



WELCOME TO
PORTFOLIO.

**Exclusively
Elite Skywards
members**





**DO YOU WANT TO
ENGAGE WITH THE TOP 1%
OF THE GCC'S ELITE
TRAVELLER COMMUNITY?**

Platinum privileges are exclusively reserved for Emirates Airline's most elite class of frequent flyer*

Comprising first and business class frequent flyers, this select community of luxury consumers are some of the wealthiest and most discerning consumers in the GCC

Portfolio is the exclusive content platform for this VIP community

*150,000 Tier Miles or more



FREQUENT FLYERS PROFILE

Emirates Platinum frequent flyers are three times more likely to hold positions of CEO, president or board member



Frequent flyers are discerning purchasers of the following categories:

- Jewellery
- Watches
- Designer suits and dresses
- Golf membership
- High-end computers
- Executive and sports cars
- Private investments
- Private banking services
- Private healthcare
- High-end properties
- Luxury holidays
- Quality food and drink
- Luggage and handbags



LUXURY CONSUMERS

Emirates frequent flyers are more than twice as likely to spend \$US4,600+ on a watch if they plan to buy one in the next 12 months

Emirates frequent flyers are more likely to buy a car that is \$US46,000+ in value

80% of Emirates passengers are three times more likely to make major private investments

AUDIENCE PROFILE

Portfolio reaches

10,000

selective, cultured, demanding, natural luxury consumers who are almost impossible to reach by any other means



Individuals who travel at least two to three times per month to international destinations for business or leisure with access to the cultural and financial capitals of the world



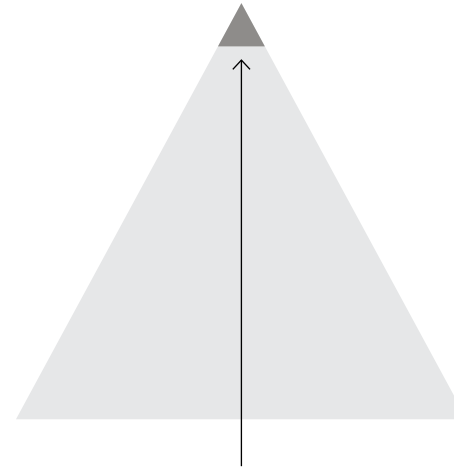
HNW and UHNW individuals who spend more than \$US100,000 per year on air fares



Platinum Emirates Skywards members are more likely to be CEO's, presidents, directors and board members, allowing you to target and influence key decision makers



Premium passengers are early adopters, embracing new technology and hardware sooner than their peers to help simplify and make their lives more productive



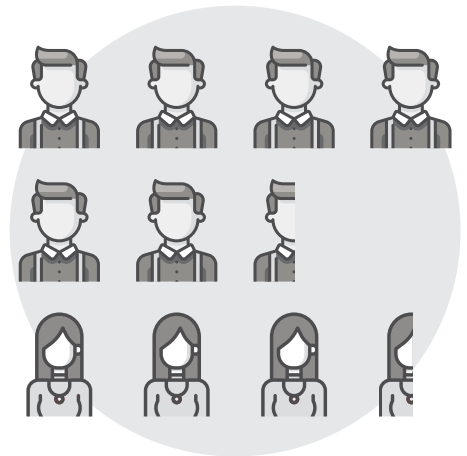
Portfolio reaches the

Top 1%

of the entire Skywards community



Predominantly over 35 years of age, but with a rising influx of the 'New Luxury Elite' - younger consumers and family members



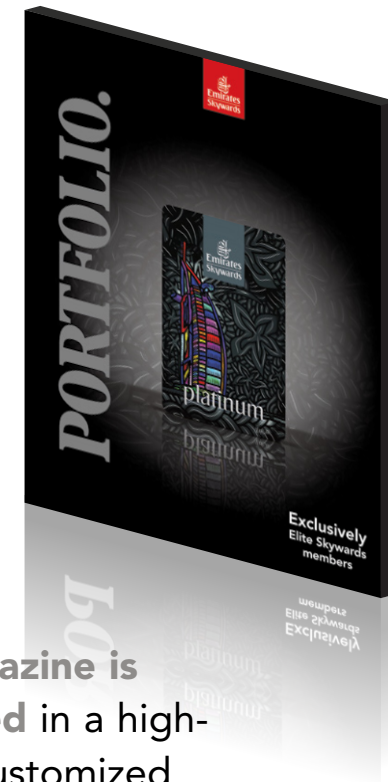
Platinum membership comprises 65% men and 35% women

