

Venture

The Business Intelligence Channel

MEDIA KIT 2017



EDITORIAL BRIEF

Venture magazine is a business magazine geared toward Jordan's forward-thinking and creative agents of change. In keeping readers abreast of the latest news and trends in business, Venture sets the standard for groundbreaking reporting and analysis in Jordan and abroad. The magazine delivers the insider's views on business and industry, as well as competitive news to help readers advance their careers and increase income, manage change and invest more profitably. The magazine also covers new technological trends in different sectors, e.g., financial, health, hospitality, marketing, etc.

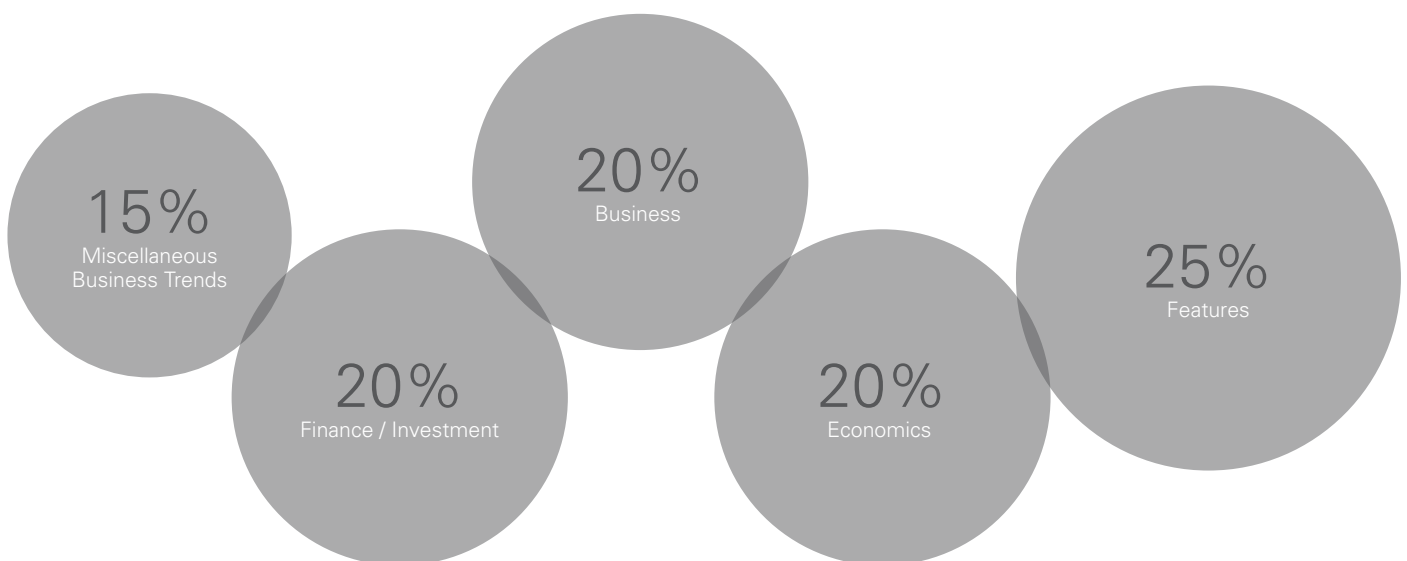
Venture magazine follows a strict unbiased editorial and reporting policy that doesn't sensationalize news and events and will give ample space to imperatives that affect the public and influence the welfare of the Jordanian economy. The magazine's reporting is not limited to big-business and economic matters, but will sufficiently cover entrepreneurial efforts and up and coming smaller players, freelancers and ventures.



MAGAZINE SEGMENTATION

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NEWS AND VIEWS | ENTREPRENEURS | MARKET REVIEW | CHEAT SHEETS | ANALYSIS | BANKING | E-COMMERCE | TECHNOLOGY SECTORS | EDUCATION | CONSTRUCTION | STARTUPS | INDUSTRIES | MONEY | FINANCE | INTERVIEWS | ONLINE BUSINESSES

*% above reflects a general segmentation and may be subject to change.

