURNS

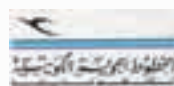
70
years

celebrating the platinum



In Flight Magazine

ACCE IS ALSO IN 1ST & CLUB CLASS ON BOARD OF MANY ARAB AIRLINES



Kuwait Airways

Emirates

Egypt Air

Etihad Air

Singapore Airlines

Jordanian Airlines

AL COMPUTER COMMUNICATIONS AND ELECTRONICS (ACCE) is the only Arabic IT publication compiled by Arab editors, proficient in the Arabic language, directly catering to a vast IT audience in their native language, directly catering to a vast Arabic audience in the Arab world. Currently, there is a distinct emphasis on Arabization and localization by governments and local authorities. As a result, international and regional manufacturers, developers and exporters of computers, hardware, software, computer programmes, accessories, communications equipment and ancillary industries will find **ACCE** to be the ideal medium to permeate these markets.

2013

MEDIA DATA ADVERTISING RATES



AL FARES

MONTHLY LIFE STYLE MAN'S MAGAZINE

Why AL FARES?

Dar Assayad has always firmly believed in evolving with changing times. This principle has kept it at the helm of the Arab publishing world. One of Dar Assayad's top-quality publications is Al-Fares magazine - an Arab monthly male-oriented publication – which has enjoyed over two decades immense regional recognition.

Success was achieved through hard work and a resolute and professional business partnership between the reader, the advertiser, and us. We have all contributed in making Al-Fares a profitable venture for all parties concerned and this trend will continue at the highest levels.

AL Fares professional production team significantly improved the layout, design, picture quality, written flawless and fascinating editorials. All that combined to create a truly sleek and monthly manly stylish lifestyle for readers and advertisers.

The under mentioned are sample sections, which formed the basis of Al-Fares new structure:

- Focusing on the Common interests and lifestyle of the young adult Arab male including fashion, technology, development, and the arts.
- Creating an exclusive section, which spotlights successful and highly creative businessmen revealing their personalities and the secrets of their success.
- Highlighting a vast diversity of male fashion products, including fragrances, watches, male beauty enhancers, etc...
- Spotlighting men's health, new medical innovation, healthy food, and exercise.
- Keeping readers up-to-date with all automotive developments as well as focusing on key international and regional motor show exhibitions.
- Venturing into the world of privately-owned jets examining why their male owners are passionate about them.
- Focusing on yachts in general. Including photos and stories about some of the most famous yachts and their specifications.
- Creating a special section that serves as a portal for international and regional tourism for the businessman and his family.

All the sections have been well planned and executed to ensure diverse marketing flexibility for advertisers and top-quality reading for subscribers and clients. These factors make Al-Fares the ideal magazine for ad placements due to its monthly average circulation of 79409* and its effective umbrella coverage in 18 Arab countries.

* Source: DAS Research Dept.



DAR ASSAYAD TURNS

70
years

celebrating the platinum



AL FARES

a truly sleek and monthly manly
stylish lifestyle magazine

Source: DAS Research Dept.

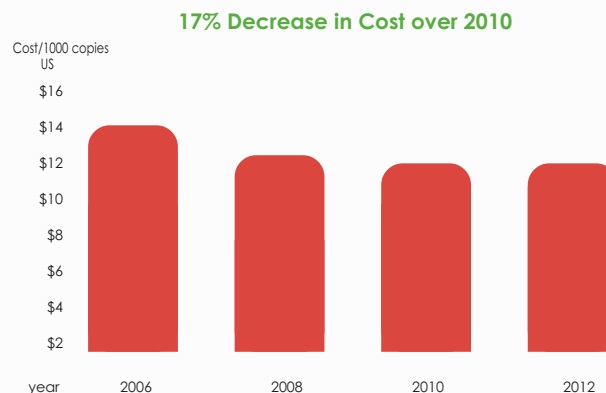
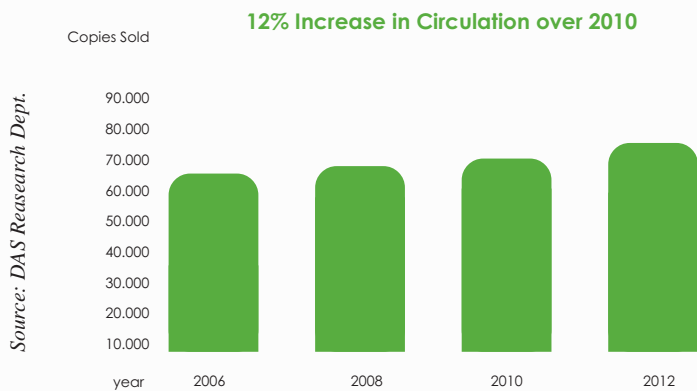
Saudi Arabia	23 122	Lebanon	16 408
Kuwait	4 994	Syria	2 012
UAE	5 418	Jordan	4 341
Bahrain	4 003	Other Arab countries	8 615
Qatar	3 466	Europe & R O W	4 507
Oman	2 915	Sub Total	35 883
Sub Total	43 918	Average monthly sales	79 801

GRAND TOTAL OF AVERAGE NET MONTHLY SALES 2012

79801

COPIES

Average circulation 2012



Some of our Advertisers



Our Readers are Tomorrow's Leaders

AL FARES is a unique and highly successful up - market specialised publication exclusively aimed to interest the high income Arab male. With over 100 pages of sports, fashion, society news, travel, cars, yachts, executive jets, real estate, health and much, much more, AL FARES reflects the lifestyle of the affluent and influential Arab man.

