

كل الأسرة KUL AL'USRA



Media Kit 2016

Message from the Editor

For two decades Kul Al Usra has been a leading weekly magazine in the Middle East, one that is cherished by its loyal readers. Launched in 1993 by the late Taryam Omran founder of Dar Al Khaleej for Print & Publishing who believed in the nourishing minds and adding value to their lives through media. Taryam's innovative ideas and projects have significantly contributed to the Arab media landscape and continue to do so to this very day.

It is indeed a great privilege for me to be continuing this legacy. Kul Al Usra whose title translated means 'all the family' has lived up to its name, a name that encapsulates its mission, which aims at reaching every single member of the family by catering to their individual interests.

Throughout the years Kul Al Usra magazine has continued to carry the responsibility of both entertaining and educating its readers by bringing to light sensitive aspects of society and providing readers with innovative, entertaining news as well.

In its 20th year Kul Al Usra magazine continues to be successful in maintaining a high standard in the market, the independent circulation figures precisely display the support and loyalty of the masses. This motivates us to continue to strive hard in order to live up to the expectations of our readers, week after week. The vitality and versatility of our magazine allows it to be the perfect medium to help you reach your goals.

I would like to take the liberty to thank my team and our esteemed advertisers....! With your continuous support and encouragement, I am sure that we will be accomplishing our mission in delivering the best to our readers in the Arab world.

*Editor in Chief,
Ameera A. Taryam*

DISTRIBUTION

Kul Al Usra is considered, since 1993, as one of the leading family pan Arab weeklies, reaching one third of the Arab adults in UAE.

Amongst the segment of Arabic Weekly readers,

Kul Al Usra total readership stands at **36.6%**

CIRCULATION BREAKDOWN

Frequency: Weekly

Publication Date: Tuesday

Years published: 22 years, first publication 1993

Average pages: 224 full colour pages

Cover Price: 5 Dhs

Total Circulation: 104,250

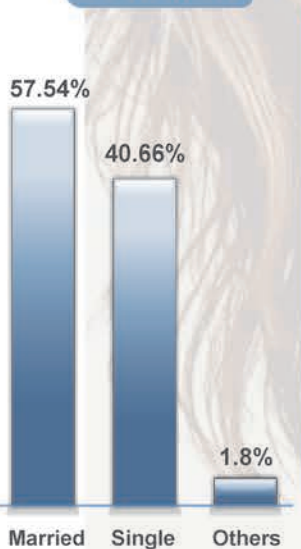
UAE Weekly Total Issue Readership 2015	
Kul Al Usra	36.6%
Other Arab Weeklies	1.8%
Other English Weeklies	1.8%
Other Arabic Weeklies	1.8%
Other English Weeklies	1.8%
Other Arabic Weeklies	1.8%
Other English Weeklies	1.8%
Other Arabic Weeklies	1.8%

United Arab Emirates	
Dubai	13,900
Abu Dhabi	12,000
Sharjah	7,800
Al Ain	5,300
Ras Al Khaimah	3,500
Fujairah	2,900
Ajman	2,500
Umm Al Quiwain	1,800
Total	49,700

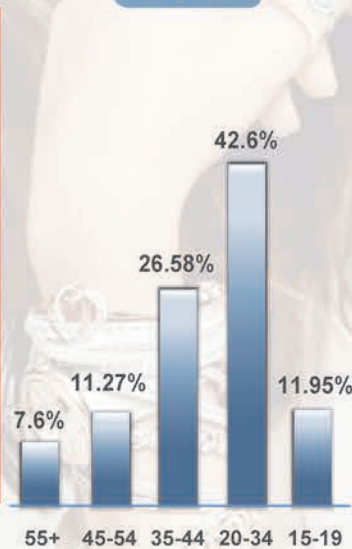
GCC Countries	
Saudi Arabia	27,500
Sultanate of Oman	6,200
Bahrain	4,700
Qatar	4,200
Kuwait	1,800
Total	44,400

Other Countries	
Egypt	3,500
Lebanon	2,100
Morocco	1,500
Jordan	1,300
Yemen	800
England	700
France	250
Total	10,150