Venture Magazine

LAYOUT

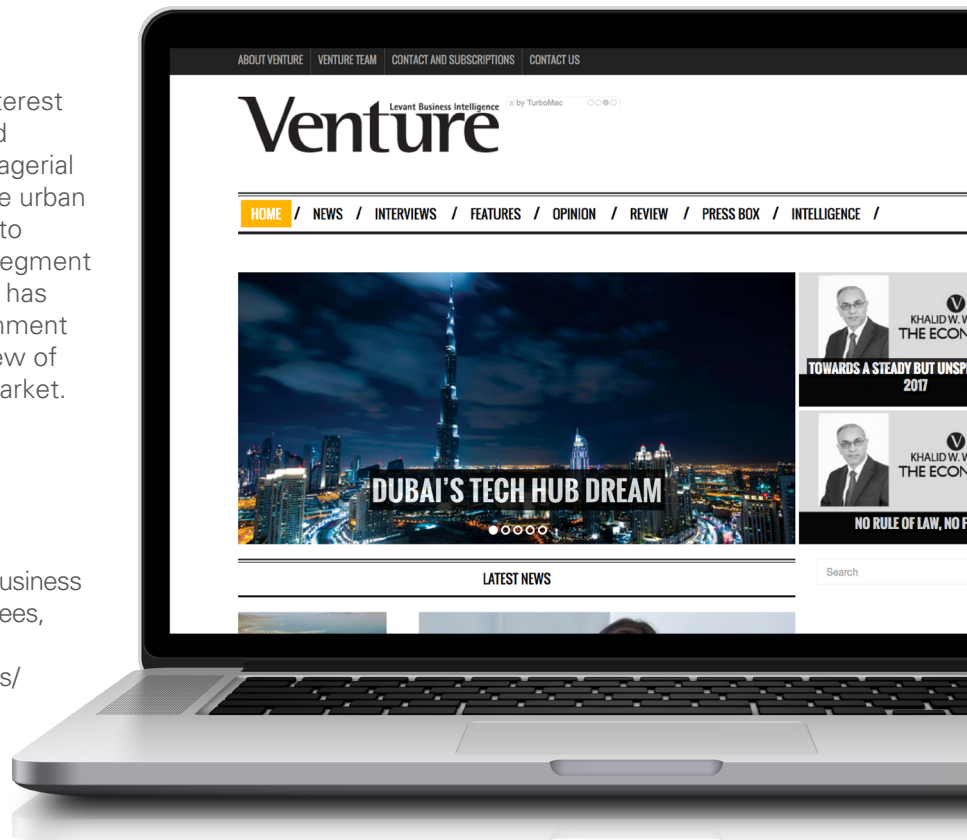
Venture's printing quality is much higher than average. The magazine's visual content policy is to use images of the highest resolution and illustrations that are witty and engaging. Venture follows an information-design approach to layout, as well as a well-balanced white space ratio.



TARGET AUDIENCE

Venture targets audiences with a keen interest in business and economic matters. A good percentage of its readership is in key managerial positions, including young upwardly-mobile urban professionals. The magazine also appeals to professional women, who are a growing segment in the Jordanian workplace. The magazine has also gained the interest of Jordan's government sector, as it provides them with an overview of economic, social and legal trends in the market.

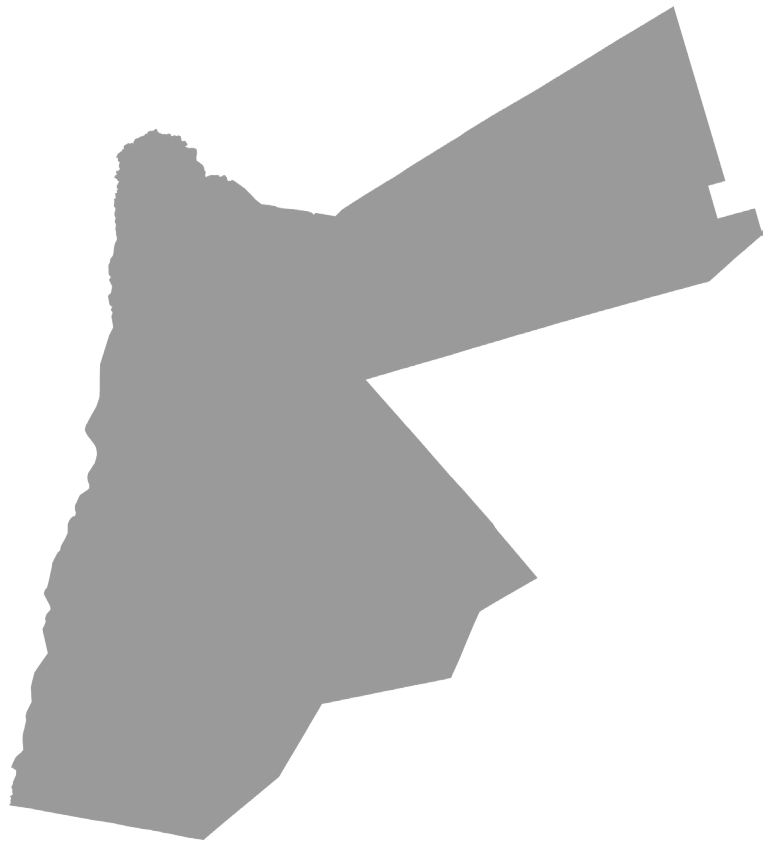
- Unisex
- Middleclass to Upper Class
- Local readers and Expatriates
- Targeted age group; 23 - 55+
- Interests and occupations: Entrepreneurs, Business and Economic Enthusiasts, Corporate Employees, Corporate Management, Business Owners
- Curious by character – aware of business/ economic concepts, interested in local opportunities and business trends



