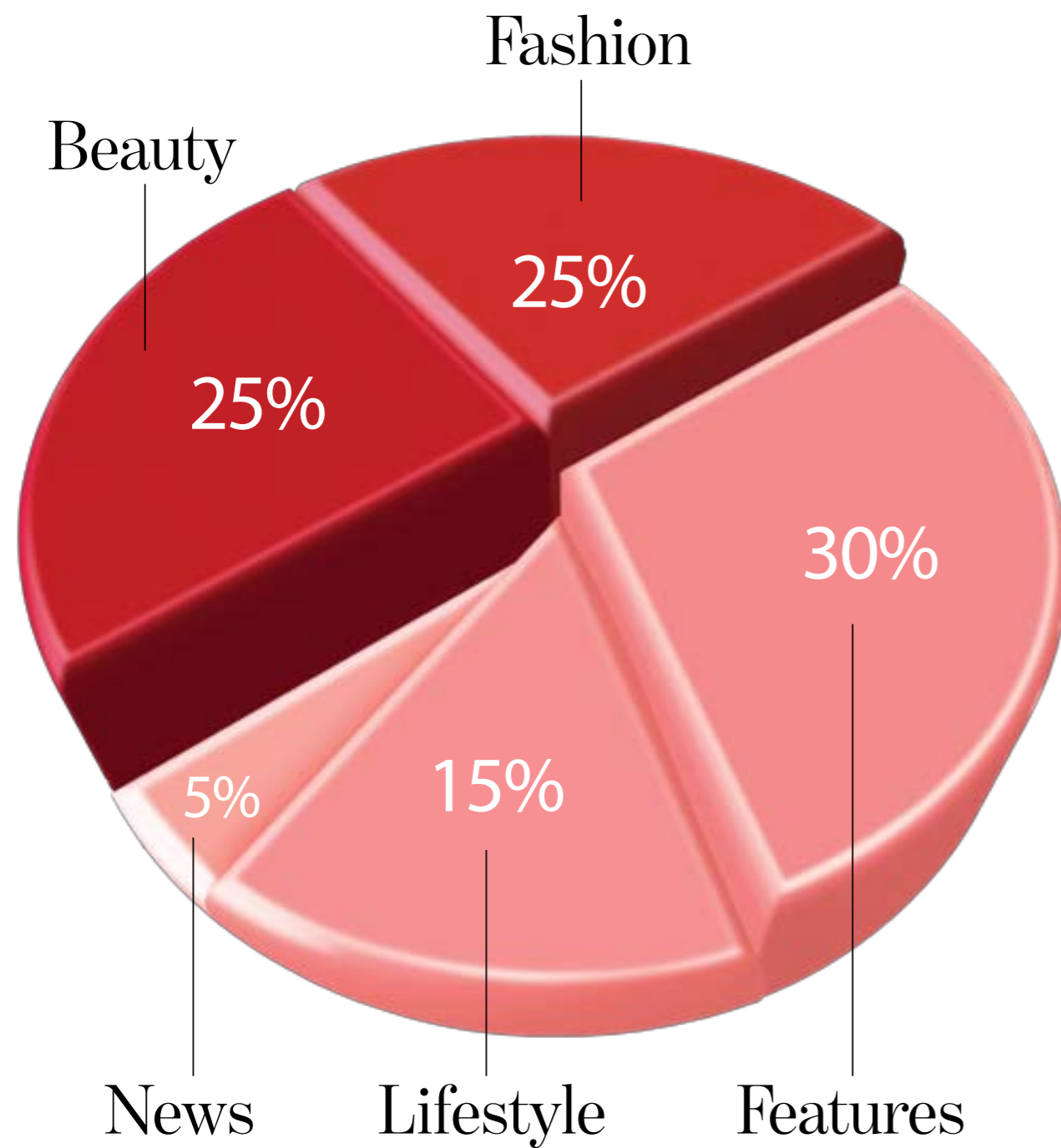


# UNIQUE EDITORIAL MIX



# marie claire

## COVER STORIES 2017

<b>JANUARY</b>	Back to Basics / Cruise Collection + New Year, New You
<b>FEBRUARY</b>	Sheer Romance / Haute Couture issue + Valentine's day
<b>MARCH</b>	Fashion bumper SS + International women's day + Mother's day
<b>APRIL</b>	Beauty bumper SS + Prix international du parfum + FFWD
<b>MAY</b>	Focus on dresses, hair, makeup, ...etc)
<b>JUNE</b>	Ramadan + Getting ready for summer
<b>JULY</b>	Eid + summer destinations
<b>AUGUST</b>	Haute Couture + Beauty focus
<b>SEPTEMBER</b>	Fashion bumper FW + Back to school
<b>OCTOBER</b>	Beauty Bumper FW + Long dresses + Breast cancer + FFWD
<b>NOVEMBER</b>	Accessories Bumper + Prix d'excellence de la mode (adding our own categories)
<b>DECEMBER</b>	Festive season LG / Glamour issue KSA + Resort collection





# CIRCULATION DETAILS

## **Marie Claire Arabia**

Total Circulation: 43,000 copies

Area of Distribution:

Riyadh	23,000
Jeddah	15,000
Dammam	5,000

## **Marie Claire Lower Gulf**

Total Circulation: 36,000 copies

Area of Distribution:

