

2018

Advertising Rate Card
Al-Ahram Publications



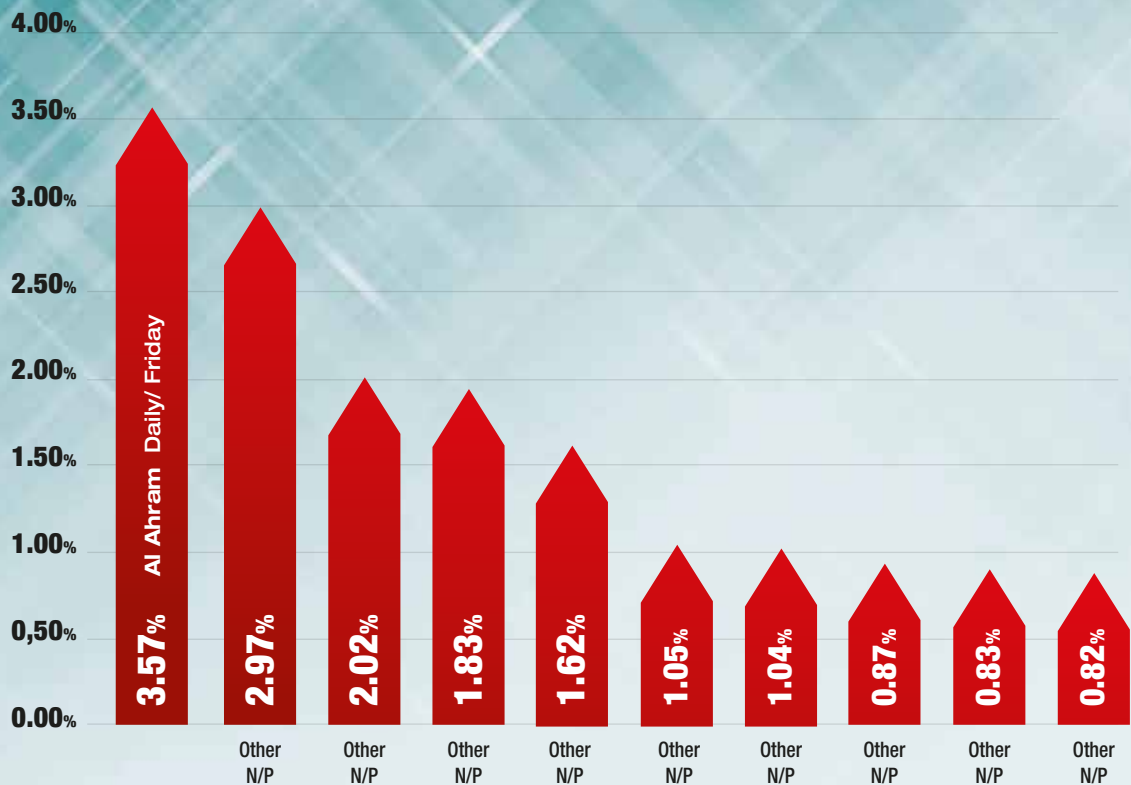
Al-Ahram

Since 1875



Al-Ahram is the most widespread & regularly read newspaper in Egypt

Al-Ahram newspaper stands at the forefront of all daily Egyptian newspapers in terms of its massive circulation and readership, according to the most recent studies of various specialized research centers about printed and other electronic press readership.



Newspapers Ads | 2018

Rate Card



Al-Ahram



Al-Ahram (Daily Issue)



Issued daily containing the latest local and international news, articles and analyses by prominent writers. The elite intellectuals and authors in Egypt and the Arab World contribute to enrich the editorial content of the newspaper. The perfection of content, designs and layout is the target of expert artists and professional photographers working in the newspaper. Weekly specialized pages cover various fields; economy, science, sports, culture and services sectors.

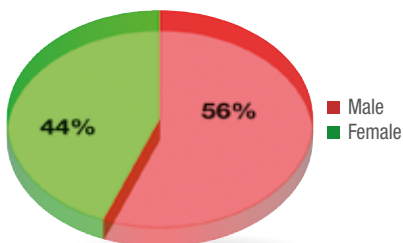
<http://advertising.ahram.org.eg>

Ranked one of ten prominent Worldwide Newspapers
commercial-adv@ahram.org.eg

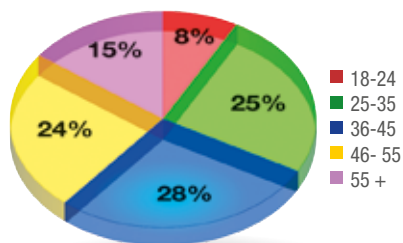
Al-Ahram Daily Issue average Circulation **1,000,000** Copies

Readership profile

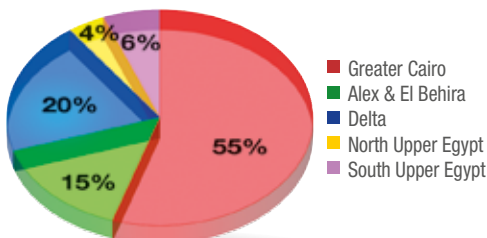
Gender



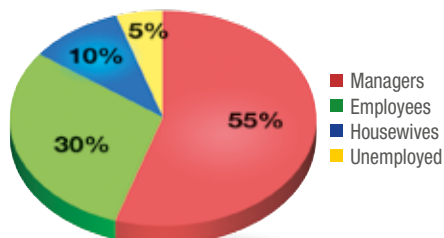
Age Group



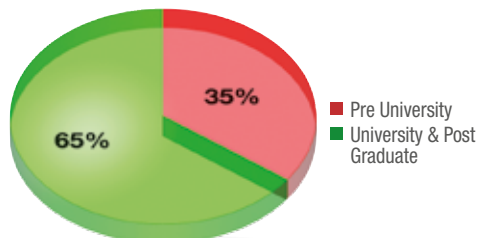
Region



Occupation



Education



Al-Ahram (Daily Issue)

Advertising Rates 2018 (in U.S.\$)

<http://advertising.ahram.org.eg>

Front page

(20 cms. x 2 cols. exclusive)

B/W

-

Spot colour (red)

-

4 colours

3974

Back page

cm./col.

-

-

69

Back page upper section

-

-

6819

Back page upper section
if published inside

4539

4991

5668

Third page

cm./col.

53

59

66

Inside pages

Inside page cm. / col.

37

41

47

Center double page spread

-

-

40392

Full inside page

15264

16848

19008

(25 cms. x 8 cols.)

7482

8259

9318

(25 cms. x 4 cols.)

3741

4129

4659

Cinema pages

cm./col.

16

-

21

cm./col. (Evening outings)

6

-

-

The above rates are subject to change according to exchange rate fluctuations.

Important Notes for Daily & Friday Issues

- The unit of calculation is the cm. / col. and fractions will be rounded off to the next cm.
- **10% to be added** to the above rates for advertisements required to be published in any specific page.
- **10% to be added** to the above rates for advertisements required to be published in a special position (right or left hand side).
- **10% to be added** to the above rates for advertisements required to be published in both Al-Ahram & any of the following Publications:
- **Arab Edition** (distributed in Arab & Gulf countries).
- **Al-Ahram Al-Massa'i** (the pioneer evening newspaper).
- **Al-Ahram Weekly** (issued every Thursday in English).
- **Al-Ahram Hebdo** (issued every Wednesday in French).
- Supplements in Al-Ahram & published as supplements in any of Al-Ahram publications are offered **35%** discount on the rates of that publication.



Newspapers Ads
Rate Card

Al-Ahram (Friday Issue)



A weekly issue, published since the sixties, including editor in chief's weekly article, in addition to various topics; the universal week, studies, local news, sports, literature, arts, economics, women & child, culture, religion, Friday mail and automotive insert. Advertisements have an essential role and distinctive value as they are awaited by readers on this day.

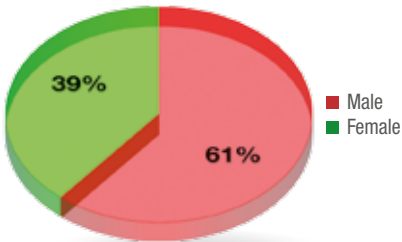
<http://advertising.ahram.org.eg>

Ranked one of ten prominent Worldwide Newspapers
commercial-adv@ahram.org.eg

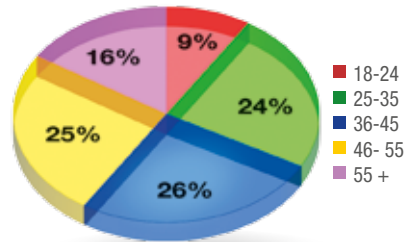
Al-Ahram Friday (Weekly Issue) average Circulation **1,500,000** Copies

Readership profile

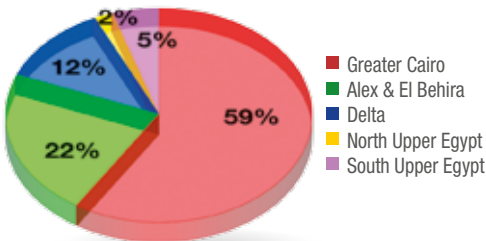
Gender



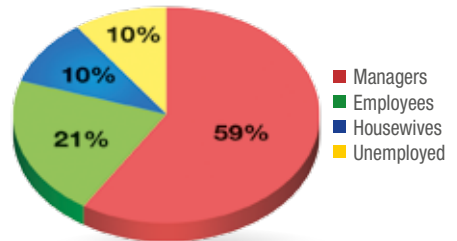
Age Group



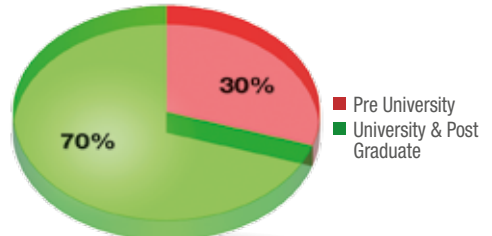
Region



Occupation



Education



Al-Ahram (Friday Issue)

Advertising Rates 2018 (in U.S.\$)

<http://advertising.ahram.org.eg>

Front page	B/W	Spot colour (red)	4 colours
(10 cms. x 8 cols. exclusive)	-	-	10740

Back page	B/W	Spot colour (red)	4 colours
cm/col.	-	-	88
Back page upper section	-	-	8950
Back page upper section if published inside	5837	6433	7338

Third page	B/W	Spot colour (red)	4 colours
cm./col.	63	69	79

Inside pages	B/W	Spot colour (red)	4 colours
Inside page cm. / col.	45	49	56
Center double page spread	-	-	48654
Full inside page	18432	20016	22896
(25 cms. x 8 cols.)	9035	9812	11224
(25 cms. x 4 cols.)	4518	4906	5612

(Automotive Insert)	B/W	Spot colour (red)	4 colours
Front page: Upper panel	-	-	806
cm./col.	-	-	61
Back page: cm/col	-	-	53
Inside pages: cm./col.	41	46	52

(Friday Supplement)	B/W	Spot colour (red)	4 colours
Front Page cm./col.	-	-	51
Back Page cm./col.	-	-	49
Front Page 20 cms x 3 cols. -	-	-	3071
Inside Page: (4 colours - cm/col.)	-	-	47

The above rates are subject to change according to exchange rate fluctuations.

- **10%** to be added to the above rates for advertisements required to be published in any specific page.
- **10%** to be added to the above rates for advertisements required to be published in a special position (right or left hand side).

Technical Data

- **Page Size** : 8 columns, heighted 51 cms.
 1 col. = 3.8 cms. 2 cols. = 8 cms. 3 cols. = 12.3 cms. 4 cols. = 16.5 cms.
 5 cols. = 20.8 cms. 6 cols. = 25 cms. 7 cols. = 29.3 cms. 8 cols. = 33.5 cms.
 Center double page spread. 17 cols (74 cms) x 51 cms. height
- **Screen size** :
 Halftone ranges from 65 to 75 lines per square inch.
 Four colours range from 85 to 120 lines per square inch.
- **Printing Method**:
 Offset
- **Required materials**:
 Artwork, film or CD.
- **Deadline for submitting material**:
 3 days prior to publishing date.



Newspapers Ads
Rate Card



الأهرام
الطبعة العربية
Al-ahram Arab Edition

A daily newspaper that reflects Al-Ahram's 140 years of experience. The Arab Edition is printed in five points; Saudi Arabia (Jeddah-Riyadh), U.A.E., Beirut and Kuwait. It is distributed all over the Gulf countries timely with the newspaper issued in Cairo to provide the readers with the latest updates and analysis of the events.

Pan Arab Newspaper
dawly@ahram.org.eg



Al-Ahram (Arab Edition)

Advertising Rates 2018 (in U.S.\$)

Daily Issue

Front page

(20 cms. x 2 cols. exclusive)

B/W

4 colours

-

2340

Back page

cm/col.