AL FARES belongs at the top of every advertiser's list. AL FARES The leading up - market monthly Pan Arab magazine for men.

* Source: DAS Research Dept.

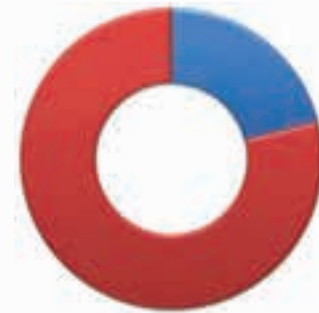
Readership

Al Fares, with a monthly circulation of 79801 copies , is read by the young and wealthy men throughout the Arab world. The editorial mix of fashion, sports, health, celebrities, yachts and executive jets gives advertisers a high-class platform for their products and services.

Readership profile

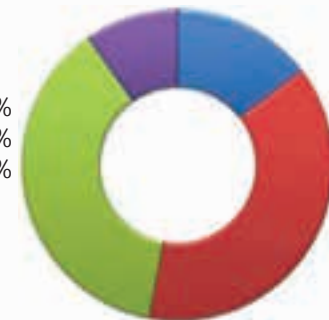
Sex

Male	75 %
Female	25 %



Age Group

15-19 years	15%
20 -29 years	39%
30-39 years	38%
40 years and above	10%



Source: DAS Research Dept.



Advertising Rates in US Dollars

FREQUENCY OF INSERTIONS	1-4	5-8	9-12
FULL COLOUR			
Front to Back Cover Gatefold (2 pages)	18000	17700	17400
Outside Back Cover	12300	12000	11700
Inside Front Cover	6800	6650	6500
Inside Back Cover	6200	6000	5800
Inside Front Cover Spread	13600	13100	12600
Double Page Spread	10900	10700	10500
Inside Page	5700	5600	5500
Half Page	3600	3550	3500
TWO COLOUR			
Double Page Spread	9000	8800	8600
Inside Page	4600	4550	4500
Half Page	2850	2800	2750
BLACK & WHITE			
Double Page Spread	6500	6350	6200
Inside Page	3500	3450	3400
Half Page	2200	2175	2150

Technical Specifications

Printing: Rotary web offset on glossy paper.

Binding: Saddle Stitch

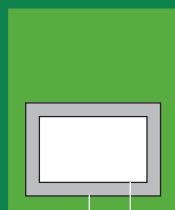
Screen: Full colour 133, mono or two colour 110.

Copy dates: 30 days prior to publication date.

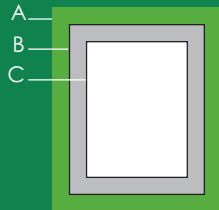
Cancellations: 2 months notice.

Translation: If required, advertising text will be translated into Arabic free of charge.

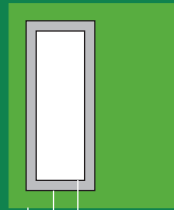
Format: EPS, JPEG, PDF, TIFF.



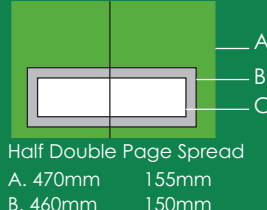
Half Page - Horizontal
A. 240mm 155mm
B. 230mm 150mm
C. 200mm 140mm



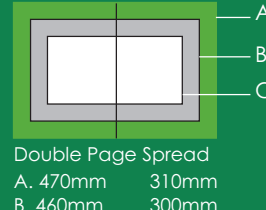
Full Page
A. 240mm 310mm
B. 230mm 300mm
C. 200mm 280mm



Half Page - Vertical
A. 120mm 310mm
B. 115mm 300mm
C. 100mm 280mm



Half Double Page Spread
A. 470mm 155mm
B. 460mm 150mm
C. 400mm 140mm



Double Page Spread
A. 470mm 310mm
B. 460mm 300mm
C. 400mm 280mm

A= Bleed Size
B= Trim Size
C= Type Area

AL FARES IS ALSO IN 1ST & CLUB
CLASS ON BOARD OF MANY ARAB
AIRLINES & IN 5 STARS M.E. HOTELS
TOO



Emirates
Jordanian
Airlines

Egypt Air
Etihad Air



6 reasons why your company will achieve results from advertising in Al Fares:

- 1 A readership of over 400,000 per issue.
- 2 Distributed in all Arab countries and to Arabs all over the world.
- 3 Each issue stays on the market for a full month.
- 4 Backed up by Dar Assayad's 69 years experience.
- 5 Contains editorial, which reflects the lifestyle and interest of the affluent and influential Arab man.
- 6 It is published in the highest refined standards that attracted a wider base of GCC readers



Years
of Great Journalism



Dar Assayad Celebrating the Platinum in 2013