



# أهل واصل Ahlan Wasahlan

MEDIA KIT  
2019



## Background

Established in 1976.

Monthly Arabic and English publication.

The only publication distributed freely to all passengers in domestic and international flights.

Targeting Saudi Arabian Airlines passengers (Saudi Nationals, Arab and foreign expatriates, in addition to business, Umra and Hajj visitors).

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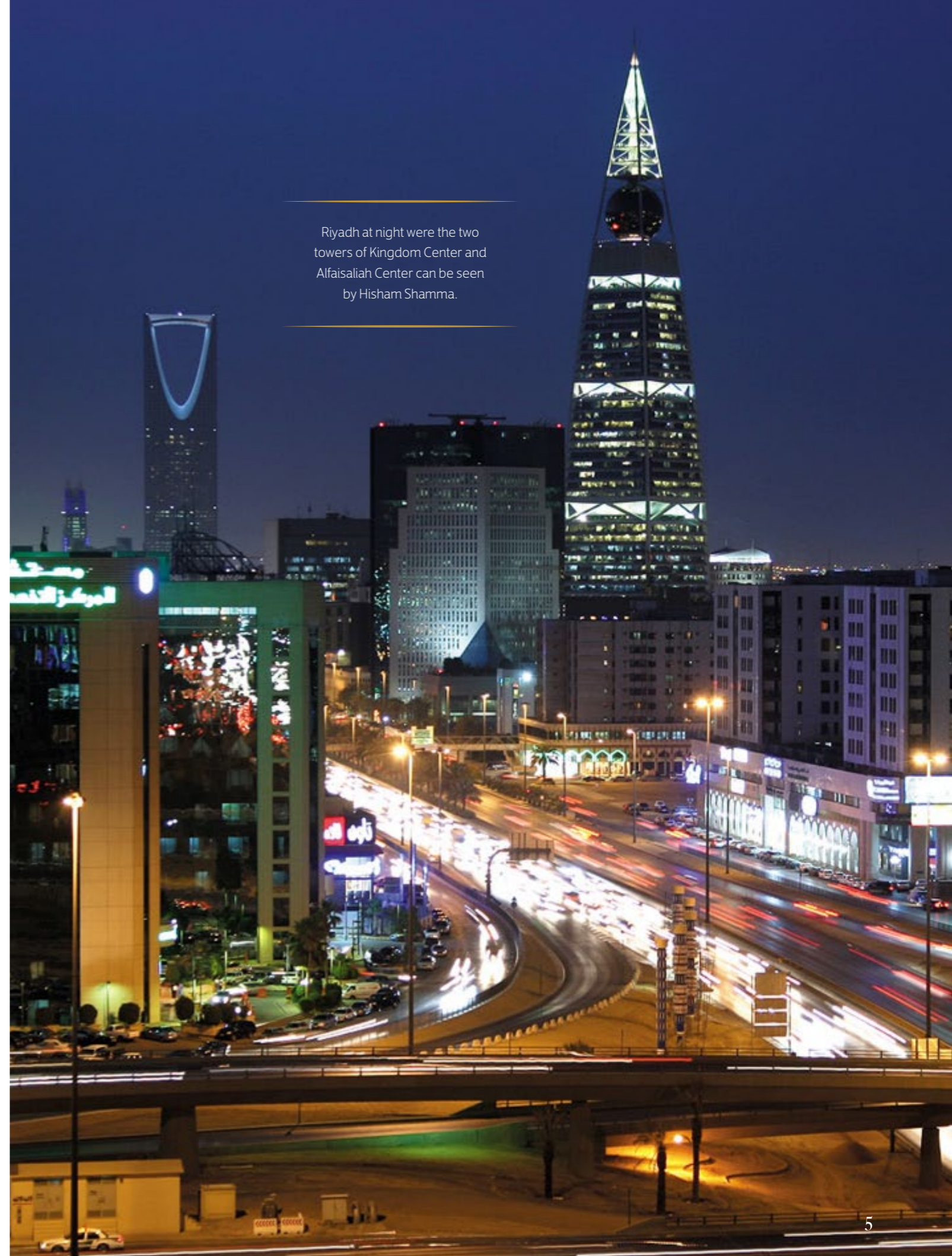
## Editorial Content

The best of local and international syndicated content to entertain the readers of Ahlan Wasahlan.

Genuine reports about travel and tourism in Saudi Arabia, Arab World and different countries in the world.

Features about culture, arts, environment, historical sites, business and economics, family, science and technology.

Health, nutrition, cuisine and recipes, family and social issues in addition Children space (short stories, drawings and paintings).