DISTRIBUTION

Venture magazine maintains a strict and reliable distribution system for magazines sold via services provided by a dependably outsourced media distribution company. Known for their efficiency and ability to provide a targeting form of coverage, Venture magazine's current POS networks have played a positive role in the magazine's target reach and level of accessibility.

Venture can be purchased from more than 100 specifically selected venues found accessible in commercially populated areas located in Jordan's capital, Amman. The magazine currently distributes **8,000** copies monthly and maintains a selective complimentary distribution network, reserved for Jordan's business leaders, company management and corporate staff.



VENTURE DISTRIBUTION NETWORK FOR COMPLIMENTARY ISSUES:

- The Royal Court
- CEO's
- VIP list
- Corporate business (banks, telecommunications, big multinational establishments - investment firms - business development organizations, and much more...
- News agents
- Five-star hotels and resorts
- Embassies, ministries and NGOs
- Gyms, health centers, and spas
- Hospital and clinics (West Amman)
- Restaurants and coffee shops
- On board Royal Jordanian Airlines (first class)
- Queen Alia Airport VIP Lounges
- Private jets
- Mailing list abroad

RATE CARD

SPACE & LOCATION	PRICE (JOD)
First page	1350
Inside full page	1100
Inside full Page (first 35 pages)	1200
Outside back cover	4500
Inside front cover	1900
Inside back cover	1900
Gate fold	3000
Double page spread	2000
Half page*	600
Belly band*	2100
Book mark*	2100
Flyers*	550

*There is no discount on this item.

**Please note that all rates are subject to 16% Sales Tax.

TECHNICAL SPECIFICATIONS

Half PAGE

Trim size: 20.3 x 13.35 c.m

Bleed size: 21.3 x 14.35 c.m

Trim size: 10.15 x 26.7 c.m

Bleed size: 11.15 x 27.7 c.m



SINGLE PAGE

Trim size: 20.3 x 26.7 c.m

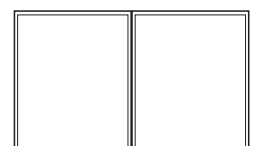
Bleed size: 21.3 x 27.7 c.m



Double page spread

Trim size: 26.7 x 40.6 c.m

Bleed size: 27.7 x 41.6 c.m



- Artwork is required before the 25th of each month.

- 300dpi CMYK print ready high resolution TIFF formats accepted.

- Files can be supplied on CD or via email.

ONLINE DAILY BUSINESS NEWS

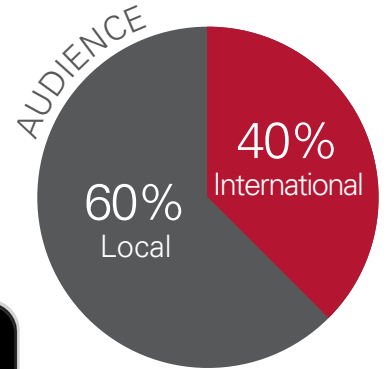
Venture magazine launched its new website in 2014, offering its readers daily insight into the different business sectors in Jordan and the Levant. The new website offers advertisers with the chance to communicate with some of the most influential people in the region.



15,000+
Unique users



20,000+
Viewership



Banner 1

Banner 2

Banner 3

Banner 4

Banner 5 / E-newsletter

E-newsletter **2,500+**
Subscribers & Email addresses

SIZE (pixels)	GIF / JPEG (FILE SIZE)	FLASH	ANIMATION TIME	LOOPING	DURATION	PRICE (JOD)
Banner 1: 770 X 375	40K	40K	UNLIMITED	UNLIMITED	1 MONTH	650
Banner 2: 728 X 90	40K	40K	UNLIMITED	UNLIMITED	1 MONTH	400
Banner 3: 300 X 530	40K	40K	UNLIMITED	UNLIMITED	1 MONTH	350
Banner 4: 300 X 250	40K	40K	UNLIMITED	UNLIMITED	1 MONTH	250
Banner 5: 600 X 140	40K	40K	UNLIMITED	UNLIMITED	1 MONTH	500

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