

JAMALOUKI MAGAZINE 2018 RATE CARD





JAMALOUKI

PAN-ARAB WOMEN'S MONTHLY

MAGAZINE

Since 1984, Jamalouki has served as a leading magazine for Arab women, featuring international content which uniquely meets with the lifestyle needs of regional readers.

Jamalouki is distinguished for its innovative editorial standards, as well as its unrivalled coverage of features on fashion, cosmetics and fragrances, watches, jewellery, luxury goods and healthy cooking.

The magazine also extends comprehensive updates on cultural and social happenings.

Language Arabic
Issue date 15th of every month
Frequency Monthly (July/August combined issue)
Distribution Pan Arab Market



EDITORIAL STRATEGY

11 ISSUES PER YEAR, COVERING ALL INTERESTS ASSOCIATED WITH MODERN ARAB WOMEN.

1 ADDITIONAL STANDALONE SUPPLEMENT WILL BE PUBLISHED IN 2018:

MAY: BRIDAL SUPPLEMENT



EDITORIAL CALENDAR

- January:** Accessories Special
- February:** Season Transition
- March:** The Spring Fashion Issue SS18
- April:** The Spring 2018 Beauty Issue
- May:** The Oriental Issue (Ramadan Special)
- June:** The Travel Issue
- July/August:** The PreFall 2018 Issue
- September:** The Fall Fashion Issue FW18-19
- October:** The Fall 2018 Beauty Issue
- November:** The Cruise 2019 Issue
- December:** The Guest Edited Luxury Issue

2018 RATE CARD IN US DOLLARS

FREQUENCY

I-II

Outside Front Cover Gatefold	19,000
Inside Front Cover Spread	17,200
Inside Front Cover	9,300
Inside Back Cover	8,200
Outside Back Cover	17,200

FREQUENCY

I-5

6-9

10+

Full Page	7,200	7,000	6,900
Before Index	8,200	8,100	8,000
Facing Index	8,200	8,100	8,000
F Editor/F Backstage/F Cause of the month	8,200	8,100	8,000
Double Page Spread 2 & 3	16,400	16,200	16,000
Double Page Spread 4 & 5	16,400	16,200	16,000
Double Page Spread 6 & 7	16,400	16,200	16,000
Double Page Spread	14,400	14,000	13,800
Half Page	4,320	4,200	4,140
One Third Page	2,880	2,800	2,760

- 15% Advertising Agency Commission
- 15% Extra charge applies to Fixed Positions

All rates are excluding V.A.T

CANCELLATIONS

Prime Positions – Cancellation of confirmed bookings is not possible.

Inside pages – Written instructions are required 8 weeks prior to publishing date.

SPECIAL OPERATIONS

Quotations will be provided upon request. The publisher reserves the right to release one or more operation in a single issue without prior notice.

NOTE

Advertisers and their agencies are responsible for the copy & content of their advertisements.

The Publisher reserves the right to decline any advertisement that he judges not suitable for print.

MECHANICAL SPECIFICATIONS

Material requirements:

Material to be submitted on CD along with Proof

Format to be in Photoshop (JPEG, EPS or PDF)

Resolution to be 300 DPI and above

Material deadline for all advertisements

Minimum of 3 weeks prior to publication date.

CIRCULATION

Jamalouki Magazine enjoys extensive distribution channels in 10 Arab countries and a significant presence in Europe and the United States.

KSA	43,110
LEBANON	8,400
UAE	8,100
JORDAN	3,520
SYRIA	2,200
KUWAIT	1,810
EGYPT	1,500
MOROCCO	1,200
OMAN	950
QATAR	850
BAHRAIN	700
OTHERS	2,100

TOTAL CIRCULATION 74,440

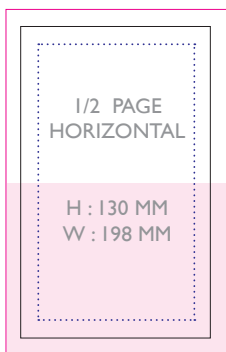
TECHNICAL SPECIFICATIONS



- BLEED SIZE
H : 295 mm | W : 230 mm
- TRIM SIZE
H : 285 mm | W : 220 mm
- TYPE AREA
H : 260 mm | W : 198 mm

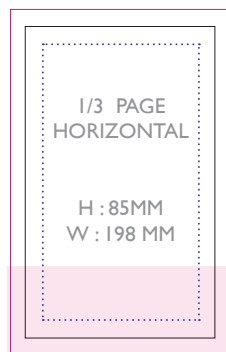


- BLEED SIZE
H : 295 mm | W : 460 mm
- TRIM SIZE
H : 285 mm | W : 440 mm



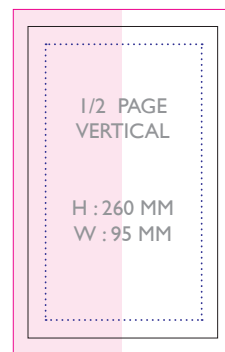
1/2 PAGE
HORIZONTAL

H : 130 MM
W : 198 MM



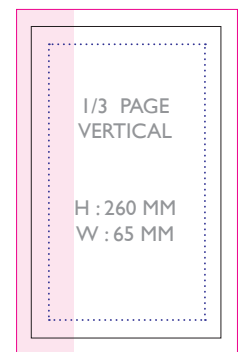
1/3 PAGE
HORIZONTAL

H : 85MM
W : 198 MM



1/2 PAGE
VERTICAL

H : 260 MM
W : 95 MM



1/3 PAGE
VERTICAL

H : 260 MM
W : 65 MM

* Bleed: Please add 5 mm to each side of the bleed area

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