Riyadh at night were the two towers of Kingdom Center and Alfaisaliah Center can be seen by Hisham Shamma.





## Circulation on Air & Land

- Saudia passengers.
- Subscribers of SRPC's and SSPC's publications.
- A VIP list of readership in KSA.
- Saudi Arabian Airlines offices worldwide.
- All travel agencies.
- Saudi embassies worldwide.



Traditional covered balconies (Rawashen) in Old Jeddah.



## Penetration

More than 85,000 domestic , regional and international flights per year.

More than 2.5 million of readership monthly.

**More than 28 million travelers yearly.**  
An average of 2 million travelers monthly.  
More than 6 Million travelers during summer.  
More than 3 Million travelers for Hajj.  
More than 2 Million travelers for Umra.



Sunset in Alkhubar  
by Omran Haidar.



## Reaching Your Consumer

The majority of Saudi nationals traveling for business or tourism use their national airlines.

Arab and non Arab expatriates travel with Saudi Arabian Airlines primarily for their business trips and vacations.

In Arab World and all the countries around the world where Saudia flies.

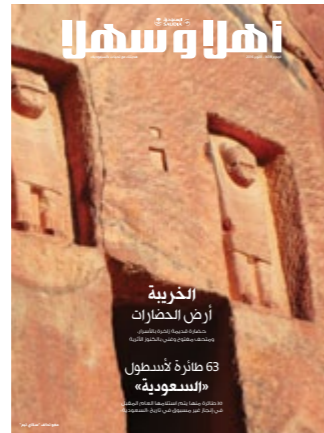


The Four Mountains near AlAhsa  
by Mohammed AlFuhaid.