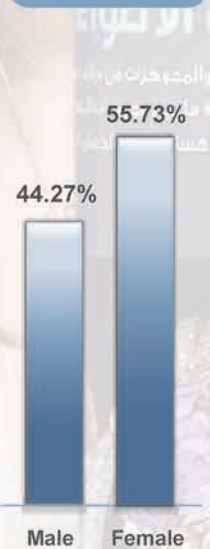
Marital Status



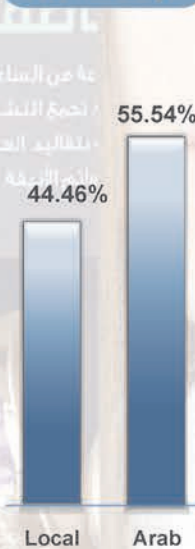
Age



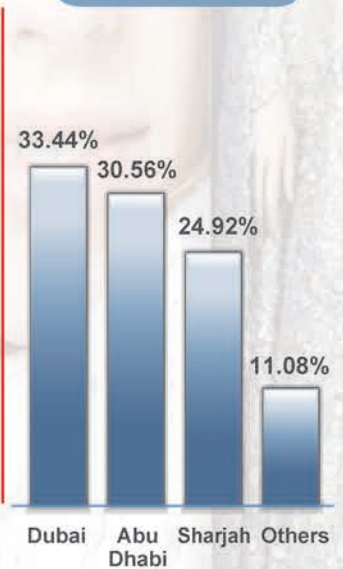
Gender



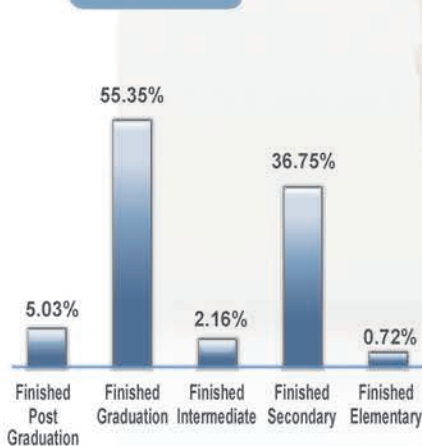
Nationality



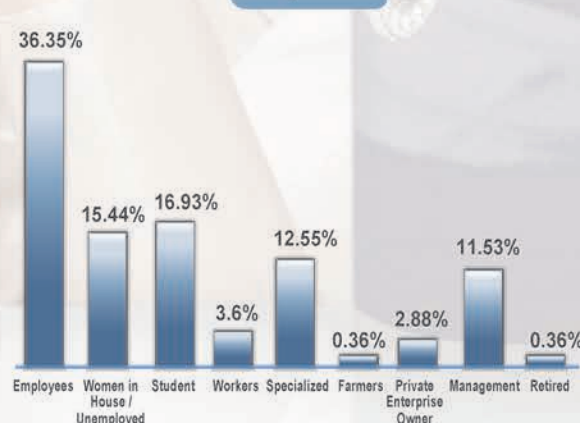
Area of Residence



Education



Occupation



Family Income



ADVERTISING RATES

4 COLOURS	AED
Front Cover GATE FOLD	60,000
Inside Front Cover Spread	45,000
Outside Back Cover	36,000
Inside Front Cover	27,000
Inside Back Cover	24,000
Double Page Spread Inside	36,000

4 COLOURS	AED
1/2 Page Spread Inside	21,000
Full Page	18,000
1/2 Page	10,500
1/3 Page	9,000
1/4 Page	6,750

Special Positions:

- 30% extra from page 1 to 30
- 20% extra from page 31 to 50
- 10% extra for special sections

Advertising Agency commission: 20%.

- Invoices are rendered on date of publication of the advertisement and are due within 30 days.
- Inserts, Reply cards & Advertorial rates individually negotiated.

MECHANICAL DATA



DPS	FPC	GATE FOLD
245 x 405 mm Print Area	245 x 185 mm Print Area	245 x 399 mm Print Area
290 x 450 mm Bleed	290 x 230 mm Bleed	290 x 444 mm Bleed
280 x 440 mm Trim	280 x 220 mm Trim	280 x 434 mm Trim

TECHNICAL SPECIFICATION

Artwork required	CD + progressive proof or laser print out + tiff or PDF 300 dpi
Printing	Rotative on Glossy Paper
Screen	133 lines/ inch - Color & B/W, 150 or 133 lines/inch
Cover paper	170 gms for Cover
Inside pages paper	80 gms for Inside pgs.
Ink Sequence & Ink Density	Process Ink European scale
Booking Deadline	3 weeks prior to Issue Date
Cancellations	Instructions in writing 3 weeks prior to Issue Date



1/2 Page Vertical	1/2 Page Horizontal	1/3 Page Vertical	1/3 Page Horizontal	1/4 Page Vertical	1/4 Page
245 x 90 mm Print Area	125 x 185 mm Print Area	245 x 60 mm Print Area	80 x 185 mm Print Area	245 x 45 mm Print Area	125 x 90 mm Print Area
290x 110 mm Bleed	140 x 230 mm Bleed	290 x 70 mm Bleed	90 x 230 mm Bleed	290 x 55 mm Bleed	140 x 110 mm Bleed
280 x 105 mm Trim	135 x 220 mm Trim	280 x 65 mm Trim	85 x 220 mm Trim	280 x 50 mm Trim	135 x 105 mm Trim

KUL AL'USRA كل الأسرة

KUL AI USRA SECTIONS



Fashion



Beauty



Lifestyle



Health



Celebrities



Travel



Art & Culture



Decoration



Cooking



Technology

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KUL AL'USRA كل الأسرة

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