BESPOKE PUBLICATION

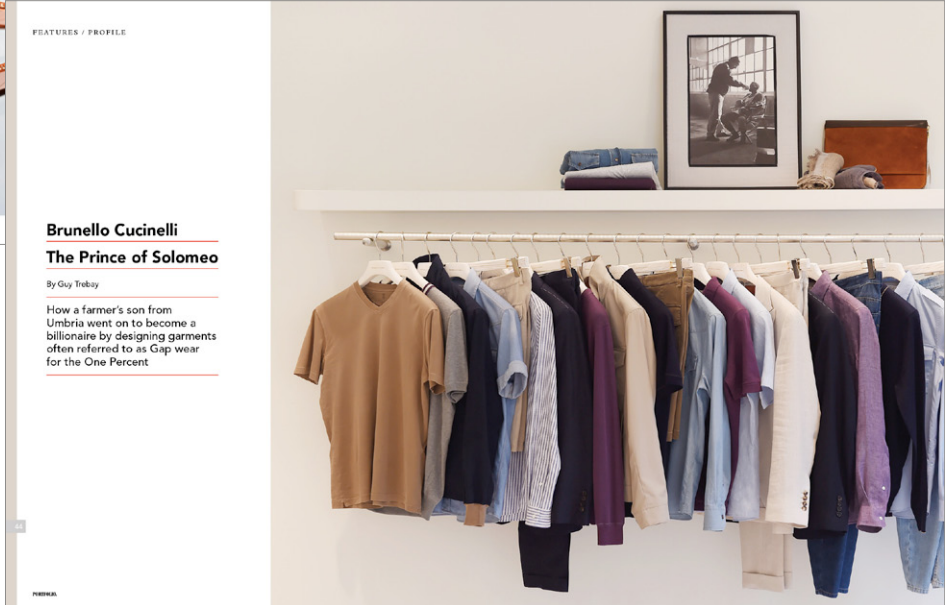
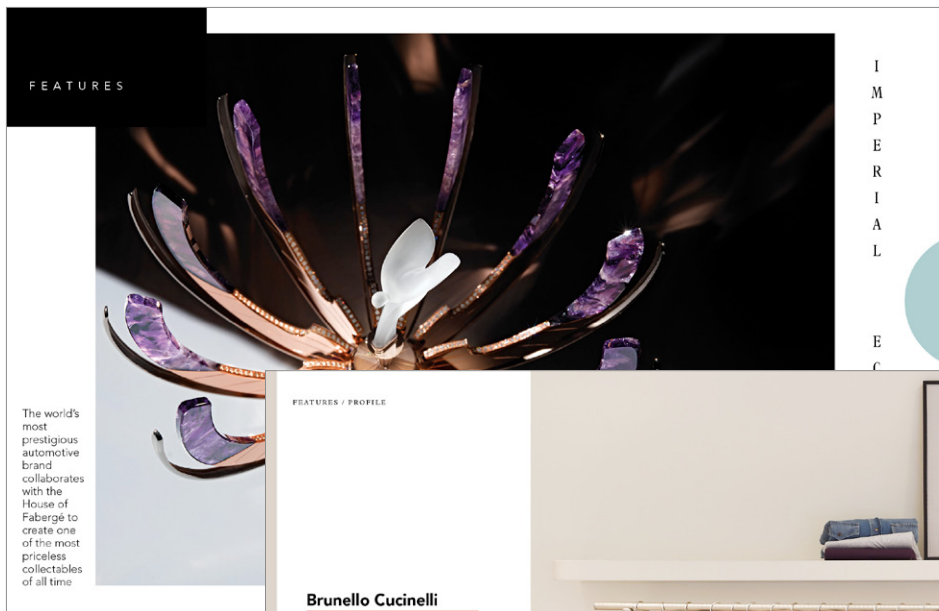
The Business of Life and Living: content targeting the intelligent, cultured global citizen who is curious, well-read, business-savvy and technologically engaged

Editorial includes business and investment, art and culture, collectibles, motoring, travel, technology, property, design, fine living and luxury goods

Portfolio is hand-delivered directly to all Platinum and IO Skywards members

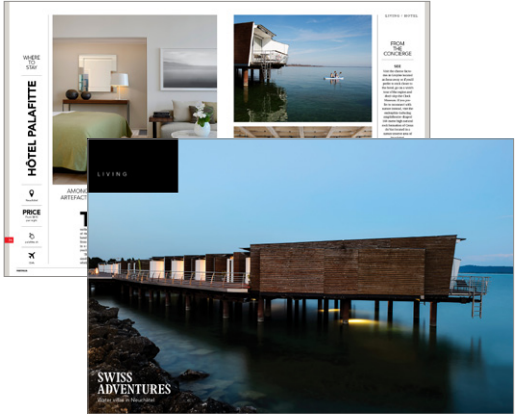


The magazine is presented in a high-quality customized sleeve



Special operations in partnership with high-end clients can be arranged

Bespoke inserts and customized packaging on request



Portfolio reaches the top 1% of the entire Skywards community



RATES AND SPECIFICATIONS



TECHNICAL SPECIFICATIONS

(mm)	H x W
	DPS Trim: 265 x 410 Bleed: 271 x 416

DPS ads need to be given as 2 single pages after 7mm tiling is done on both sides of the spine