UAE	20,000
Kuwait	4,000
Qatar	4,000
Bahrain	4,000
Oman	4,000



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## LOWER GULF online

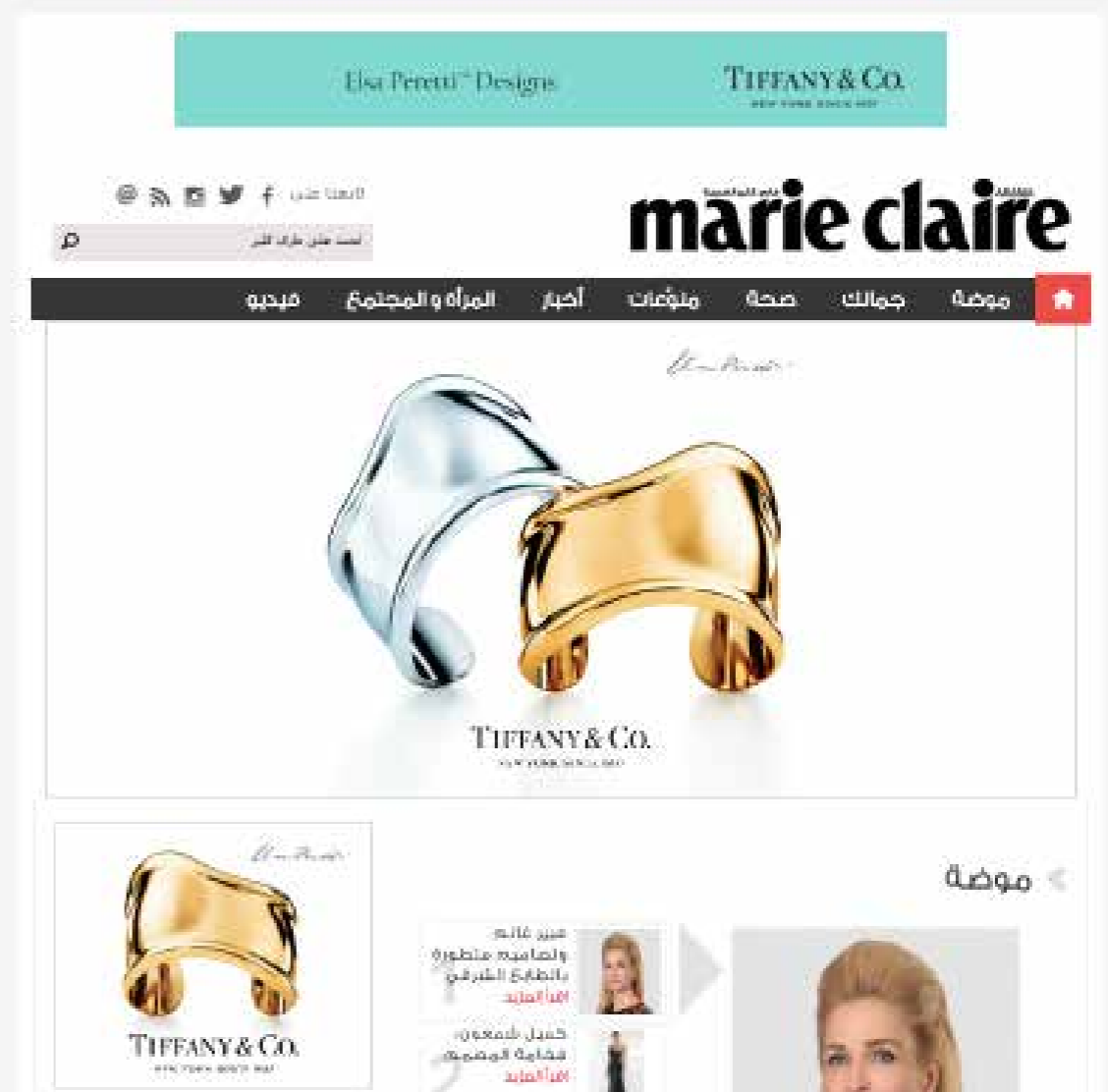
Website: [www.marieclairearabia.com](http://www.marieclairearabia.com)

Unique Users: 230,000  
Page Views: 2,250,000

Facebook Fans: 18,708  
Instagram Followers: 17,100  
Twitter Followers: 750

## E-READING

- Free enriched version available on the Apple App store
- 17,492 downloads in December 2014







TECHNICAL REQUIREMENTS

# marie claire

## ADVERTISING RATES 2017

### LOWER GULF

Marie Claire Rates	Gross (\$)
Full Page	6,000
First 50%	6,600
First 30%	7,200
Facing Contents 1	7,800
Facing Contents 2	7,800
Facing Contents 3	7,800
Facing Index	7,800
Facing Editor's Letter	7,800
IFCS	16,000
FCGF	18,000
DPS 1&2	14,500
DPS 3&4	14,300
DPS 5&6	14,100
DPS	11,000
OBC	14,000
IBC	7,500

### MATERIAL SPECIFICATIONS

<p><b>Full Page</b></p> <p>Trim H27 X W21.5 cm Bleed H27.6 X W22.1 cm</p>
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<p><b>DPS Double Page Spread</b></p> <p>Trim H27 X W43 cm Bleed H27.6 X W43.6 cm</p>
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**Material Deadline**  
18th of each month

- Technical Specs:**
- PDF format is needed with option printing quality
  - High resolution minimum 300 DPI
  - Files CMYK mode Even Black - no grayscale mode
  - Fonts Rasterized
  - Accurate proofing is needed
  - Gutter 0.4 cm
  - The Publisher reserves the right to decline any advertisement not deemed suitable for print





TECHNICAL  
REQUIREMENTS

# marie claire

## ADVERTISING RATES 2017

### ARABIA

Marie Claire Rates	Gross (\$)
Full Page	6,000
First 50%	6,600
First 30%	7,200
Facing Contents 1	7,800
Facing Contents 2	7,800
Facing Contents 3	7,800
Facing Index	7,800
Facing Editor's Letter	7,800
IFCS	16,000
FCGF	18,000
DPS 1&2	14,500
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