-

47

Back page upper section

-

4680

Inside pages

cm. / col.

30

35

Page 3

cm./col.

35

42

Friday Issue (Weekly Issue)

Front page

(20 cms. x 2 cols. exclusive)

-

2690

Back page

cm/col.

-

54

Back page upper section

-

5380

Inside pages

cm. / col.

34

42

Page 3

cm./col.

42

49

The above rates are subject to change according to exchange rate fluctuations.

Important Notes for Arab Edition

- The unit of calculation is the cm. / col. and fractions will be rounded off to the next cm.
- **10% to be added** to the current rates of the **parent edition**, if advertisements are published in both Al-Ahram's parent edition, as well as, its Arab Edition.
- **10% to be added** to the above rates for advertisements required to be **published in any specific page**.
- **10% to be added** to the above rates for advertisements required to be **published in a special position (right or left hand side)**.

Technical Data

- **Page Size** : 8 columns, heighted 51 cms.

1 col. = 3.8 cms.

2 cols. = 8 cms.

3 cols. = 12.3 cms.

4 cols. = 16.5 cms.

5 cols. = 20.8 cms.

6 cols. = 25 cms.

7 cols. = 29.3 cms.

8 cols. = 33.5 cms.

Center double page spread. 17 cols (74 cms) x 51 cms. height.

- **Screen size** :

Halftone ranges from 65 to 75 lines per square inch.

Four colours range from 85 to 120 lines per square inch.

- **Printing Method:**

Offset

- **Required materials:**

Artwork, film or CD.

- **Deadline for submitting material:**

3 days prior to publishing date.



Newspapers Ads
Rate Card



الأهرام المسائي

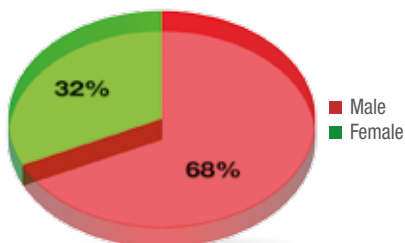
An evening daily newspaper, issued since January 1991, providing the reader with the latest news of the current local and international events, covering all fields that concern the reader especially that of sports since it presents to football, independent and group sports, fans, the most recent sports news, most powerful announcements, in addition to varieties of political, economic, arts and social interests.

Al-Ahram
Al-Massa'i

Evening Daily Newspaper
massai-adv@ahram.org.eg

Readership profile

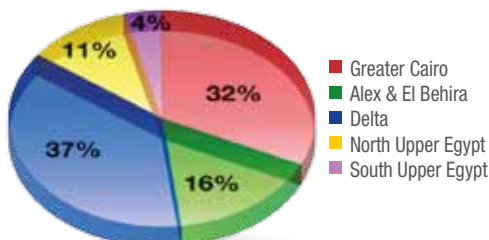
Gender



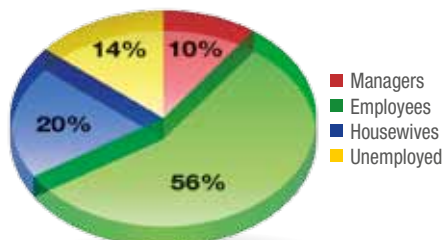
Age Group



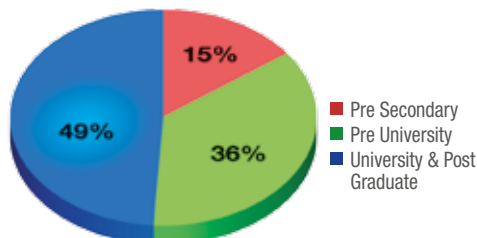
Region



Occupation



Education



Al-Ahram Al-Massa'i

Advertising Rates 2018 (in U.S.\$)

Cm./Col.	B/W	Spot colour (red)	4 colours
Front page	26	28	32
Back page	24	26	30
inside pages	15	17	18
Editorials, financial statements & notifications	17	-	-
Inside pages			
Full inside page	6032	6900	7180
(25 cms. x 8 cols.)	2960	3380	3520
(25 cms. x 4 cols.)	1480	1690	1760
Back page			
Back page upper section (17 cms. x 6 cols.exclusive)	-	-	3200
Special pages			
	-	-	9
Sections			
Ear panel (3 cms. x 1 col.)	cost	6743	one year duration
Ear panel (5 cms. x 2 cols.) front page	cost	18390	one year duration
Back page Ad. (5 cms. x 2 cols.)	cost	12260	one year duration
Ad. (10 cms. x 2 cols.)	cost	10268	one year duration
Shopping page			
(5 cms. x 8 cols.) 4 colors	cost	2299	one month duration

The above rates are subject to change according to exchange rate fluctuations.

Important Notes for Al-Massa'i

- 10% will be added to the above rates for the «Sunday Weekly» issue.

Technical Data

- **Page Size** : 8 columns, heighted 51 cms.

1 col. = 3.8 cms.

2 cols. = 8 cms.

3 cols. = 12.3 cms.

4 cols. = 16.5 cms.

5 cols. = 20.8 cms.

6 cols. = 25 cms.

7 cols. = 29.3 cms.

8 cols. = 33.5 cms.

- **Screen size** :

Halftone ranges from 65 to 75 lines per square inch.

Four colours range from 85 to 120 lines per square inch.

- **Printing Method**:

Offset

- **Required materials**:

Artwork, film or CD with printed proof.

- **Deadline for submitting material**:

3 days prior to publishing date.



Newspapers Ads
Rate Card



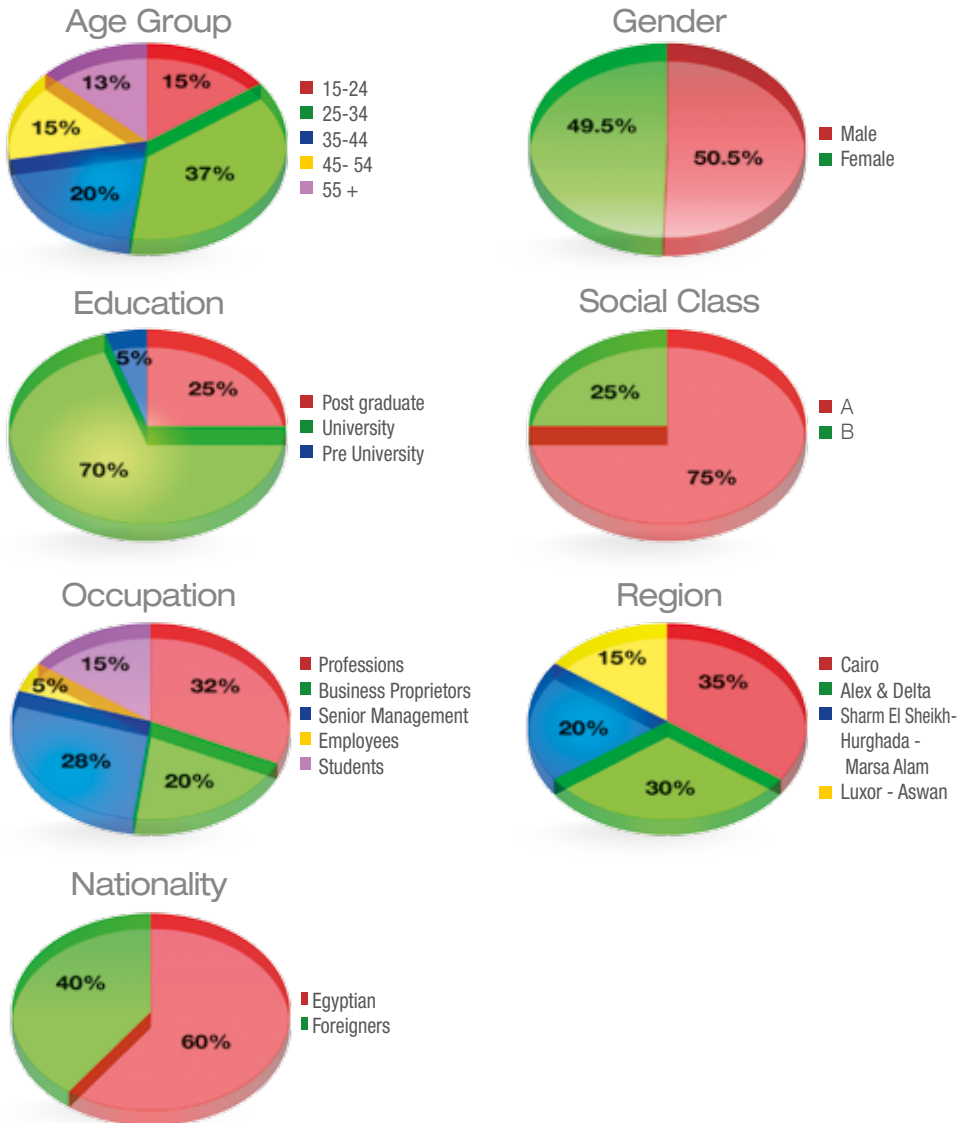


Issued weekly every Thursday since 1991, Al Ahram Weekly is an Egyptian newspaper in English, providing analysis and reportages for the most important international events. Besides, full coverage of political, economic & social topics by prominent authors and intellectuals. Al Ahram weekly is widely read by Egyptians & non- Egyptians living inside and outside Egypt; diplomats, businessmen, counselors and those mostly concerned with economic, social, investment, media, cultural and educational affairs.

Website: <http://weekly.ahram.org.eg>

English Weekly Newspaper
weeklyadv@ahram.org.eg

Readership profile



Al-Ahram Weekly

Advertising Rates 2018 (in U.S.\$)

Cm./Col.	B/W	4 colours
Front page	18	26
Back page	16	24
Inside page	14	18

Inside pages

Full inside page	5550	7180
(25 cms. x 8 cols.)	2720	3520
(25 cms. x 4 cols.)	1360	1760

The above rates are subject to change according to exchange rate fluctuations.

- The unit of calculation is the cm./col. and fractions will be rounded off to the next cm.

Technical Data

- **Page Size** : 8 columns, heighted 51 cms.

1 col. = 3.8 cms.

2 cols. = 8 cms.

3 cols. = 12.3 cms.

4 cols. = 16.5 cms.

5 cols. = 20.8 cms.

6 cols. = 25 cms.

7 cols. = 29.3 cms.

8 cols. = 33.5 cms.

- **Screen size** :

Halftone ranges from 65 to 75 lines per square inch.

Four colours range from 85 to 120 lines per square inch.

- **Printing Method:**

Offset

- **Required materials:**

CD with printed proof.

- **Deadline for submitting material:**

3 days prior to publishing date.



Newspapers Ads
Rate Card



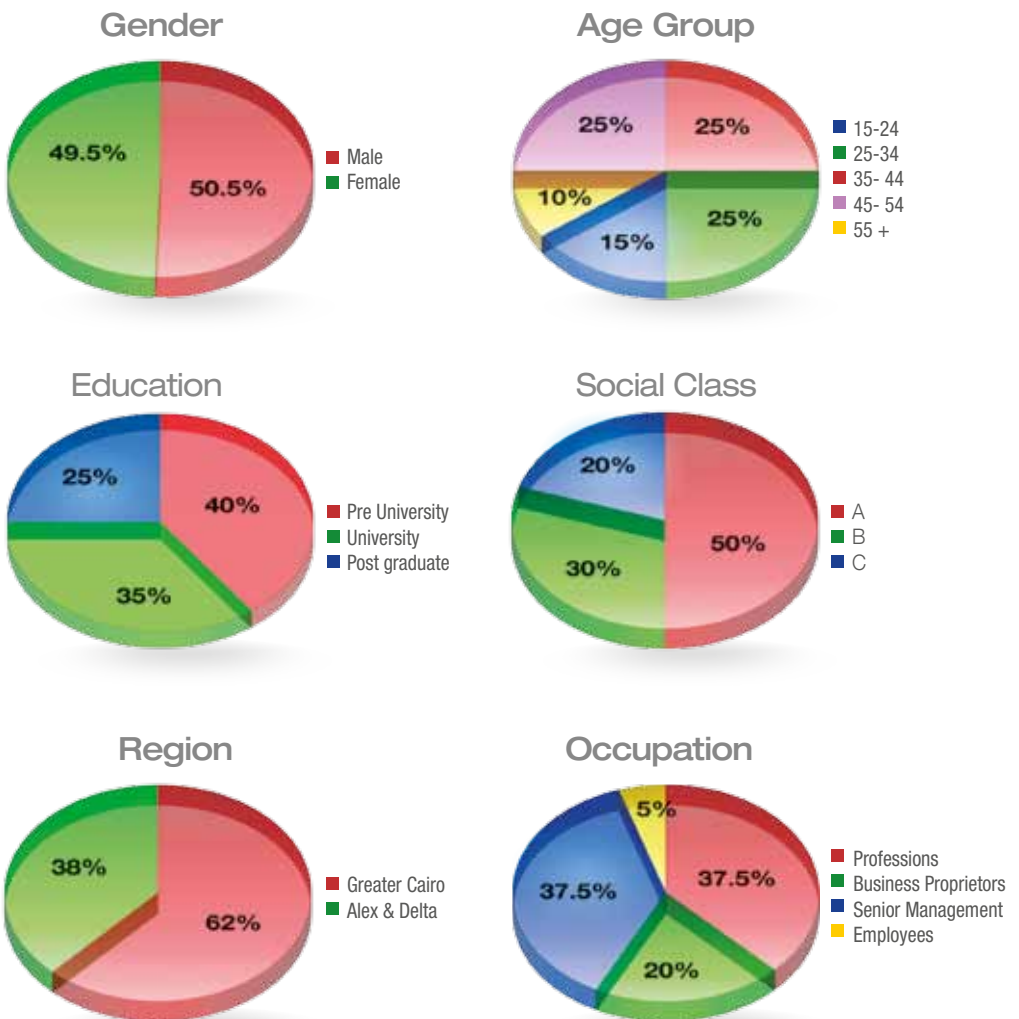
Al-Ahram
 Hebdo

An Egyptian weekly newspaper in French. Issued every Wednesday since the 14th of September 1994, characterized by practical size «tabloid» established to achieve a special and effective Egyptian existence in the International media. It is distributed in 64 countries all over the world, a comprehensive newspaper that covers all political, economic, cultural, social, historic and sports fields, approaching them in a profound contemporary way that reflects the Egyptian vision of regional and international events in a French style that lends itself to its nature as a weekly newspaper expressing the Arab high level culture.

