



ماجد



PROFILE

Majid, the children's weekly magazine, is published by Abu Dhabi Media Company and coming to its readers every Wednesday morning since was launched in 1979. It stands out more and more year after year, till it became a magazine for the entire family, mothers, fathers and kids.

Every Wednesday, **Majid** distributes over 164,000 copies across the GCC, Middle East and Africa and is read by more than 800,000 children in every country in the region.

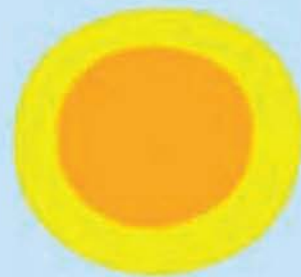
A selection of the Arab writers and artists are participating in the magazine's production. It inspired children with its content for almost three decades, with an editorial which welcomes contribution from children in the diverse fields at all times.

The best read magazine in the Arab world covering the young audience in the age group of 6 – 15 years old. A magazine which got the most prestigious press award "Arab Journalism Award".



Circulation

UAE	45,000
KSA	33,700
Egypt	15,350
Kuwait	7,200
Bahrain	7,500
Qatar	5,500
Oman	8,200
Yemen	7,000
Lebanon	4,600
Jordan	3,800
Libya	3,500
Tunisia	6,000
Morocco	6,500
Other Countries	10,150
Total	164,000



Rate Card 2022

Full Page:	8,000
Half Page:	6,000
OBC:	18,000
IFC:	13,000
IBC:	9,000



N.B : Rates excludes 5% VAT



Digtail Rate Card

Platform	Banner	Rate	Unit
Majid.ae	In-Stream (Pre/Mid Roll) < 15 Sec	\$ 0.02	CPV
Majid.ae	In-Stream (Pre/Mid Roll) 16- 30 Sec	\$ 0.03	CPV
Majid.ae	Sponsorship	Price Available Upon Request	
Social Media (IG, FB, TW)	Video/Static	\$ 1,500	Unit Price

*Branded Content Creation, Webinars, Special Packages Varies Depending on Execution and Brief**



Material Required

Format: Photoshop
(PDF, EPS or JPEG).

Resolution: 300dpi With Color Print.

Copy Deadline

4 weeks before date of publication

Cancellation

6 weeks before date of publication

Technical Specifications

Frequency Weekly (Wednesday)

Print Area Size 255mm x 175mm

Trimmed Size 275mm x 200mm

Bleed size 285mm x 215mm