	Full Page Trim: 265 x 205 Bleed: 271 x 211
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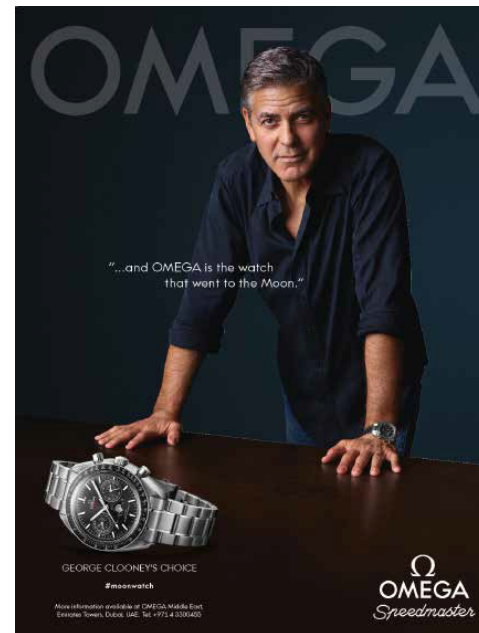
	Half Page Horizontal Trim: 115 x 178 Type: 105 x 168
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DIGITAL MEDIA FORMAT

PDF (PORTABLE DOCUMENT FORMAT)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or In-Design, saved on maximum resolution (300dpi) in actual size with bleed and crop marks.
- All files must be CMYK format and all black text as over print.
- A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD.
- For bleed size add 3mm extra on all four sides after the trim marks.
- Please ensure that all text or logos are at least 10mm away from the trim on all sides
- Please ensure that all text or logos are at least 10mm away from the trim on all sides
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side

FULL PAGE
11,000 USD



ADVERTISING RATES

REGULAR POSITIONS	US\$
Full Page (ROP)	11,000
ROP DPS	21,000
Half Page Horizontal	8,000
Half Page Solus	9,000

PREMIUM POSITIONS	US\$
Outside Back Cover	24,000
Inside Back Cover	19,000
Inside Front Cover Spread (2pages)	40,000
Flannel Page	13,000
Full Page (Opp. Contents)	13,000
Full Page 1st Right Hand Page After Contents	12,000
Full Page 2nd Right Hand Page After Contents	12,000
Full Page 3rd Right Hand Page After Contents	12,000
Full Page 4th Right Hand Page After Contents	12,000
Full Page 5th Right Hand Page After Contents	11,000

DOUBLE PAGE SPREAD POSITIONS	US\$
1st Double Page Spread	30,000
2nd Double Page Spread	29,000
3rd Double Page Spread	27,000
4th Double Page Spread	26,000
5th Double Page Spread	25,000
6th Double Page Spread	23,000
7th Double Page Spread	22,000
8th Double Page Spread	21,000
9th Double Page Spread	20,000

SPECIAL REQUEST	US\$
Bound Insert	33,000

DEADLINES

- Booking** 10th of month prior to publication
- Material** 12th of month prior to publication

CANCELLATION

- Prime Position** minimum 3 months prior to publication (90 days)
- Standard Advertising** minimum 1 month prior to publication (30 days)

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10-12 insertions 15%

GENERAL INFORMATION

- 12 issues per year
- Standard agency commission rates apply on standard advertising

INTERNATIONAL MEDIA REPRESENTATIVES

AUSTRALIA/NEW ZEALAND Okeeffe Media; Tel +61 412 080 600, licia@okm.com.au **CHINA** Publicitas Advertising; Tel +86 10 5879 5885 **HONG KONG/THAILAND** Sonney Media Networks; Tel +852 2151 2351, hemant@sonneymedia.com **INDIA** Media Star; Tel +91 22 4220 2103, ravi@mediastar.co.in **SWITZERLAND, FRANCE/ITALY & SPAIN** IMM International; Tel +331 40 1300 30, n.devos@imm-international.com **JAPAN** Tandem Inc.; Tel +81 3 3541 4166, all@tandem-inc.com **NETHERLANDS** giO media; Tel +31 (0)6 22238420, giovanni@giO-media.nl **TURKEY** Media Ltd.; Tel +90 212 275 51 52, mediadvertising@medialtd.com.tr **UK** Spafax Inflight Media; Tel +44 207 906 2001, nhopkins@spafax.com **USA** WorldMedia; Tel +001 212 244 5610, conoverbrown@worldmediaonline.com

ALL INVOICE AMOUNTS ARE EXCLUSIVE OF VAT AND SHALL BE PAID IN FULL, FREE OF ANY DEDUCTIONS, WITHHOLDING TAXES, AND ANY OTHER CHARGES INCLUDING BUT NOT LIMITED TO BANK CHARGES.

CONTACT

Dane Hills
Group Sales Manager

T +971 4 427 3000

D +971 4 427 3441

M +971 50 919 8678

dane.hills@motivate.ae

Carlos Pedroza
Publishing Director

T +971 4 427 3000

D +971 4 427 3588

M +971 54 772 8622

carlos.pedroza@motivate.ae