<http://hebdo.ahram.org.eg>

French Weekly Newspaper
 hebdompub@ahram.org.eg

Readership profile



Al-Ahram Hebdo

Advertising Rates 2018 (in U.S.\$)

Cm./Col.	4 colours
Back page	11
Inside page	9
Full back page	1839
Full inside page	1532
Half page (85 cms.)	766
Quarter page (45 cms.)	383

The above rates are subject to change according to exchange rate fluctuations.

- The unit of calculation is the cm./col. and fractions will be rounded off to the next cm.

Technical Data

- Page Size :

No. of columns	= 5 columns
page height	= 35 cms.
page width	= 25 cms. (5 cms. X 5 Cols.)
1 col.	= 5 cms. in width
half page	= 17,5 cm X 5 Cols.
Quarter page	= 17,5 cm X 2,5 Cols.

- Screen size :

Four colours range from 150 to 200 lines per square inch.

- Printing Method:

Offset

- Required materials:

Artwork or CD with printed proof.

- Deadline for submitting material:

3 days prior to publishing date.



الأهرام التعاوني

A weekly newspaper, issued since the 23rd of July 1959, the first national newspaper specialized in agriculture and cooperation in Egypt & Arab world, mouthpiece of 12.7 million people in the field, adopts cases of agriculture, cooperation, livestock, fisheries, environment and scientific research all over Egypt.

Al-Taaweni
Newspaper

Weekly Newspaper
altaawen@ahram.org.eg

Advertising Rates 2018 (in U.S.\$)

Cm./Col.	B/W	Spot colour (red)	4 colours
Front page	-	-	6
Back page	5	-	6
Inside editorial spaces	4	-	-
Inside pages	4	5	6
Upper Ear panel front page			
(5 cms. X5 cms. exclusive)	-	-	65
Upper Ear panel back page			
	-	-	50
Social Section			
per line	3	-	-

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size** : 8 columns, heighted 51 cms.

1 col. = 3.8 cms.

2 cols. = 8 cms.

3 cols. = 12.3 cms.

4 cols. = 16.5 cms.

5 cols. = 20.8 cms.

6 cols. = 25 cms.

7 cols. = 29.3 cms.

8 cols. = 33.5 cms.

- **Screen size** :

Halftone ranges from 65 to 75 lines per square inch.

Four colours range from 85 to 120 lines per square inch.

- **Printing Method**:

Offset

- **Required materials**: Artwork, film or CD.

- **Deadline for submitting material**: 3 days prior to publishing date.

Classified Ads | 2018

Rate Card



Al-Ahram





Advertising Rates 2018 (in U.S.\$)

classified-adv@ahram.org.eg
Hotline: 27738978

Social Pages

	Daily Issue	Friday Issue
Ad. (Per Line)	13	17
Second Ad. (Per Line)	15	20
First Ad. below the «Caricature» (Per Line)	16	21
Photos (1/2 col. 3 cms height)	80	100
Photos (1 col. 3 cms height)	156	191

and \$ 80 for every additional cm within 6 cms maximum

20 % to be added if published in red colour

25 % to be added if published in 4 colours

25 % to be added to the above prices if published inside a frame

Cliché (1 cm/col.) = 4 lines

Ad. (per line) including cliché = original Ad (per line)

Publishing at 2 cols. or more within 22 cms maximum = commercial Ads

Obituary

family obituary
sharing
thanks
& remembrance

Ad. (Per Line) (Family obituary, sharing & remembrance)	13	13
25 % to be added to the above prices if published inside a frame		
Photos (1/2 col. 3 cms height)	125	125
Photos (1 col. 3 cms height)	247	247
and \$ 80 for every additional cm within 6 cms maximum		
Ad. (cm/col.)	55	55

Classified

Real estate market
on fridays

Ad. (Per Line)	10	12
Second Ad. (Per Line)	12	14
First Ad. (Per Line)	14	16

25 % to be added to the above prices if published inside a frame

Cliché (1 cm/col.) = 4 lines

Ad. (Per Line) including cliché	12	17
Second Ad. (Per Line) including cliché	14	19
First Ad. (Per Line) including cliché	16	21

10 % to be added to the above prices if Al-Ahram P.O. is mentioned

20 % to be added if published in red colour

25 % to be added if published in 4 colours

(Valid only for real estate and automotive market)

Vacancies Ads at 2 cols. or more within 22 cms maximum = commercial Ads

Classified Ad published on weekday in addition to Friday

is subjected to 25 % weekday price reduction.

Classified Ad published on mobawaba website in addition to daily newspaper is subjected to 25 % mobawaba website price reduction.

		Daily Issue 22	Friday Issue -
Specialized Pages	Ad. (cm/col.) 20 % to be added if published in red colour, 25 % to be added if published in 4 colours Publishing is at (1 cols.) / (2 cols.) or more within 22 cms maximum		
	Ad.(Per Line) (2 lines Minimum)	8	-
Heading	1 cm height, page width in classified Ads pages	163	212
	1 cm height, page width in realstate market	-	247
	1 cm height, page width in realstate market (header) 10 % to be added if specific position is required 20 % to be added if published in red colour, 25 % to be added if published in 4 colours	-	284
Real Estate Market	Ad. (cm/col.) (B/W) 20 % to be added if published in red colour 25 % to be added if published in 4 colours	-	30
	Upper panel (per cm) 20 % to be added if published in red colour 25 % to be added if published in 4 colours Publishing is at (1 col.) / (2 Cols.) or more within 22 cms maximum Classified Ad published on weekday in addition to Friday is subjected to 25 % weekday price reduction. Classified Ad published on mobawaba website in addition to daily newspaper is subjected to 25 % mobawaba website price reduction	-	34
1 - Friday			
2 - Sunday	Ad. (cm/col.) (B/W) 20 % to be added if published in red colour 25 % to be added if published in 4 colours Publishing is at (1 col.) / (2Cols.) or more within 22 cms maximum	21	-
Automotive market Friday Appointment	Ad. (perline)	8	10
	Second Ad. (perline)	9	11
	First Ad. (perline)	10	12
	Ad. (cm/col.) (B/W) 20 % to be added if published in red colour 25 % to be added if published in 4 colours	-	22
	Upper panel 20 % to be added if published in red colour 25 % to be added if published in 4 colours Classified Ad published on weekday in addition to Friday Classified Ad published on mobawaba website in addition to daily newspaper is subjected to 25 % mobawaba website price reduction	-	33
Friday Forum	Ad. (cm/col.) (B/W) 20 % to be added if published in red colour 25 % to be added if published in 4 colours Publishing is at (1 col.) / (2Cols.) or more within 22 cms maximum	-	25
Enduring Ad. (1 month)	Soiree, Where to go, hotels and restaurants (per line/day)	4	-
	Service Centers and Maintenance (per cm/day)	15	-
	Service Centers and Maintenance (per cm/day) (2nd Ad.)	16	-
	Service Centers and Maintenance (per cm/day) (Column header)	19	-
Events and Greeting Cards	Card (5 cms x 1 cols.) (inside page)	105	127
	Card (5 cms x 1 cols.) (back page) 20 % to be added if published in red colour 25 % to be added if published in 4 colours	115	136

Publishing at 1 col. is considered a (Cliché) except (Friday Appointment, Real Estate Market, Friday Forum and Specialized Pages)

Adding an e-mail address is counted 2 lines

Adding the word «email» is counted 1 line

Date format: dd/mm is counted 1 word

Date format: dd/mm/yy is counted 2 words



**Classified Ads
Rate Card**

STAMP DUTY: 20% stamp duty will be added to the above rates.excluding the advertisements of forced sales.. etc.

JOURNALISTIC STAMP DUTY: 0.1 % of the insertion cost.



Advertising Rates 2018 (in U.S.\$)

mobawaba@ahram.org.eg
Hotline: 27703280

Show Case	(250H X 300W)	(for 1 Month)	177
2 Side Banners	(600H X 120W)	(for 1 Month)	339
Main Banner	(60H X 468W)	(for 1 Month)	255
1/ 2 Banner	(125H X 300W)	(for 1 Month)	85

\$ 155 to be added in case of adding a details page designed specially for the advertisement

Distinctive Advertisement	(for 14 days)	6
Common Advertisement	(for 14 days)	4

mobawaba.ahram.org.eg



الأهرام المسائي



Advertising Rates 2018 (in U.S.\$)

classified-adv@ahram.org.eg
Hotline: 27738978

Social Pages

Ad. (Per Line)	4
Cliché (1cm/col.) = 4 lines	
Ad. (Per Line) including cliché	5
Photos (1/2 col. 3 cms height)	22
Photos (1 col. 3 cms height)	43

Obituary

family obituary
sharing
thanks
& remembrance

Ad. (Per Line) (Family obituary, sharing & remembrance)	4
25 % to be added to the above prices if published inside a frame	
Photos (1/2 col. 3 cms height)	36
Photos (1 col. 3 cms height)	72
Ad. (cm/col.)	10

Classified

Automotive market
Real estate market
on fridays

Ad. (Per Line)	4
Cliché (1cm/col.) = 4 lines	
Ad. (Per Line) including cliché	5
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	
35 % to be added to the above prices if published inside a frame	

Heading

1 cm height, page width (B/W)	32
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	

Events and Greeting Cards

Card (5 cms x 1 col.) (inside page)	18
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	



Classified Ads
Rate Card

STAMP DUTY: 20% stamp duty will be added to the above rates.excluding the advertisements of forced sales.. etc.

JOURNALISTIC STAMP DUTY: 0.1 % of the insertion cost.



