

# عالم التجارة

## ALAM ATTIJARAT

### 2016

THE LEADING ARAB BUSINESS & TRADE MONTHLY MAGAZINE WITH GUARANTEED CIRCULATION AMONGST EXECUTIVES



## Introduction

Established in 1966, Alam Attijarat has consistently delivered top Arab executives and decision makers concise reporting and coverage on regional and international business issues.

Distributed in all Arab countries to a selected, controlled and audited subscription based readership of businessmen and officials, it is also on sale through major bookshops across the GCC and Levant.

Alam Attijarat is a major source of business information for the region's decision makers. It enjoys an outstanding communication with its readers. More than 3500 readers enquiries are received per issue.

## Editorial Profile

The following topics are consistently covered both from a global and regional point of view: Banking, finance, trading, telecommunication, information technology, science, aviation, agriculture, defence, construction, manufacturing, oil and gas, travel, insurance, technology, projects, development, new products, real estate, successful people.

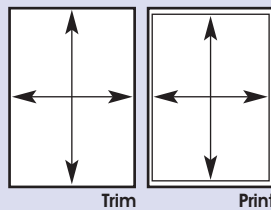
## Direct Mail Support

Alam Attijarat enjoys guaranteed circulation being distributed to a database of more than 34000 names of top Arab executives in addition to sales through bookshop. It provides advertisers the facilities to support their advertising investment in the Middle East, ensuring maximum yield and measurable return on advertising spent through:

- \* Direct action post card mailing
- \* Targeted direct mailing
- \* Awareness studies: "Fore and Aft"

## Mechanical Data

Bleed size: 208mm X 278mm  
 Trim size: 200mm X 270mm  
 Print size: 178mm X 244mm  
 Printing: Offset  
 Material: CD format:  
 Adobe Photoshop  
 or QuarkXpress,  
 colour proof required  
 Screen: 300 DPI  
 Closing date: 2 weeks prior to  
 publication date



## General Information

- \* Published Monthly
- \* Gatefolds, insert and creative execution are accepted, their rate is subject to prior agreement.
- \* Advertising agency commission: 20%
- \* Bleed and special positions: 10% extra charge.
- \* Cancellations: Prior notice of 5 weeks for inside pages. Not accepted for covers.

## Circulation

Gulf	Copies	%	Others	Copies	%
Saudi Arabia	16 776	37,6	Lebanon	4 123	9,2
UAE	5 230	11,7	Syria	2 438	5,5
Kuwait	2 650	6	Jordan	2 687	6,1
Qatar	2 108	4,7	Egypt	2 443	5,5
Bahrain	1 835	4,1	Other Arab Countries	1 635	3,7
Oman	1 150	2,5	Europe and Other	869	2
Yemen	621	1,4			
Total	30 370	68%	Total	14 195	32%
			<b>GRAND TOTAL</b>	<b>44 565</b>	<b>COPIES 100%</b>

# Advertising Rates

IN US DOLLARS

Effective January 2016

FREQUENCY	1 - 3 US \$	4 - 6 US \$	7 & + US \$
OUTSIDE BACK COVER	11 700	11 400	11 000
INSIDE FRONT COVER	8 300	7 900	7 500
IFC SPREAD	14 400	14 000	13 500
INSIDE BACK COVER	7 300	7 000	6 600
FACING INDEX	7 200	6 900	6 800
<b>FULL PAGE COLOR</b>	<b>6 800</b>	<b>6500</b>	<b>6 200</b>
FRONT COVER GATEFOLD	16 800	16 500	16 000
DOUBLE PAGE COLOUR	12 800	12 400	12 000
HALF DOUBLE PAGE	7 400	7 200	7 000
HALF PAGE	4 200	4 000	3 800
<b>SAUDI ARABIA RUN (SR)</b>			
<b>FULL PAGE COLOUR</b>	<b>14 000</b>	<b>13 000</b>	<b>12 000</b>
<b>U.A.E RUN (AED)</b>			
<b>FULL PAGE COLOUR</b>	<b>12 000</b>	<b>11 000</b>	<b>10 000</b>

# Readership Profile

Source Parc 2014/2015

## a. Among the General Public

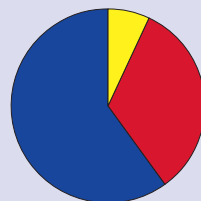
### Sex

96% Male  
4% Female



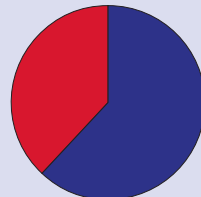
### Monthly Income

7% Up to 3000 US \$  
33% 3000 - 6000 US \$  
60% 6000 (+) US \$



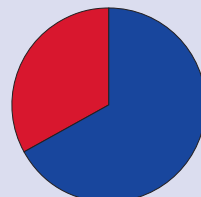
### Education

62% University & Above  
38% Below University



### Nationality

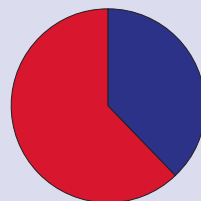
67% Nationals  
33% Arab Expats



## b. Among Executives

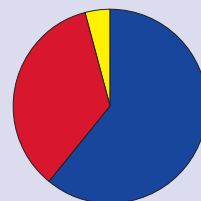
### Age

38% Below 35 years  
62% Over 35 years



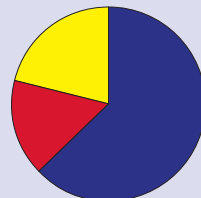
### Profile of Respondent - Position

61% Pres./ Gm  
35% HD DPT/ VP  
4% Other



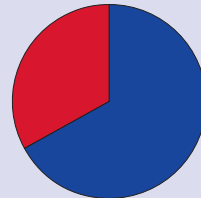
### Profile of Company

63% Comm./ Ind.  
16% Bank/ Fin.  
21% Pub./ Priv. Service



### Profile of Respondent - Status

67% Owner/ Shareholder  
33% Management



## International - Exclusive media representatives

### Lebanon - RLP sarl

Central District - Lazaristes Building Bloc A2-2, 4th floor - P.O.Box 11-7007 Beirut - Tel.: (961-1) 970612 (961-3)919933 / 55  
Fax.: (961-1) 970611 - E.mail: beirut@rlpgroup.com

### U.A.E. - MADA Adv.

The Prime Tower 1609-1610 - Business Bay, Dubai - Tel.: (971.4) 4526696 - Fax.: (971.4) 4527345 - E.mail: dubai@rlpgroup.net

### Kuwait - RLP Intl

Salmiya Salem Al Mubarak Street - Zahra Complex - Floor 8 Office 30 - PoBox 160 - Dasman 15452  
Tel. : (965) -2- 5712421/7 (965)-2- 5712455 - Fax: (965) -2- 5712445 - E.mail: kuwait@rlpgroup.com

### Saudi Arabia - MARAYA

Saudi Business Center - Madina road, Jeddah - Tel.: (9661-2) 6526400/425/325 - Fax: (9661-2) 6526440 - E.mail: jeddah@rlpgroup.com

### Saudi Arabia - MARAYA T.C. Co. Ltd.

Al Nemr Center (2) - Olaya Main Road, Riyadh - Tel.: (966-1) 2174340 - Fax: (966-1) 2174340 - E.mail: riyaadh@rlpgroup.com

### France - REGIMED France

Reine Moadié - Tel.: 33613025186 - E.mail: reine.reg2@gmail.com