

MAGAZINE

Advertising Specifications

Full Page	Trim size:	225mm x 300mm
	Bleed size:	235mm x 310mm
DPS	Trim size:	450mm x 300mm
	Bleed size:	460mm x 310mm
Half-Page Horizontal	Trim size:	225mm x 150mm
	Bleed size:	235mm x 160mm
Half-Page Vertical	Trim size:	113mm x 300mm
	Bleed size:	123mm x 310mm

Position	(AED)
Run of Page:	24,600
Inside Back Cover (IBC):	32,400
Opposite Contents Page:	33,600
Inside Front Cover Page (IFCP):	39,600
Double Page Spread (DPS):	48,600
Outside Back Cover (OBC):	48,600
Inside Front Cover Spread (IFCS):	66,000
Reverse Gatefold:	72,600

There will be a 20% loading charge on any special or guaranteed positions.

SUPPLEMENTS

Position	(AED)
Full Page	40,000
Double Page Spread	60,000
Inside Back Cover	60,000
Outside Back Cover	82,000

Position	(AED)
Inside Front Cover Spread	90,000
Reverse Gatefold	130,000
Opp Contents/Editor's Letter	50,000

WEBSITE

Onsite Display Advertising

Position	CPM (AED)
MPU (multi-page unit)	257
White Space Banner	330
Leaderboard	330
Expanding Leaderboard (with/without video)	349
Half Page	349
Overlay (eyeblander)	367
Home Page Roadblock (per day)	36,720
Interstitial	551
Page Peel	551
Content Push (Time Out sites)	551
Content Push (Ahlan! sites)	551
Smart Links (per month)	36,720
Microsites	55,080
Channel Sponsorship (per month)	36,720
Branded Background (per week)	18,360

Newsletter Advertising

Position	(AED)
Top of Newsletter	12,852
Right of Newsletter, top half	11,016
Middle of Newsletter	11,016
Middle of Newsletter	5,508

Email Blasts (EDM)

Format	CPM (AED)
Dedicated emailshots	1,285