Advertising Rates 2018 (in U.S.\$)

classified-adv@ahram.org.eg

Hotline: 27738978

Social Pages

	Daily Issue	Friday Issue
Ad. (Per Line)	4	6
Photos (1/2 col. 3 cms height)	22	28
Photos (1 col. 3 cms height)	43	55
35 % to be added to the above prices if published inside a frame		
Cliché: (1cm/col.) = 4 lines		
Ad. (Per Line) including cliché = original Ad (Per Line)		

Obituary

family obituary
sharing
thanks
& remembrance

Ad. (Per Line) (Family obituary, sharing & remembrance)	6	6
25 % to be added to the above prices if published inside a frame		
Photos (1/2 col. 3 cms height)	39	39
Photos (1 col. 3 cms height)	77	77
and \$ 15 for every additional cm within 6 cms maximum		
Ad. (cm/col.)	16	16

Classified

Automotive market
Real estate market
on Fridays

Ad. (Per Line)	4	5
35 % to be added to the above prices if published inside a frame		
Cliché: (1cm/col.) = 4 lines		
Ad. (Per Line) including cliché	6	7
15 % to be added to the above prices if Al-Ahram P.O. is mentioned		

Specialized Pages

Ad. (cm/col.) (B/W)	8	-
20 % to be added if published in red colour, 25 % to be added if published in 4 colours		
Publishing is at (1 col.) (2 cols.) or more within 22 cms maximum		

Heading

1 cm height, page width in Classified & Specialized pages	52	60
1 cm height, page width in real estate market		106
1 cm height, page width in real estate market (header)		78
20 % to be added if published in red colour, 25 % to be added if published in 4 colours		

Real Estate Market

1 - Friday

2 - Sunday

Ad. (cm/col.) (B/W)	-	10
Upper panel (B/W) (per cm)	-	12
20 % to be added if published in red colour, 25 % to be added if published in 4 colours		
Publishing is at (1 col.) (2 cols.) or more within 22 cms maximum		
Ad. (cm/col.) (B/W)	8	-
20 % to be added if published in red colour, 25 % to be added if published in 4 colours		
Publishing is at (1 col.) (2 cols.) or more within 22 cms maximum		

Enduring Ad (1 month)

Soiree, Where to go, hotels and restaurants (per line/day)	2	-
Service Centers and Maintenance (per cm/day)	7	-
Service Centers and Maintenance (per cm/day) (1st Ad.)	8	-

Events and Greeting Cards

Card (5 cms x 1 cols.) (inside page)	30	34
Card (5 cms x 1 cols.) (back page)	34	37
20 % to be added if published in red colour, 25 % to be added if published in 4 colours		



**Al Ahram
Weekly**

**Al-Ahram
Weekly**

Advertising Rates 2018 (in U.S.\$)

classified-adv@ahram.org.eg
Hotline: 27738978

Daily & Friday Issue

Social Pages

Ad. (Per Line)	4
Cliché (1cm/col.) = 4 lines	
Ad. (Per Line) including cliché	5
Photos (1/2 col. 3 cms height)	22
Photos (1 col. 3 cms height)	45

Obituary

family obituary
sharing
thanks
& remembrance

Ad. (Per Line) (Family obituary, sharing & remembrance)	4
25 % to be added to the above prices if published inside a frame	
Photos (1/2 col. 3 cms height)	36
Photos (1 col. 3 cms height)	72
Ad. (cm/col.)	10

Classified

Automotive market
Real estate market
on fridays

Ad. (Per Line)	4
Cliché (1cm/col.) = 4 lines	
Ad. (Per Line) including cliché	5
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	
35 % to be added to the above prices if published inside a frame	

Heading

1 cm height, page width (B/W)	32
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	

Events and Greeting Cards

Card (5 cms x 1 col.) (inside page)	18
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	



**Classified Ads
Rate Card**

STAMP DUTY: 20% stamp duty will be added to the above rates.excluding the advertisements of forced sales.. etc.

JOURNALISTIC STAMP DUTY: 0.1 % of the insertion cost.



classified-adv@ahram.org.eg
Hotline: 27738978

		Daily & Friday Issue
Social Pages	Ad. (Per Line)	4
	Cliché (1cm/col.) = 4 lines	
	Ad. (Per Line) including cliché	5
	Photos (1/2 col. 3 cms height)	22
	Photos (1 col. 3 cms height)	45
Obituary family obituary sharing thanks & remembrance	Ad. (Per Line) (Family obituary, sharing & remembrance)	4
	25 % to be added to the above prices if published inside a frame	
	Photos (1/2 col. 3 cms height)	36
	Photos (1 col. 3 cms height)	72
	Ad. (cm/col.)	10
Classified Automotive market Real estate market on Fridays	Ad. (Per Line)	4
	Cliché (1cm/col.) = 4 lines	
	Ad. (Per Line) including cliché	5
	20 % to be added if published in red colour	
	25 % to be added if published in 4 colours	
Heading	35 % to be added to the above prices if published inside a frame	
	1 cm height, page width (B/W)	32
	20 % to be added if published in red colour	
Events and Greeting Cards	25 % to be added if published in 4 colours	
	Card (5 cms x 1 col.) (inside page)	18
	20 % to be added if published in red colour	
	25 % to be added if published in 4 colours	



الأهرام التآواني

Al-Taaweni
Newspaper

Advertising Rates 2018 (in U.S.\$)

classified-adv@ahram.org.eg
Hotline: 27738978

Social Pages

Ad. (Per Line)	4
Cliché (1cm/col.) = 4 lines	
Ad. (Per Line) including cliché	5
Photos (1/2 col. 3 cms height)	22
Photos (1 col. 3 cms height)	45

Obituary

family obituary
sharing
thanks
& remembrance

Ad. (Per Line) (Family obituary, sharing & remembrance)	4
25 % to be added to the above prices if published inside a frame	
Photos (1/2 col. 3 cms height)	36
Photos (1 col. 3 cms height)	72
Ad. (cm/col.)	10

Classified

Automotive market
Real estate market
on fridays

Ad. (Per Line)	4
Cliché (1cm/col.) = 4 lines	
Ad. (Per Line) including cliché	5
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	
35 % to be added to the above prices if published inside a frame	

Heading

1 cm height, page width (B/W)	32
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	

Events and Greeting Cards

Card (5 cms x 1 col.) (inside page)	18
20 % to be added if published in red colour	
25 % to be added if published in 4 colours	



Classified Ads
Rate Card

STAMP DUTY: 20% stamp duty will be added to the above rates.excluding the advertisements of forced sales.. etc.

JOURNALISTIC STAMP DUTY: 0.1% of the insertion cost.

Classified Advertising Important Notes

classified-adv@ahram.org.eg
Hotline: 27738978

- Advertisements published in both Al-Ahram and Al-Ahram Al-Mass'i **15%** must be added to the rates.
- Advertisements published in both Al-Ahram and Al-Ahram Weekly **15%** must be added to the rates.
- Advertisements published in both Al-Ahram and Al-Ahram Arab Edition **15%** must be added to the rates.
- Advertisements published in both Al-Ahram and Al-Ahram Hebdo **15%** must be added to the rates.

FONT SIZES OF ARABIC LETTERS:

9 Small	5 Words	= 1 Lines.
12 Medium	3 Words	= 2 Lines.
16 LARGE	3 Words	= 3 Lines.
18 THE LARGEST	3 Words	= 4 Lines.

FONT SIZES OF LATIN LETTERS:

9 Small Letter	4 Words	= 1 Lines.
9 CAPITAL LETTER	3 Words	= 2 Lines.
12 Small Letter	3 Words	= 2 Lines.
12 CAPITAL LETTER	2 Words	= 2 Lines.
16 Small Letter	2 Words	= 3 Lines.
16 CAPITAL LETTER	2 Words	= 4 Lines.

Classified Advertising Important Notes

classified-adv@ahram.org.eg
Hotline: 27738978

REMARKS:

- Compound Names such as Abdallah, Kafr El-Zayat are counted 2 Words.
- Minimum Advertisement accepted is 2 Lines.
- **Concerning Arabic Ads. Only:**
- Leaving out one word, if only the Advertisement is more than 5 Lines (Font Size 9 only).
- Leaving out Abbreviations, example: Tel., St., Prof., Dr., Mr., ..etc.
- Font 9, 12 (3Abbreviations) - Font 16 (2 Abbreviations)

STAMP DUTY:

- 20% stamp duty will be added to the rates excluding the Advertisements of:
Forced sales, Job seeker, Lost: seals, Persons or things, Elections and Declaration of Bankruptcy.

JOURNALISTIC STAMP DUTY:

0.1% of the insertion cost.

PUBLISHING ON THE WEB SITE

- Obituary Ad. that is published on Al-Ahram newspaper and is required to be published on Al-Mobawaba website is done with additional 6 US\$ (for line Ads) and 12 US\$. (for spaces Ads) in return and is not accepted to be published only on website.
- Classified Ad. that is required to be published on Al-Mobawaba website in addition to Al-Ahram newspaper is subject to 25% Al-Mobawaba website price discount.
- Objection to Al-Mobawaba website publishing is accepted within 1 week of publishing.
- Stamp duty is not collected from legal persons but generally from normal persons and individual facilities.



**Classified Ads
Rate Card**

STAMP DUTY: 20% stamp duty will be added to the above rates.excluding the advertisements of forced sales.. etc.

JOURNALISTIC STAMP DUTY: 0.1% of the insertion cost.



Advertising Department	commercial-adv@ahram.org.eg
Classified Advertisements	classified-adv@ahram.org.eg
Al-Ahram Arab Edition	dawly@ahram.org.eg
Al-Massa'i Newspaper	massai-adv@ahram.org.eg
Al-Ahram Weekly	weeklyadv@ahram.org.eg
Al-Ahram Hebdo	hebdopub@ahram.org.eg
Al-Taaweni Newspaper	altaawen@ahram.org.eg
Nisf El Dunia Magazine	nisfeldunia-adv@ahram.org.eg
Al-Ahram Iktisadi Magazine	ik-adv@ahram.org.eg
Al-Ahram Arriadi Magazine	ryadi-adv@ahram.org.eg
Al-Ahram Al-Arabi Magazine	arabi-adv@ahram.org.eg
El-Shabab Magazine	shabab-adv@ahram.org.eg
El-Beit Magazine	elbeit-adv@ahram.org.eg
Loghat Al-Asr Magazine	ict-adv@ahram.org.eg
Alaa Aldin Magazine	alaa-adv@ahram.org.eg
Agriculture Magazine	agri-adv@ahram.org.eg
Al Siyassa Al Dawlya	siyassa-adv@ahram.org.eg
Democracy Magazine	democracy@ahram.org.eg
Ahwal Masreia Magazine	ahwal@ahram.org.eg
Dewan Al-Ahram Magazine	dewan-adv@ahram.org.eg

Magazines Ads | 2018

Rate Card



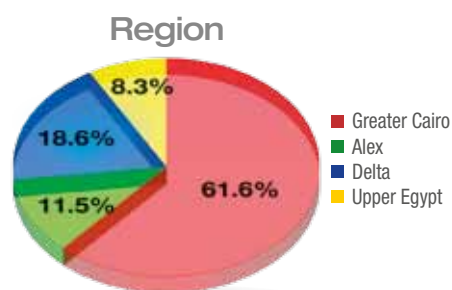
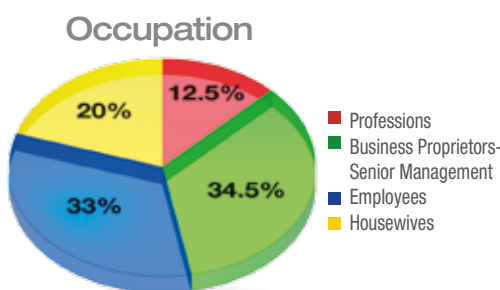
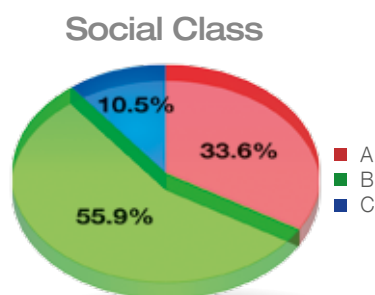
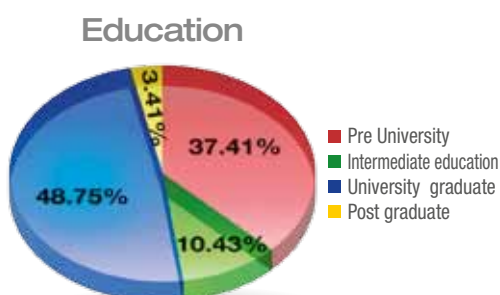
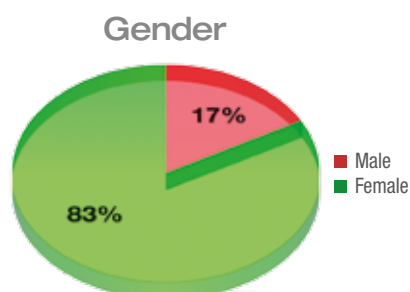
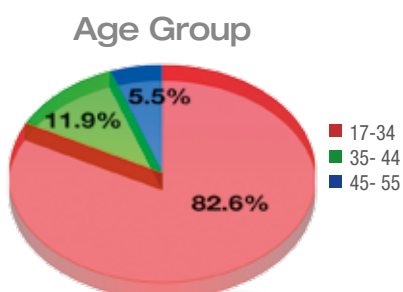
Al-Ahram





Women's Weekly Magazine
nisfeldunia-adv@ahram.org.eg

Readership profile



Nisf El Dunia

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	1200
- Page 3	1600
- Half inside page	640
- Inside front or back cover	1920
- Back cover	2400
- Folded cover	3520

- 15% to be added to above rates for special issues.
- Special rate for additional online placement.

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size:** 23,8 cms. x 30,8 cms.
- **Printed Area:** 23 cms. x 30 cms.
- **Screen size:** Halftone ranges from 250 to 300 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** Film or CD.
- **Deadline for submitting material:** One week prior to publishing date.



