

الاتحاد

Media Pack 2024

First published in 1969, Al Ittihad newspaper is the ultimate authority on governmental, economic and societal affairs in the UAE. The Arabic language daily publication is essential reading for business leaders and politicians alike, both in the UAE and globally, generating a prestigious readership that is unrivalled in the region and highly attractive to a lucrative advertiser base.



Aletihad.ae



Circulation Breakdown

109,640
daily copies printed

Abu Dhabi
40,215

Dubai
24,470

Al Ain
14,030

Sharjah
12,375

Northern Emirates
12,910

Overseas
5,640



Material specifications

<p>Full Page</p> <ul style="list-style-type: none"> • W:28.5 Cm • H: 43.5 CM 	<p>Half Page Vertical</p> <ul style="list-style-type: none"> • W:14 Cm • H: 43.5 CM 	<p>Half Page</p> <ul style="list-style-type: none"> • W:28.5 Cm • H: 21.5 CM 	<p>Quarter Page</p> <ul style="list-style-type: none"> • W:14 Cm • H: 21.5 CM 	<p>Strip AD</p> <ul style="list-style-type: none"> • W:28.5 Cm • H: 10 CM
<p>DPS Page</p> <ul style="list-style-type: none"> • W:60 Cm • H: 43.5 CM 	<p>Front page</p> <ul style="list-style-type: none"> • W:28.5 Cm • H: 12 CM 	<p>Front Page</p> <ul style="list-style-type: none"> • W:18.8 Cm • H: 12 CM 	<p>Front Page</p> <ul style="list-style-type: none"> • W:9.3 Cm • H: 12 CM 	

Column width

1	4.33 CM
2	9.3 CM
3	14 CM
4	18.8 CM
5	23.5 CM
6	28.5 CM
12	60 CM

Material Requirements Accepted

Formats: Photoshop, JPEG, & PDF

Minimum Resolution 300 DPI

Deadline: 48 hours before publishing date.



Rates in AED exclusive VAT

MAIN

Size	12x2	12x4	12x6	20x3	20x6	15x6	2x6 New	10x6	FP	HP Horizontal	HP Vertical	QP
Front Page	21,000	42,000	63,000				15,000					
Page 2,3, 4& 5									85,860	42,930		21,465
Page 6,7									76,320	38,160		19,080
Page 9									63,918	31,959	28,620	15,980
Inside SNP, Sports & Business				10,152	20,304				50,816	25,408	25,408	12,704
IBC									64,872	32,436		16,218
OBC									122,112	63,680		31,804
Strip Ad						15,228		10,152				
Front Page Business				19,080	38,160		12,000			31,959		15,980
Front Page Sports						18,090				28,620		14,310

Other Rates | B&W Cm Col AED 94

Loadings | Special Position / Color Ads 20% | Advertorial 25% | Main Section Loading Smaller than a quarter page 30% | Color Loading 50% min. or 2,500 AED (whichever is higher)

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Thank You