

## Arabian Watches & Jewellery (AWJ) Magazine

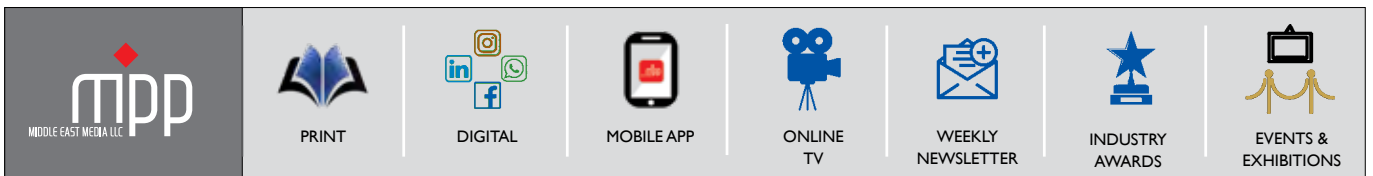
### Intro:

Amongst the many prestigious magazines owned and promoted by MPP-ME, AWJ is the first luxurious and web-based magazine available within the GCC, and MENA region. It covers the latest industry content ranging from product introductions, product innovations, trade exhibitions, interviews with international and regional leaders of the industry, and profiles of corporations and industry professionals. AWJ has helped initiate the Middle East Watch & Jewellery of the Year Awards and the Salon des Grandes Complications that are held annually.

**Additionally, AWJ holds a Guinness World Records award for the largest magazine/supplement in the world.**

### Frequency:

Bi-monthly: **February – March / April – May / June – July / August- September / October – November / December – January 2021** (6 issues).







# AUDIENCE



## Target Audience Male and Female Percentage

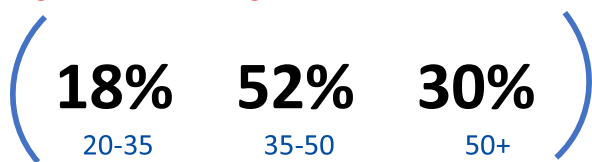


40%

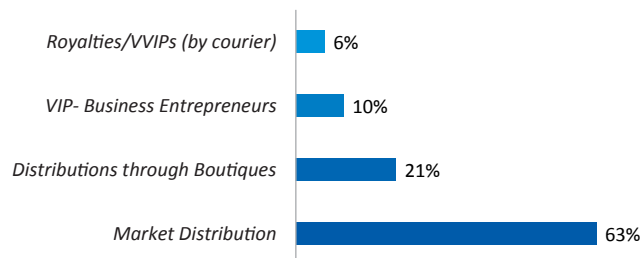


60%

## Target Audience Age Distribution



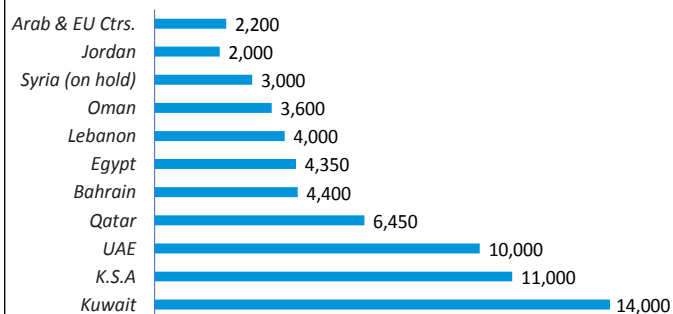
## Distribution Breakdown Per Audience Group



## Remuneration Per Annum

|                   |     |
|-------------------|-----|
| \$100,000 & above | 40% |
| \$75,000          | 35% |
| \$50,000          | 20% |
| Other             | 5%  |

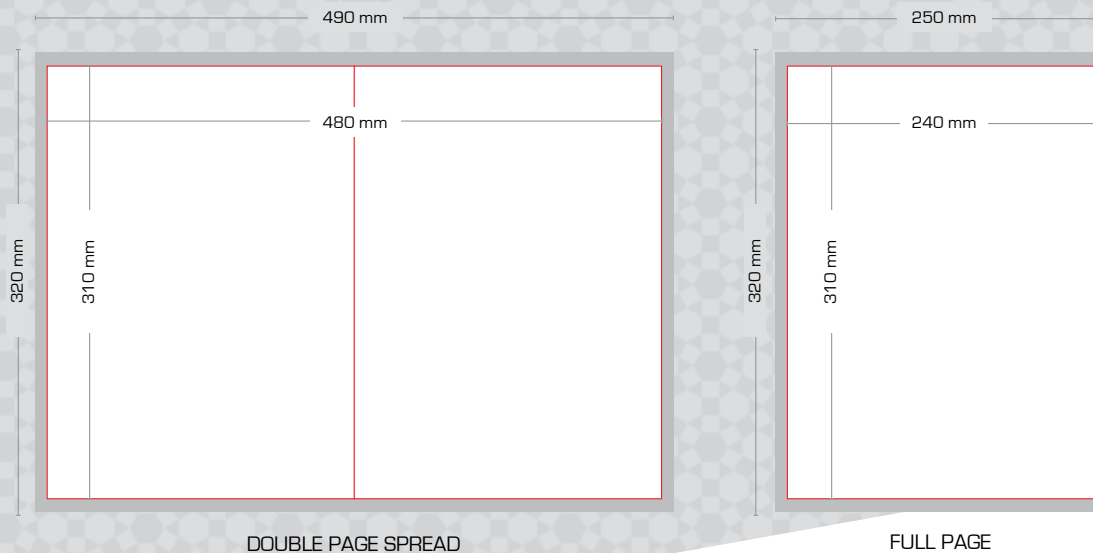
## Distribution Breakdown Per Capital



◆ Total production: 65,000 copies per issue

# Mechanical Data & Technical Specifications

Arabian Watches & Jewellery / Corporate Profile / Watches & Wonders Special Report / PENME



## Dimensions:

### - Full Page

(Trim): 240 mm X 310 mm  
(Bleed): 250 mm X 320 mm.

### - Double Page

(Trim): 480 mm X 310 mm  
(Bleed): 490 mm X 320 mm.

## Binding:

Perfect Binding.

## Material Requirements:

Advertisement material must be submitted by email as follows:  
PDF format (high resolution photos / press quality / embedded fonts or created outline).

Note for DPS: Please ensure that the text is at least 5 mm away from the gutter on either side.

## Material Deadline:

One month prior to publication date.

## Cancellations:

Cover Pages: 6 months prior to publication date.  
Inside Pages: 4 months prior to publication date.

## General Conditions:

Arabian Watches & Jewellery (AWJ) is published in conformity with the Middle East press laws and in compliance with local and regional religious and cultural norms.