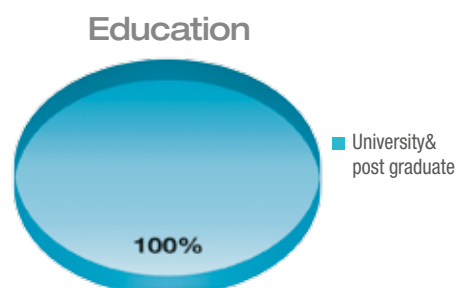
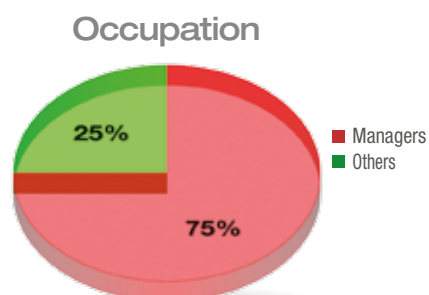
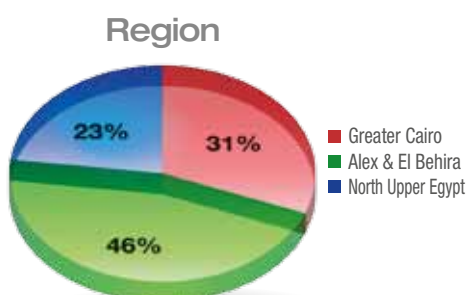
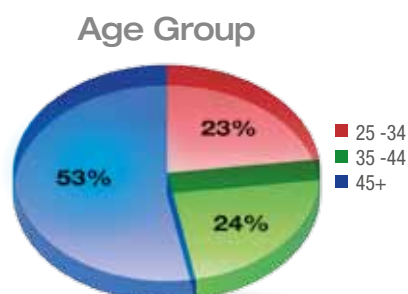
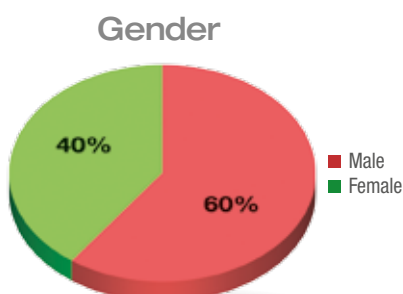
Magazines Ads
Rate Card



A weekly magazine, considered the forum for experts in the economic field and a window to businessmen and investors to be informed about economic projects. The magazine aims at discussing the Egyptian, Arab and International issues objectively. It presents investment, commercial and banking services to various sectors of society.

Economic Weekly Magazine
ik-adv@ahram.org.eg

Readership profile



Al-Ahram Iktisadi

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	1280
- Half inside page	800
- Inside front or back cover	1520
- Back cover	1760

B/W Ads

- Full inside page	1040
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15% to be added to above rates for special issues

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size:** 20,5 cms. x 29,5 cms.
- **Printed Area:** 19,5 cms. x 28,5 cms.
- **Screen size:** Halftone ranges from 150 to 200 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** Artwork, film or CD.
- **Deadline for submitting material:** One week prior to publishing date.



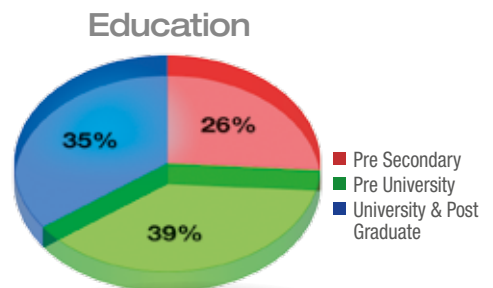
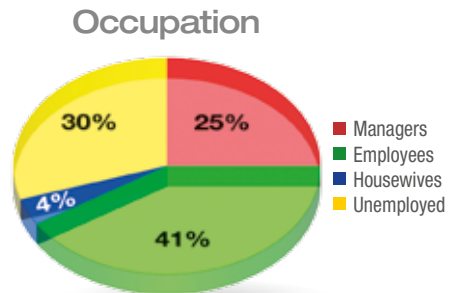
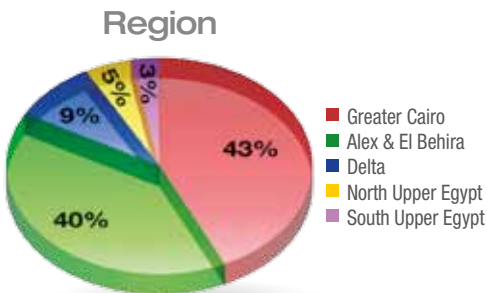
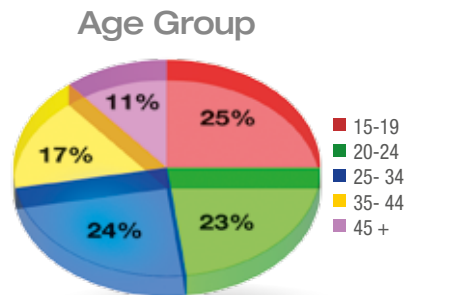
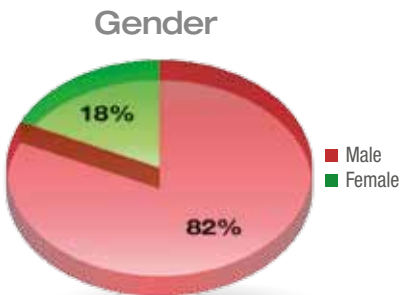
Magazines Ads
Rate Card



A weekly sports magazine, analyzes the entire local, Arab, African, and International sports news and championships. It includes reports and interviews with athletic stars and celebrities.

Sports Weekly Magazine
ryadi-adv@ahram.org.eg

Readership profile



Al-Ahram Arriadi

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	1120
- Half inside page	560
- Upper triangle panel	240
- Inside front or back cover	1440
- Back cover	1760
- Folded cover	2400

15% to be added to above rates for special issues


The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size:** 20,5 cms. x 29 cms.
- **Printed Area:** 18,5 cms. x 27 cms.
- **Screen size:** Halftone ranges from 200 to 300 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** Artwork, film or CD.
- **Deadline for submitting material:** One week prior to publishing date.



Magazines Ads
Rate Card



الأهرام العربي

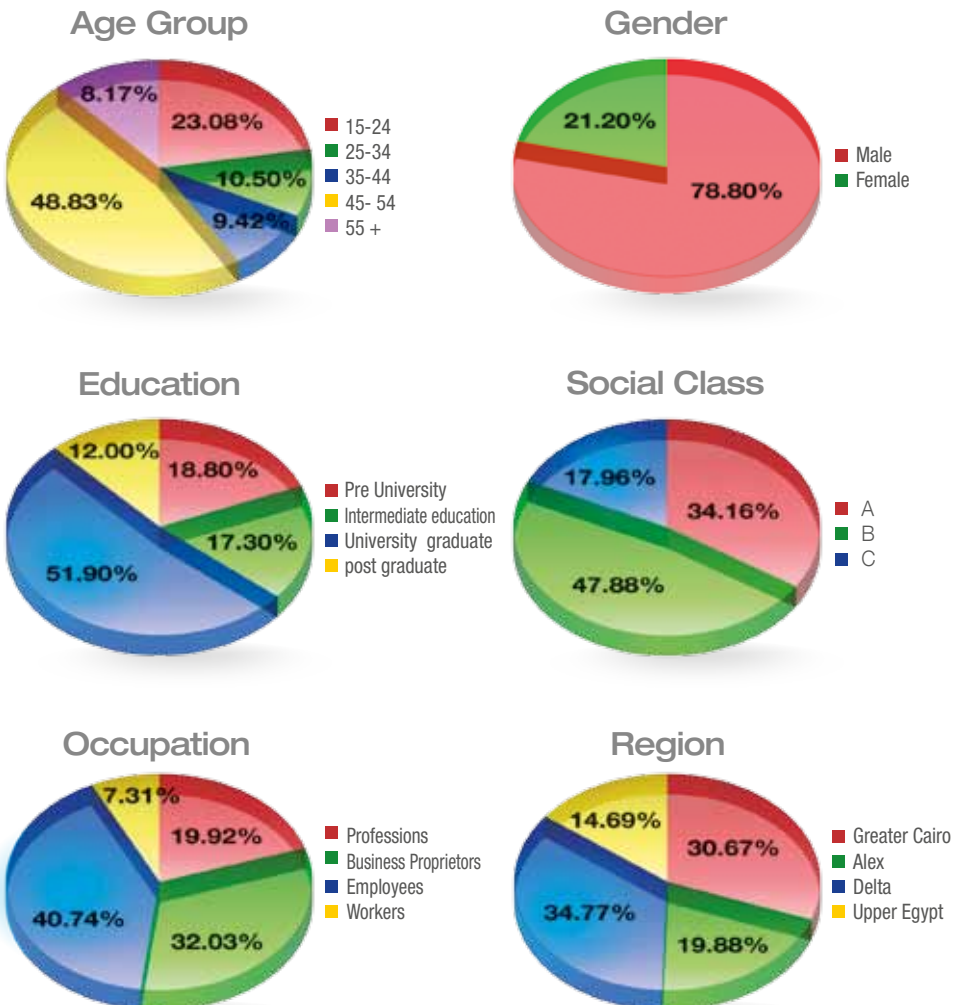
Since March 1997, Al-Ahram Al Arabi is distributed every Saturday all over the Arab countries. The magazine covers the Egyptian and Arab affairs and their influential current events, in addition to, various topics; politics, economy, social, culture, religion, art, tourism, aviation and health. The magazine is an open forum for the readers, discussions about the hot issues that occur in the Arab world. The magazine is edited by Arab and foreign professional journalists and reporters providing objective analyses and criticism.

website: <http://arabi.ahram.org.eg>

Al-Ahram Al Arabi

A Comprehensive Weekly Magazine
arabi-adv@ahram.org.eg

Readership profile



Al-Ahram Al Arabi

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Special pages <i>(Facing inside front or back cover, Index, Header)</i>	920
- Inside front or back cover	1103
- Back cover	1501
- Folded cover (2 pages)	2146
- Full Inside page	736

- 15% to be added to above rates for special issues.
- Special rate for additional online placement.

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size:** 20,5 cms. x 30 cms.
- **Printed Area:** 19,5 cms. x 29 cms.
- **Screen size:** Halftone ranges from 150 to 200 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** Artwork, film or CD.
- **Deadline for submitting material:** One week prior to publishing date.



Magazines Ads
Rate Card



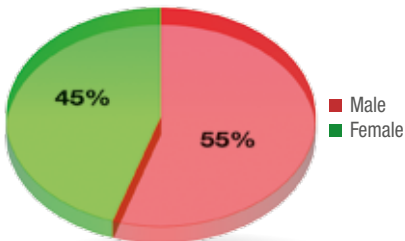
Youth Monthly Magazine
shabab-adv@ahram.org.eg

Issued monthly since August 1977, El-Shabab magazine deals with youth issues, interests and concerns along their different stages of life, cultural and social categories. The magazine is a window for the talented youth to express their ambitions and vision for the future.

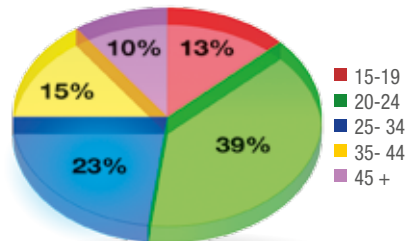
<http://shabab.ahram.org.eg>

Readership profile

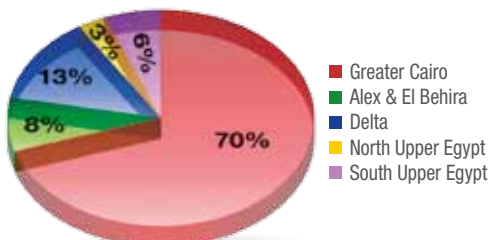
Gender



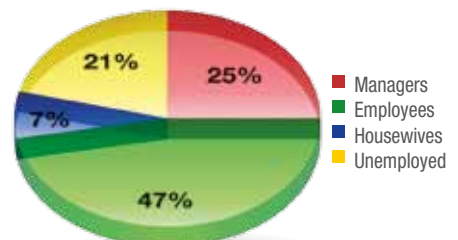
Age Group



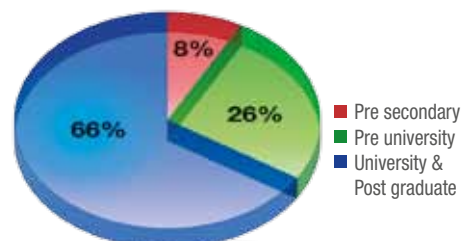
Region



Occupation



Education



El-Shabab

Advertising Rates 2018 (in U.S.\$)

4 colours Ads

Inside page	766
Special inside page	1072
Inside front cover	1379
Inside back cover	1226
Back cover	1839
Folded cover	3065

- 15% to be added to above rates for special issues.
- Special rate for additional online placement.