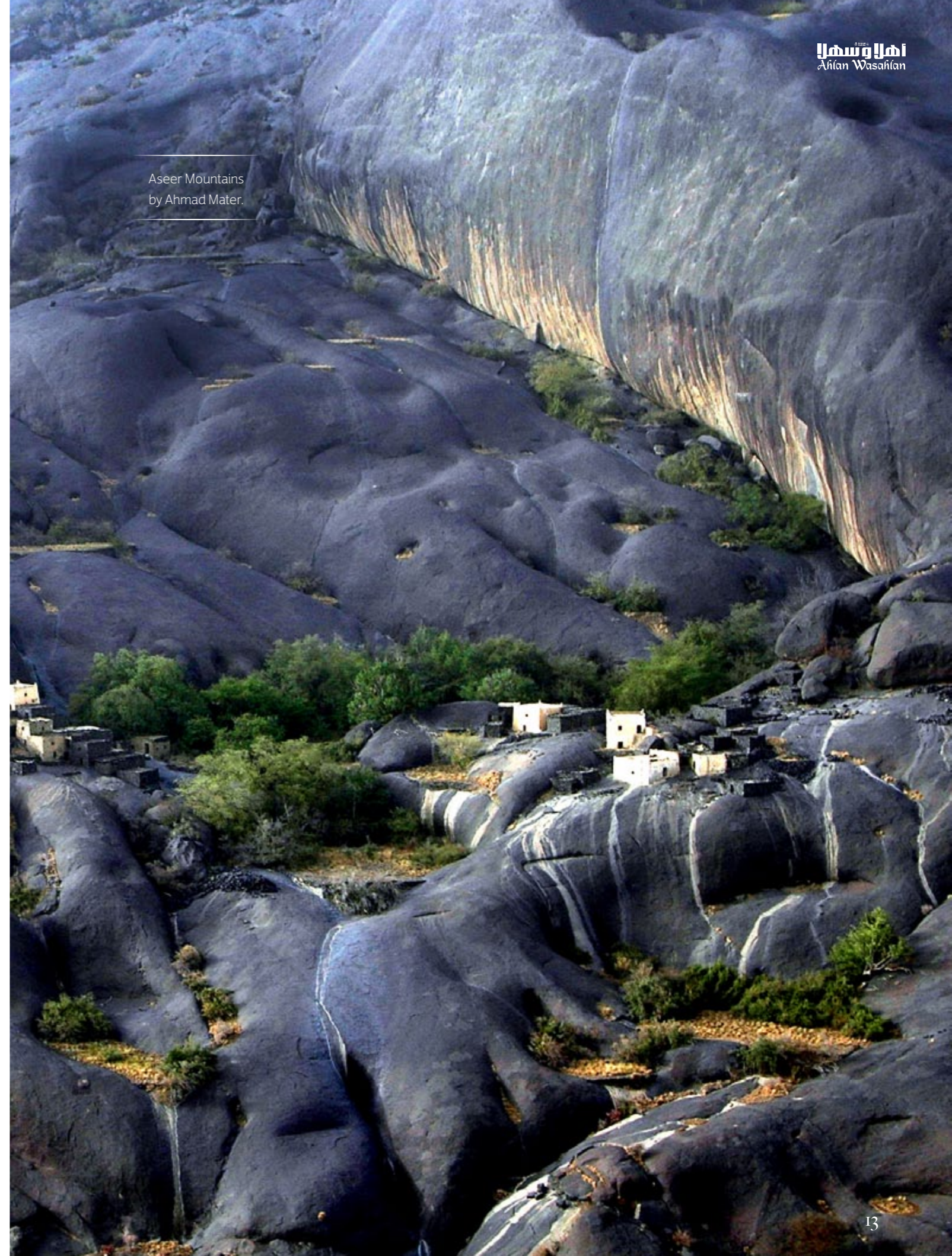




# Conclusion



Aseer Mountains  
by Ahmad Mater.





## 2019 Rate Card

	(SR)	(USD)
Inside Front Cover Spread (IFCS)	150,000	40,000
Inside Front Cover (IFC)	80,000	21,333
Inside Back Cover Spread (IBCS)	135,000	36,000
Inside Back Cover (IBC)	76,000	20,267
Page 1	78,000	20,800
Page 3	75,000	20,000
Page (9-19)	70,000	18,667
DPS (12-15)	145,000	38,667
DPS (inside)	120,000	32,000
Inside Full Page	60,000	16,000
1/2 Page 4	40,000	10,667
1/2 Page inside (49, 57)	35,000	9,333

## Publication Frequency

### Publication Date

1st day of every month.

### Booking Deadline

30 days prior the publishing date.

### Material Deadline

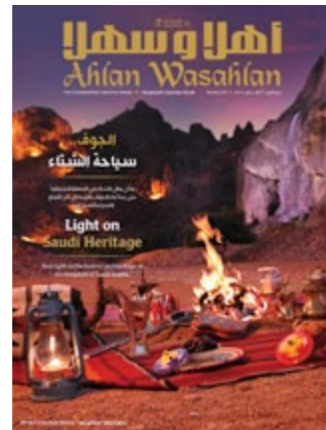
20 days prior the publishing date.

Alhada Road  
by Ahmad Mater.



## Advertising Material

Picture Color Mode: CMYK.  
Picture size (pixel): 300 dpi.  
File format: PDF / Tiff.  
Delivered by advertisers or agencies on a CD with a color proof.



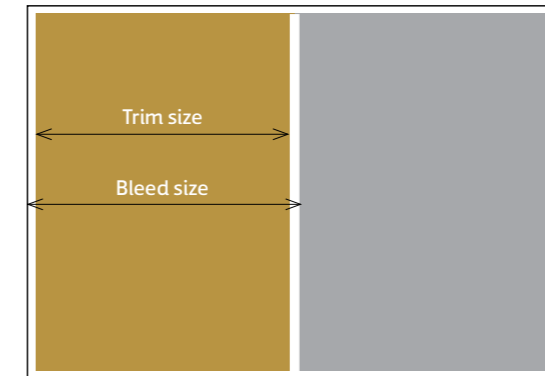
## Remarks

No cancellation on bookings of any prime location. For other positions, all cancellations must be made in writing 30 days prior to the publishing date to avoid penalties.

Cancellations made before 15 days of the publishing date will be subject to a 50% penalty.

No cancellation allowed after the 15th of every month.

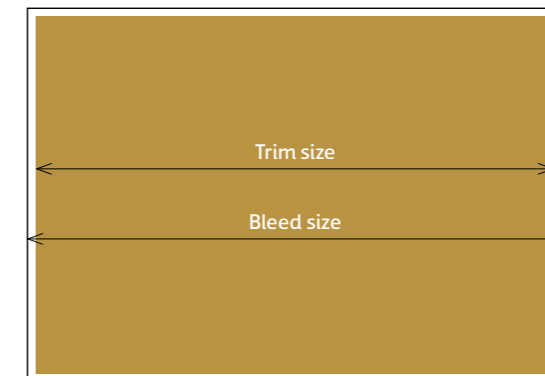
## Mechanical Requirements



### Single Page Size

**Trim size:** w 210 X h 280 mm

**Bleed size:** w 220 X h 290 mm



### DPS Size

**Trim size:** w 420 X h 280 mm

**Bleed size:** w 430 X h 290 mm