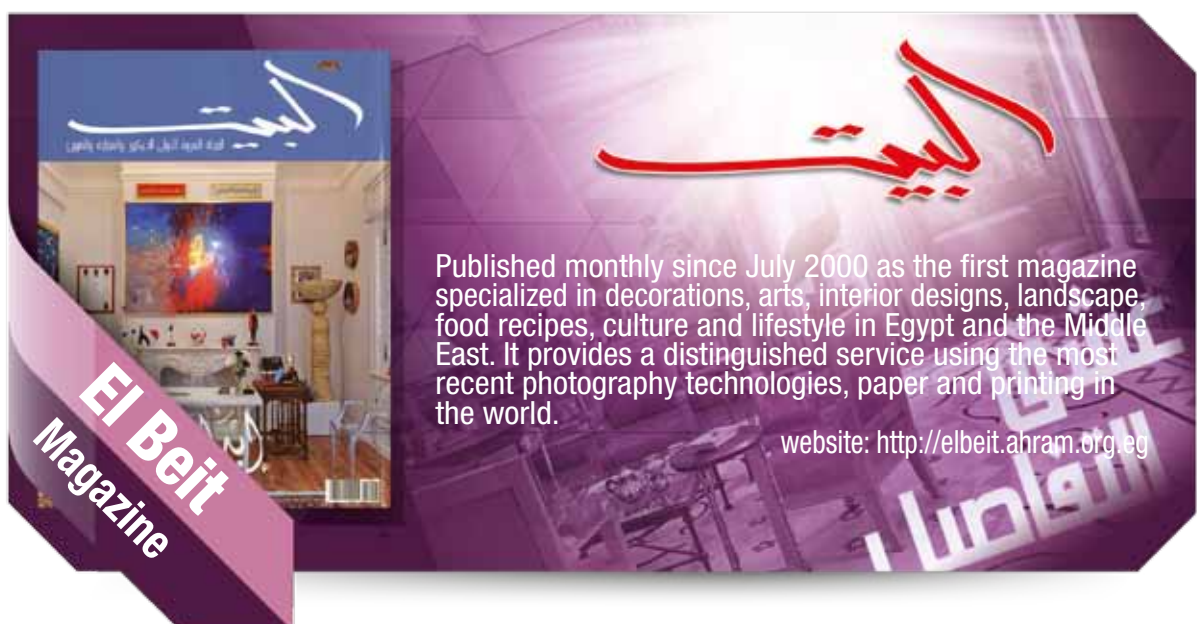
The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size:** 20 cms. x 27 cms.
- **Printed Area:** 19 cms. x 26 cms.
- **Screen size:** Halftone ranges from 250 to 300 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** Artwork, film or CD.
- **Deadline for submitting material:** One week prior to publishing date.



Magazines Ads
Rate Card



**El Beit
Magazine**

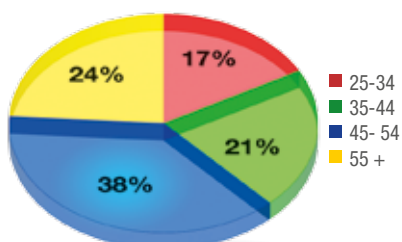
Published monthly since July 2000 as the first magazine specialized in decorations, arts, interior designs, landscape, food recipes, culture and lifestyle in Egypt and the Middle East. It provides a distinguished service using the most recent photography technologies, paper and printing in the world.

website: <http://elbeit.ahram.org.eg>

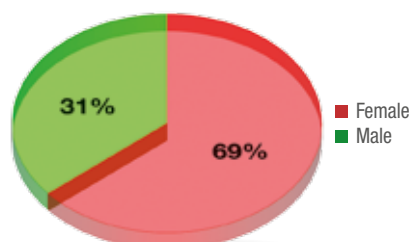
**The First Arab Monthly Magazine for
Decoration, Architecture & Arts**
elbeit-adv@ahram.org.eg

Readership profile

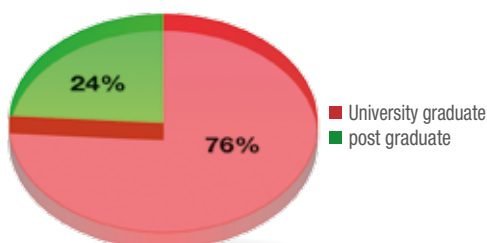
Age Group



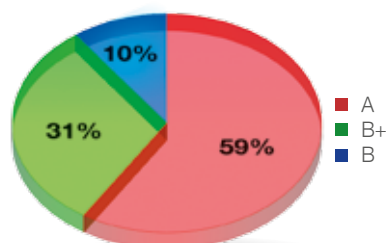
Gender



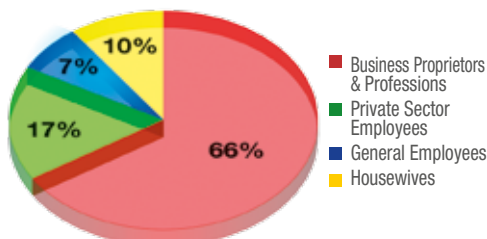
Education



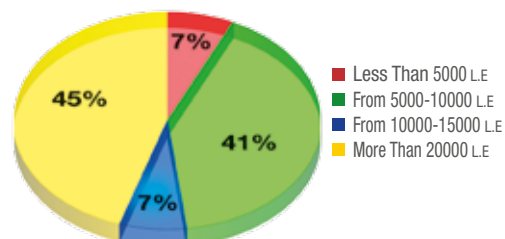
Social Class



Occupation



Income (Monthly)



El Beit

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full Inside page	1200
- Special pages (Facing inside front or back cover, Index, Header, left hand side pages in the first half of the magazine)	1840
- Inside front cover	2440
- Inside back cover	2280
- Back cover	3000
- Half inside page	720
- Quarter inside page	480
- Folded cover (2 pages)	4000

- 15% to be added to above rates for special issues.

- Special rate for additional online placement.

<http://elbeit.ahram.org.eg>

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size:** 23,8 cms. x 30,8 cms.
- **Printed Area:** 23 cms. x 30 cms.
- **Screen size:** Halftone ranges from 250 to 300 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** Artwork, film or CD.
- **Deadline for submitting material:** The deadline for reserving or modifying the publishing date is the 20th of its prior issuing month

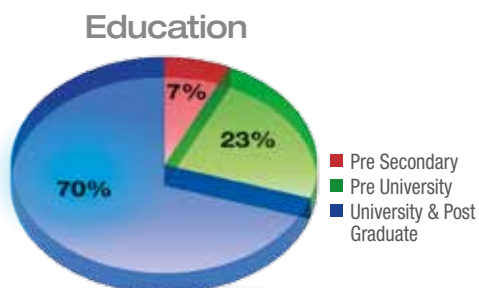
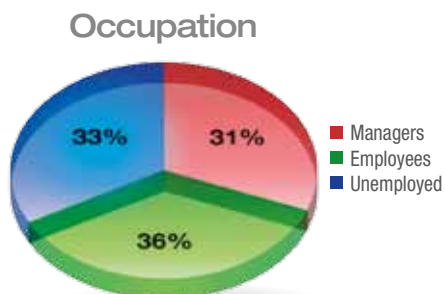
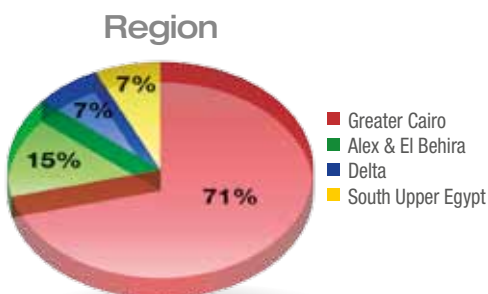
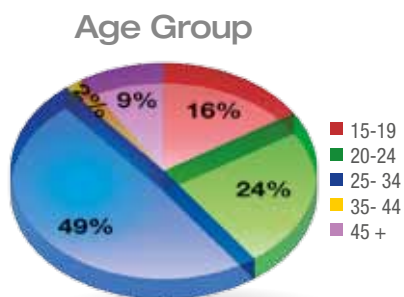
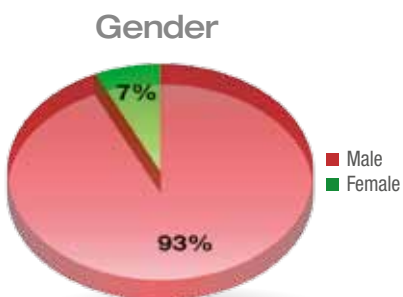


Magazines Ads
Rate Card



A Monthly Magazine for Computer, Communications & Internet
lct-adv@ahram.org.eg

Readership profile



Loghat Al Asr

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	960
- Inside front or back cover	1280
- Back cover	1440
- Folded cover	2400

- 15% to be added to above rates for special issues.
- Special rate for additional online placement.


The above rates are subject to change according to exchange rate fluctuations.


Technical Data

- **Page Size:** 20,5 cms. x 26,5 cms.
- **Printed Area:** 19,5 cms. x 25,5 cms.
- **Screen size:** Halftone ranges from 150 to 200 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** CD.
- **Deadline for submitting material:** One week prior to publishing date.



Magazines Ads
Rate Card





Alaa El Din is ranked the highest child magazine in terms of circulation and popularity among Egyptian children from 8-15 years old. The magazine, issued first in 1993, is monthly and is edited by a select group of writers and artists with its main objective to both educate and entertain children through information in all realms of knowledge in addition to the stories and contests as well as the sports activities it promotes. The magazine gives access to its readers' contributions featuring their creative talents in many fields of activity. In addition to the entertainment booklet, the magazine offers a monthly gift which establishes unique communication model with readership. Out of this excellent base, the magazine offers a strong potential for advertising products and services related to children.

Children's Monthly Magazine

alla-adv@ahram.org.eg

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	640
- Inside front or back cover	960
- Back cover	1280

15% to be added to above rates for special issues

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- Page Size:	21 cms. x 29 cms.
- Printed Area:	19 cms. x 27 cms.
- Screen size:	Halftone ranges from 150 to 200 lines per square inch.
- Printing Method:	Offset
- Required materials:	CD with printed proof.
- Deadline for submitting material:	One week prior to publishing date.



الأهرام الزراعي

A scientific monthly magazine specialized in modern technology in the agricultural field. Issued since 1958 to form the relation between researchers, executives and decision makers, and also aiming at applying the latest technology and using it in agriculture, irrigation, mechanization, animal and poultry feeding production.

**Al-Ahram
Al Zeraee**

Monthly Specialized Magazine
agri-adv@ahram.org.eg

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Special page	613
- Full inside page	459
- Inside front or back cover	689
- Back cover	920

- Special rate for additional online placement.


The above rates are subject to change according to exchange rate fluctuations.


Technical Data

- **Page Size:** 21 cms. x 29,5 cms.
- **Printed Area:** 18 cms. x 26 cms.
- **Screen size:** Halftone ranges from 150 to 200 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** CD.
- **Deadline for submitting material:** 10 days prior to publishing date.



**Magazines Ads
Rate Card**





Arab periodical specialized in regional and international affairs, published quarterly since 1965. It handles the studies and analyses of political and economic affairs as well as international relations performed by Egyptian and Arab writers, intellectuals and experts. The magazine is on top of scientific references with high credibility for researchers, political analysts, diplomats and strategic experts in Egypt and the Arab world. It has the confidence of Egyptian and Arab universities as an approved reference used in post graduate research.

Website: www.siyassa.org.eg

Al Siyassa
Al Dawliya

Quarterly Magazine
Specialized in International Political Affairs
siyassa-adv@ahram.org.eg

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	320
- Inside front or back cover	480
- Back cover	640

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- | | |
|--|--|
| - Page Size: | 21 cms. x 27,5 cms. |
| - Printed Area: | 17 cms. x 25 cms. |
| - Screen size: | Halftone ranges from 150 to 200 lines per square inch. |
| - Printing Method: | Offset |
| - Required materials: | Artwork, film or CD. |
| - Deadline for submitting material: | 2 weeks prior to publishing date. |



الديمقراطية

الديمقراطية



الديمقراطية

Political specialized periodical for the study of different political regimes. It basically handles the field of comparative politics, which deals with the study of the types and patterns of regimes in the world and their political development.

It handles issues of democratic transformation, political culture, elections, public studies, human rights issues, .. etc, and all matters related to internal situations and regimes in different societies; America, Asia, Africa, Arab and Islamic World. It aims at monitoring the developments in these fields and providing a comparative preview.

Democracy Magazine

Quarterly Specialized Magazine
democracy@ahram.org.eg

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	320
- Inside front or back cover	480
- Back cover	640

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- **Page Size:** 17 cms. x 24 cms.
- **Printed Area:** 15 cms. x 23 cms.
- **Screen size:** Halftone ranges from 150 to 200 lines per square inch.
- **Printing Method:** Offset
- **Required materials:** Artwork, film or CD.
- **Deadline for submitting material:** 2 weeks prior to publishing date.



Magazines Ads
 Rate Card

أحوال مصرية



**Ahwal
Masreia**

Intellectual periodical magazine tackling the Egyptian affairs through researches, studies, public opinion questionnaires and suggestions from the public policy perspective.

The magazine aims at encouraging research in all fields such as, education, health, culture, social, and technology and linking scientists and those working in research and studies in Egypt.

It motivates participating in fundamental reforms and developing the decision - making process at all levels, to form a new national project for the development in Egypt.

Quarterly Specialized Magazine
ahwal@ahram.org.eg

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	320
- Inside front or back cover	480
- Back cover	640


B/W Ads

- Inside page	240
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The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- Page Size:	17 cms. x 24 cms.
- Printed Area:	15 cms. x 22 cms.
- Screen size:	Halftone ranges from 150 to 200 lines per square inch.
- Printing Method:	Offset
- Required materials:	Artwork, film or CD.
- Deadline for submitting material:	2 weeks prior to publishing date.



Dewan
Al-Ahram

The most recent publication of Al-Ahram Establishment. Dewan is a periodical expressing a cultural and heritage status. It introduces the biography of prominent Egyptian figures and places. Dewan retrieves and documents the history of high intellectual Egyptian figures with photos and documents to refresh the memory of the nation. Dewan's first issue was published in January 2010.

(Periodical Magazine)
dewan-adv@ahram.org.eg

Advertising Rates 2018 (in U.S.\$)

4 Colour Ads

- Full inside page	320
- Inside front or back cover	480
- Back cover	640

The above rates are subject to change according to exchange rate fluctuations.

Technical Data

- Page Size:	21 cms. x 29,7cms.
- Printed Area:	20 cms. x 28 cms.
- Screen size:	Halftone ranges from 150 to 200 lines per square inch.
- Printing Method:	Offset
- Required materials:	Artwork, film or CD.
- Deadline for submitting material:	2 weeks prior to publishing date.



Magazines Ads
Rate Card

Al-Ahram Daily Newspaper	http://www.ahram.org.eg	Al-Ahram Regional Press Institute	http://ahrij.ahram.org.eg
Al-Ahram Al Massa'i	http://massai.ahram.org.eg	Al-Ahram Information Department	http://info.ahram.org.eg
Al-Ahram English Gate	http://english.ahram.org.eg	Al-Ahram Electronic Gate	http://gate.ahram.org.eg
Al-Ahram Hebdo	http://hebdo.ahram.org.eg	Al-Ahram Sports Gate	http://sport.ahram.org.eg
El-Shabab Magazine	http://shabab.ahram.org.eg	Al-Ahram Technology Gate	http://loghatalasr.ahram.org.eg
Democracy magazine	http://democracy.ahram.org.eg	Al-Ahram Weekly	http://weekly.ahram.org.eg
Nisf El Dunia magazine	http://nisfeldunia.ahram.org.eg	Al-Siyassa Al-Dawlya magazine	http://www.siyassa.org.eg
Al-Ahram Al Arabi magazine	http://arabi.ahram.org.eg	Alaa Aldin magazine	http://alaa-eldeen.ahram.org.eg
Automotive Insert	http://auto.ahram.org.eg	Al-Ahram Iktisadi	http://ik.ahram.org.eg
Al-Ahram Advertising Department	http://advertising.ahram.org.eg	Al-Ahram Microfilm	http://microfilm.ahram.org.eg
Online Classified Department	http://mobawaba.ahram.org.eg	Al-Ahram Islamic Page	http://islam.ahram.org.eg
Al-Ahram Center for Political & Strategic Studies	http://acpss.ahramdigital.org.eg		

Al-Ahram Departments E-mails

Al-Ahram Managment & Computer Center	amac@ahram.org.eg	Al-Ahram Research Library	arlib@ahram.org.eg
Al-Ahram Micro Film Center	microfilm@ahram.org.eg	Al-Ahram Commercial Print House Agency	acp@ahram.org.eg
Al-Ahram Distribution Department	dist@ahram.org.eg	Al-Ahram Press Agency	apsa@ahram.org.eg
Al-Ahram Information Department	info@ahram.org.eg	General Dep. of Financial Affairs	ahrapaper-1c@ahram.org.eg
Al-Ahram Center for Political & Strategic Studies	acpss@ahram.org.eg	Pyramid Advertising Agency	paa@ahram.org.eg
Al-Ahram Center for Translation & Publishing	actp@ahram.org.eg	Al-Ahram Medical Center	clinic@ahram.org.eg
Al-Ahram Regional Press Institute	arpi@ahram.org.eg		

Al-Ahram Overseas Offices E-mails

London	ahramuk@ahram.org.eg	Dubai	ads-dubai@ahram.org.eg
Saudi Arabia	ksa@ahram.org.eg		

Ahram E-mail Web Masters

Al-Ahram Daily Newspaper	ahramdaily@ahram.org.eg
Al-Ahram Hebdo	webhebdo@ahram.org.eg

Al-Ahram Publications E-mails

Al-Ahram Weekly	weekly@ahram.org.eg	Iktisadi Magazine	ik@ahram.org.eg
Al-Ahram Hebdo	hebdo@ahram.org.eg	El Beit Magazine	elbeit@ahram.org.eg
El-Shabab Magazine	shabab@ahram.org.eg	Loghat Al-Asr Magazine	ict@ahram.org.eg
Al-Siyassa Al-Dawlya Magazine	siyassa@ahram.org.eg	Economy Page	econ@ahram.org.eg
Al-Ahram Arriadi Magazine	ryadi@ahram.org.eg	Environment Page	enviro@ahram.org.eg
Nisf El Dunia Magazine	nisfeldunia@ahram.org.eg	Science Club Page	sclub@ahram.org.eg
Alaa Aldin Magazine	alaaeldin@ahram.org.eg	Readers Mail	barid@ahram.org.eg

Online Ads | 2018

Rate Card



Al-Ahram





www.ahram.org.eg
www.gate.ahram.org.eg

Lately, the growth in internet usage in MENA has surpassed all expected figures with the number of users jumping to 71 million. In Egypt the digital culture is growing steadily with internet users reaching 45 million and mobile phone users up to 100 million out of which 30 million are smart phone owners.

With this new development a new arena for business is being expanded as witnessed by the interest of business entities to be promoted digitally. This interest is justified by the lower cost of digital marketing, the accurate targeting metrics and the ability to gauge impact in required details. This explains the increasing volume of digital advertising on key channels covering social media, news websites and others and also on mobile phone apps.

Out of this scope, Al-Ahram has been keen on developing its digital presence as represented in its network of websites and mobile phone apps on all types of devices.

The digital presence of Al-Ahram is not only a media for reach; it expands the scope for digital marketing as well.

Ads on Al-Ahram websites

Facts & Figures

- **12,678,244** visits came from 180 countries
- Pages / Visit: **3,5** pages
- Avg. Time on Site / Visit: **00:03:55** minutes
- Monthly Avg. number of pages viewed on www.ahram.org.eg **40,000,000**

Traffic Source

Search Engines : **45%**

Direct Traffic : **33%**

Referring Sites : **22%**



Country	Visitors
 Egypt	11,256,000
 Saudi Arabia	2,202,000
 USA	1,227,000
 UAE	875,000
 Kuwait	582,000
 Canada	310,000
 United Kingdom	291,111
 Qatar	334,506
 Germany	207,000



Online Ads
Rate Card

Ads on Al-Ahram websites

www.ahram.org.eg



Online Ads | 2018
Rate Card

■ Ear Panels:	150 W X 100 H	3,000 us\$
■ Leader board:	728 W X 90 H	4,000 us\$
■ Site Skin:	180 W X 720 H	7,000 us\$
■ Showcase:	300 W X 250 H	4,500 us\$

Ads on Al-Ahram websites

www.gate.ahram.org.eg



■ Ear Panels:	150 W X 100 H	2,500 uss
■ Leader board:	728 W X 90 H	3,000 uss
■ Site Skin:	180 W X 720 H	6,000 uss
■ Showcase:	300 W X 250 H	3,500 uss



**Online Ads
Rate Card**

- Rates indicated above are based on duration.
- CPM: Cost per thousand impressions - 1,7 US\$.
- Rich Media Formats available at CPM 2.2 US\$.

Ads on Al-Ahram websites

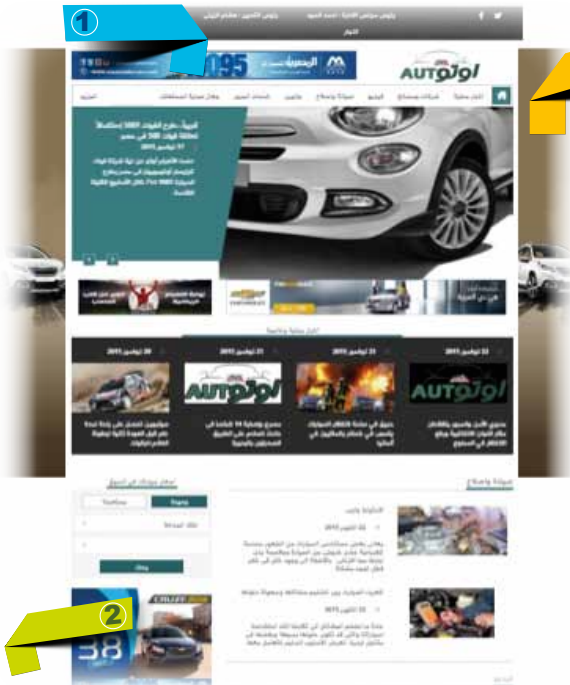
[/http://nisfeldunia.ahram.org.eg](http://nisfeldunia.ahram.org.eg)



Showcase:
300 W X 250 H
2,000 uss

Site Skin:
180 W X 720 H
3,000 uss

www.auto.ahram.org.eg



Leader Board:
728 W X 90 H
2,000 uss

Medium Rectangle:
300 W X 250 H
2,250 L.E

Site Skin:
180 W X 720 H
4,000 uss

Online Ads
Rate Card
2018

Ads on Al-Ahram websites

www.sport.ahram.org.eg



- **Leader Board:**
728 W X 90 H
2,000 us\$
- **Showcase:**
300 W X 250 H
2,150 us\$
- **Site Skin:**
180 W X 720 H
4,000 us\$

www.aitmag.ahram.org.eg



- **Leader Board:**
728 W X 90 H
2,000 us\$
- **Showcase:**
300 W X 250 H
2,500 us\$
- **Site Skin:**
180 W X 720 H
5,000 us\$

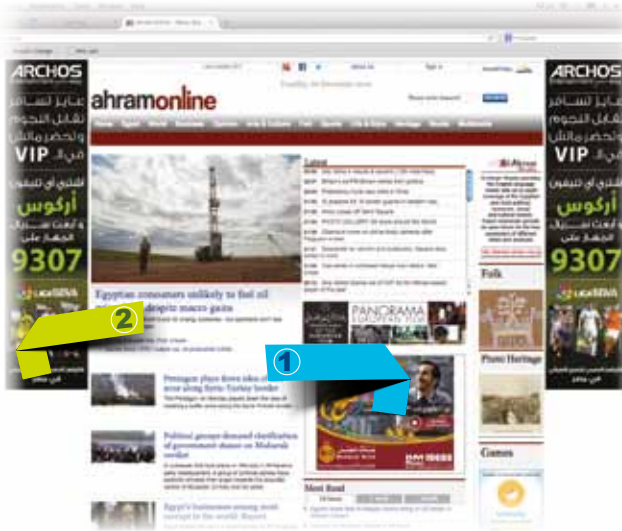


**Online Ads
Rate Card**

- Rates indicated above are based on duration.
- CPM: Cost per thousand impressions - 1,7 US\$.
- Rich Media Formats available at CPM 2.2 US\$.

Ads on Al-Ahram websites

[/http://english.ahram.org.eg](http://english.ahram.org.eg)



- **Showcase:**
300 W X 250 H
3,000 us\$
- **Site Skin:**
180 W X 720 H
5,000 us\$

Online Ads | 2018
Rate Card

www.elbeit.ahram.org.eg



- **Leader Board:**
728 W X 90 H
1,500 us\$
- **Showcase:**
300 W X 250 H
2,000 us\$
- **Site Skin:**
180 W X 720 H
3,500 us\$

Ads on Al-Ahram websites

www.massai.ahram.org.eg



Leader Board:

728 W X 90 H

1,000 us\$

Showcase:

300 W X 250 H

1,250 us\$

Site Skin:

180 W X 720 H

3,000 us\$

www.weekly.ahram.org.eg



Showcase:

300 W X 250 H

750 us\$

Monster Showcase:

180 W X 720 H

1,500 us\$



**Online Ads
Rate Card**

- Rates indicated above are based on duration.
- CPM: Cost per thousand impressions - 1,7 US\$.
- Rich Media Formats available at CPM 2.2 US\$.

Ads on Al-Ahram websites

www.shabab.ahram.org.eg



Leader Board:

728 W X 90 H

1,250 us\$

Showcase:

300 W X 250 H

1,500 us\$

Site Skin:

180 W X 720 H

2,000 us\$

www.agri.ahram.org.eg



Leader Board:

728 W X 90 H

1,200 us\$

Showcase:

300 W X 250 H

1,500 us\$

Inserts Ads | 2018

Rate Card



Al-Ahram





A Special service pioneered by Al-Ahram for Advertisers & Readers

Inserts became a major element in planning the advertising campaigns, due to:

- Separate printing** of the inserts' advertisements according to the size and weight of paper determined by the client.
- Targeting specific geographical areas:** within Cairo, any governorate, Egypt or the Arab region. Whereas, the advertising cost goes with the number of distributed issues in the determined areas only.
- Long span printed advertisement** carrying an attractive artwork and full information about the product.
- Suitable advertising vehicle** for a wide range of products.
- Al-Ahram provides all its technical support to distribute the inserts with all weekly and monthly publications, along with Al-Ahram daily newspaper.

Distribution Areas in Egypt



- 1st Area in Cairo covers:

Heliopolis, Ein Shams, El Salam City and Airports.

- 2nd Area in Cairo covers:

Nasr City, El Zaitoun, El Mataria and Gisir El Suez, El Rehab, New Cairo.

- 3rd Area in Cairo covers:

Hadayek El Koba, El Koba Bridge, Saraia El Koba, Kobri El Lamon, Shobra, Road El Farag, El Abbasia, Bab El Hadid and El Daher.

- 4th Area in Cairo covers:

Attaba, El Helmia, El Roda, Misr El Kadima, Al Maadi, Helwan, Al Mokatam and Sakr Koriesh.

- 5th Area in Cairo covers:

Zamalek, Agouza, Mohandessin, Dokki, Giza, Faisal, El Haram, 6th October & Sheikh Zaid.

- 6th Area in Cairo covers:

El Falaky, Garden City, Tahrir Square, Down Town, El Dawaween, Saieda Zeinab and Mobtadian.

- 7th Area in Alexandria covers:

All the districts of Alexandria Suburbs, North Coast up to Matrouh Governorate.

- 8th Area in Delta:

Ismalia, port Said, Suez, El Asher, Red Sea, North and South Sianai, El Sharkia and Domiat.

- 9th Area in North Egypt:

Kalubia, El Gharbia, Kafr El Sheikh, El Behira, Dakahlia and Menoufia.

- 10th Area in Upper Egypt:

All Upper Egypt governorates from South Giza to Aswan.

- 11th Area:

Internal subscriptions in Egypt.

Distribution Areas of Arab Edition

- Kingdom of Saudi Arabia
- State of Kuwait
- United Arab Emirates
- Kingdom of Bahrain
- Sultanate of Oman
- State of Qatar



Inserts Ads
Rate Card

Inserts Ads

Rate Card 2018 in US\$

Inserts distributed with Al-Ahram Newspaper

Distribution Areas	Size & Printing				Couché 115 gm.		
					Fridays	Thursdays	Weekdays
One area 1	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	40100	31500	28700	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	81600	64100	58300	
Two areas 2	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	46600	36600	33300	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	93700	73600	66900	
Three areas 3	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	52500	41200	37500	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	105900	83300	75700	
Four areas 4	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	58300	45800	41600	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	118300	92900	84500	
Five areas 5	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	64400	50600	46000	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	130400	102400	93100	
Six areas 6	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	70400	55300	50300	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	142700	112100	101900	
Seven areas 7	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	76000	59700	54300	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	155000	121700	110700	
Eight areas 8	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	82000	64500	58600	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	167100	131300	119300	
Nine areas 9	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	88500	69500	63200	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	179300	140900	128100	
Ten areas 10	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	93700	73600	66900	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	191700	150600	136900	
Eleven areas 11	A5 (21 × 15 cms)	Both Sides Printed	–	–	–	–	–
	A4 (29.7 × 21 cms)	Both Sides Printed	–	–	–	–	–
	A3 (42 × 29.7 cms)	Both Sides Printed	Tiled	100200	78700	71600	
	Full Page (54 × 37 cms)	Both Sides Printed	Tiled	204000	160300	145700	

Inserts Ads

Rate Card 2018 in US\$



Couché 135 gm.			Couché 150 gm.			Couché 170 gm.		
Fridays	Thursdays	Weekdays	Fridays	Thursdays	Weekdays	Fridays	Thursdays	Weekdays
–		–	10800	8500	7700	11400	8900	8000
21200	16700	15100	21600	17000	15400	22400	17500	15900
41700	32700	29800	42100	33100	30100	42600	33400	30400
83300	65500	59500	84600	66500	60500	86100	67700	61500
–	–	–	12600	9800	9000	12900	10200	9200
25500	20000	18200	25900	20400	18500	26700	21000	19100
48800	38300	34800	49900	39200	35600	51200	40200	36600
97800	76800	69900	100200	78700	71600	102700	80700	73400
–	–	–	14900	11700	10700	15300	12000	11000
29000	22800	20700	30200	23700	21600	30600	24000	21800
55700	43800	39800	57400	45100	41000	59400	46600	42400
112200	88200	80200	115900	91100	82800	119600	94000	85400
–	–	–	17300	13600	12300	17700	13900	12700
33100	27000	23600	34900	27400	24900	35800	28100	25600
63000	49500	45000	65200	51200	46600	67300	52900	48200
126500	99300	90300	131500	103300	93900	136400	107200	97500
–	–	–	19400	15300	13900	20300	16000	14500
37100	29200	26500	38800	30500	27800	40800	32100	29100
69700	54800	49800	72500	57000	51800	75600	59600	54000
140900	110700	100700	146800	115300	104800	153200	120400	109400
–	–	–	21600	17000	15400	22700	17800	16200
40800	32100	29100	43200	33900	30800	44900	35300	32100
76400	60000	54600	80100	62900	57200	83800	65800	59800
155000	121700	110700	162000	127900	116200	169900	133500	121300
–	–	–	23500	18500	16900	24400	19200	17400
44700	35200	32000	47500	37300	33900	49800	39200	35600
83800	65800	59800	87900	69000	62800	92000	72200	65700
169400	133200	121000	178100	139900	127200	186700	146700	133400
–	–	–	25900	20400	18500	27200	21400	19400
48700	38200	34800	52200	41000	37300	54400	42800	38800
90600	71200	64800	95700	75200	68300	100200	78700	71600
183500	144200	131000	193400	151900	138200	203300	159700	145200
–	–	–	28000	22000	20100	29400	23100	21000
52600	41300	37600	55700	43800	39800	58300	45800	41600
98200	77200	70200	103600	81400	74000	109200	85800	78000
197900	155500	141400	209400	164500	149500	220100	173000	157300
–	–	–	29800	23400	21300	31800	24900	22700
56500	44400	40400	60200	47300	43100	63500	49900	45300
104700	82600	74800	110500	86900	79000	116400	91400	83100
212400	166900	151700	224700	176600	160500	237000	186200	169300
–	–	–	32200	25300	23000	33900	26600	24200
60700	47700	43300	64800	50900	46300	68000	53400	48600
11800	87900	79900	118700	93300	84800	125000	98200	89300
226600	178100	161900	240200	188800	171600	253800	199400	181300



Inserts Ads
Rate Card

Inserts Ads

Rate Card 2018 in US\$

Inserts distributed with Al-Ahram Arab Edition

Distribution Areas	Size & Printing				Rate	
					Weekdays	Fridays
Saudi Arabia	A5 (21 × 15 cms)	150 gm	Both Sides Printed	–	2700	3650
	A4 (29.7 × 21 cms)	150 gm	Both Sides Printed	–	5090	7280
	A3 (42 × 29.7 cms)	135 gm	Both Sides Printed	Tiled	10170	14520
	Full Page (54 × 37 cms)	115 gm	Both Sides Printed	Tiled	20580	29070
Kuwait	A5 (21 × 15 cms)	150 gm	Both Sides Printed	–	440	620
	A4 (29.7 × 21 cms)	150 gm	Both Sides Printed	–	870	1220
	A3 (42 × 29.7 cms)	135 gm	Both Sides Printed	Tiled	1700	2450
	Full Page (54 × 37 cms)	115 gm	Both Sides Printed	Tiled	3650	4830
U.A.E	A5 (21 × 15 cms)	150 gm	Both Sides Printed	–	650	920
	A4 (29.7 × 21 cms)	150 gm	Both Sides Printed	–	1310	1850
	A3 (42 × 29.7 cms)	135 gm	Both Sides Printed	Tiled	2700	3650
	Full Page (54 × 37 cms)	115 gm	Both Sides Printed	Tiled	5580	7280
Bahrain	A5 (21 × 15 cms)	150 gm	Both Sides Printed	–	240	330
	A4 (29.7 × 21 cms)	150 gm	Both Sides Printed	–	440	620
	A3 (42 × 29.7 cms)	135 gm	Both Sides Printed	Tiled	890	1220
	Full Page (54 × 37 cms)	115 gm	Both Sides Printed	Tiled	1850	2450
Sultanate of Oman	A5 (21 × 15 cms)	150 gm	Both Sides Printed	–	240	330
	A4 (29.7 × 21 cms)	150 gm	Both Sides Printed	–	440	620
	A3 (42 × 29.7 cms)	135 gm	Both Sides Printed	Tiled	890	1220
	Full Page (54 × 37 cms)	115 gm	Both Sides Printed	Tiled	1850	2450
Qatar	A5 (21 × 15 cms)	150 gm	Both Sides Printed	–	240	330
	A4 (29.7 × 21 cms)	150 gm	Both Sides Printed	–	440	620
	A3 (42 × 29.7 cms)	135 gm	Both Sides Printed	Tiled	890	1220
	Full Page (54 × 37 cms)	115 gm	Both Sides Printed	Tiled	1850	2450
All Distribution areas	A5 (21 × 15 cms)	150 gm	Both Sides Printed	–	4460	6110
	A4 (29.7 × 21 cms)	150 gm	Both Sides Printed	–	8540	12140
	A3 (42 × 29.7 cms)	135 gm	Both Sides Printed	Tiled	17130	24230
	Full Page (54 × 37 cms)	115 gm	Both Sides Printed	Tiled	35240	48440

Inserts Ads

Rate Card 2018 in US\$

Inserts distributed with
Al-Ahram Publications



Publications	A5 (21 x 15 cms)	A4 (29.7 x 21 cms)	A3 (42 x 29.7 cms)
	Couché 150 gm.	Couché 150 gm.	Couché 135 gm.
Nisf El Dunia	2250	5250	7500
Al-Ahram Arriadi	2250	5250	7500
El-Shabab	2250	5250	7500
El Beit	2250	5250	7500
Loghat Al Asr	1860	3750	5250
Al-Ahram Iktisadi	1860	3750	5250
Al-Ahram Al Arabi	1860	3750	5250
Alaa Aldin	1860	3750	5250
Al-Ahram Hebdo	1860	3750	5250
Al-Ahram Weekly	2100	4500	6000
Al-Ahram Al-Massa'i	12000	18000	22500



Inserts Ads
Rate Card

Important notes

About Inserts Ads.



- Al-Ahram daily circulation is variable due to the distribution policy and daily events published in the newspaper.
 - Cancellation should be 10 days prior to publishing date.
 - Deadline for submitting the material: one week prior to publishing date.
 - Required materials: CD with a printed proof.
 - The organization has the right to publish more than one insert per day without a prior notice.
 - Due to the increase of distribution during July and August, the 7th area which covers Alexandria and North coast up to Matrouh is charged at the price of 2 areas.
 - Al-Ahram Establishment offers a very special discount for advertisers in case of publishing their insert in Al Ahram newspaper along with one of its publications within a period of one week from insertion date in the newspaper discounts offered as follows:
 - Al-Ahram daily + 1 publication
20 % discount of the price of insertion in the same publication.
 - Al-Ahram daily + 2 publications
25 % discount of the price of insertion in the two publications.
 - Al-Ahram daily + 3 publications
30 % discount of the price of insertion in the these 3 publications.
 - Al-Ahram daily + 4 publications
35 % discount of the price of insertion in the requested publications.
 - **N.B.** the discount is calculated on the total price of the insert distributed with the above mentioned publications only
- In case of publishing the insert in the publication only, discounts offered are as follows:
- 15% for distribution with 2 publications.
 - 20% for distribution with 3 publications.
 - 25% for distribution with 4 or more publications.
- **N.B.** 50% of the total amount to be paid before insertion date and 50% within one month later maximum.