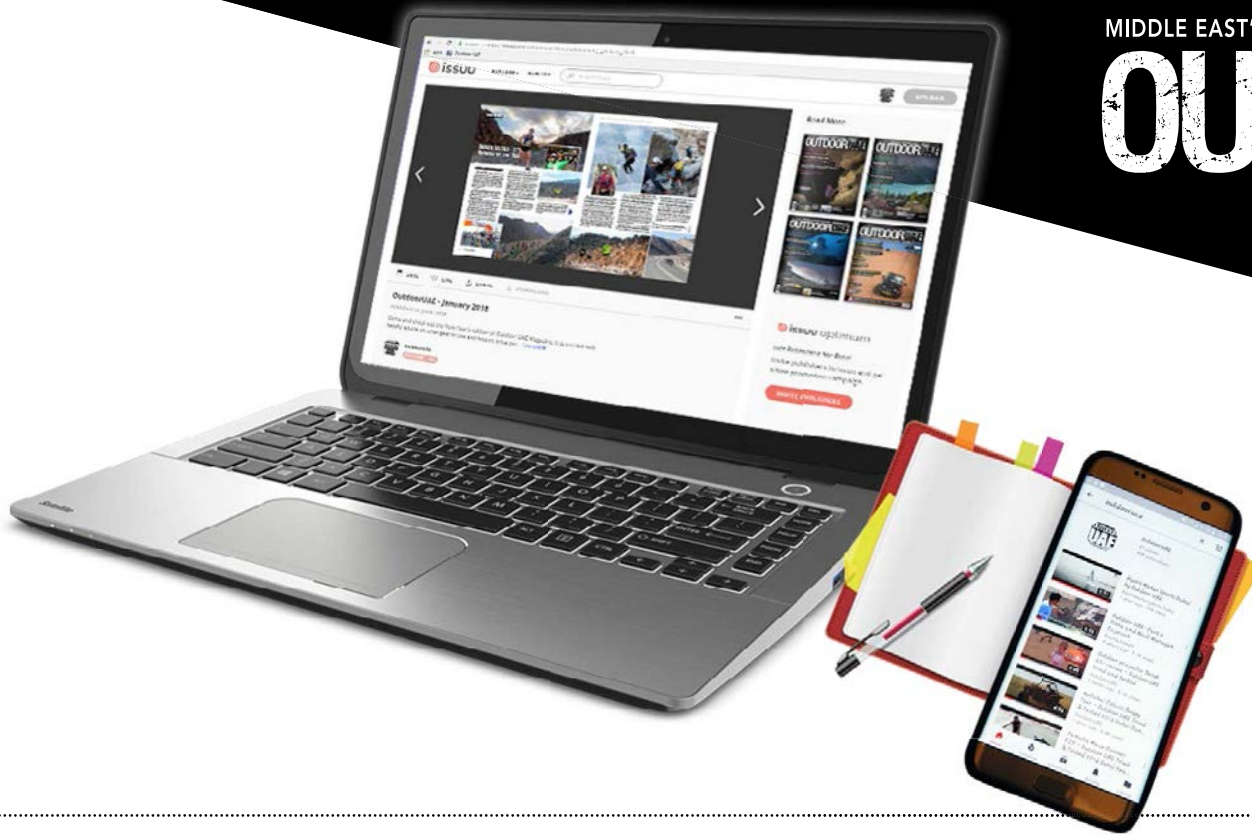


MIDDLE EAST'S OUTDOOR, ADVENTURE, TRAVEL & LIFESTYLE MAGAZINE

# OUTDOORUAE

SINCE 2010



GETTING MORE PEOPLE OUTDOOR, ACTIVE, HEALTHY AND HAPPY

# MEDIA KIT 2018

■ PRINT ■ ONLINE ■ DIGITAL ■ VIDEO

# OutdoorUAE Magazine

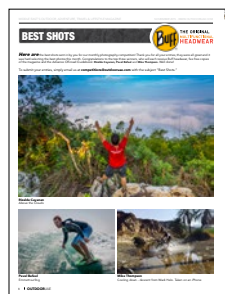
## OUTDOOR, ADVENTURE, TRAVEL AND LIFESTYLE

### About OutdoorUAE

Now in its 8th year, the **OutdoorUAE** monthly magazine is a unique product, along with its online counterpart [www.outdooruae.com](http://www.outdooruae.com). We support and cover adventure from pursuits, activities, events, people, services, operators, products, listings, locations, destinations and much more, here in the UAE, Middle East and the rest of the world.

## We Are More Than Just Magazine

Here at **OutdoorUAE** we pride ourselves on being different. We are much more than just a publication. Thinking outside the box, we take that extra step to get involved with the outdoor community and our target audience whilst building the connecting bridge between the community and the industry. Our content covers entry to expert levels and is always based on honest and credible experience. Whilst keeping a connection to the region, the editorial platform features inspirational, thought-provoking and informative first-person adventure, combined with practical and technical articles to educate readers on how to get involved with different adventure pursuits. Our "Experts," specialist writers, photographers, trendsetters, decision makers and leaders of the outdoor community here in the UAE and Middle East share their outdoor adventures in the form of stories and photography within the magazine and online. Regular and one-off contributions are also selected each month to give writers a chance to get their works published. This keeps the content fresh, diverse and filled with new experiences. The magazine is split up into the following sections:



### BEST SHOTS

Monthly, brand-sponsored photography competition.



### EVENTS, REVIEWS, REPORTS

Highlighted event listing, pre/post write-up of events; the on-goings in the outdoor community, the Off-Roaders Corner and Car reviews.



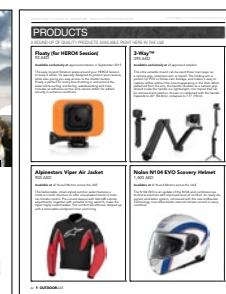
### COMMERCIAL DIRECTORY

Information hub for operators, services, equipment and groups.



### PRODUCTS, TRIED AND TESTED

Product and equipment listing; product testing by OutdoorUAE contributors and experts.



### TRAVEL AND ADVENTURE

World-class articles and photography by contributors based in the Middle East, who travel around the world



### LIFESTYLE

We are all for an active, sporty and outdoorsy lifestyle and this section covers a wider scope encompassing health and well-being directly linked to the outdoors.



### INTERVIEWS WITH OUTDOOR PEOPLE IN UAE

Exclusive interviews and profiles of outdoor athletes, outdoor ambassadors, movers and shakers in the industry and the people to watch out for.



### OUR EXPERTS

Columns from our pool of experts at any given time on varied outdoor adventure and activities.





# Sales and Distribution

We believe that our readers are special and selective, therefore, it is important that we place the magazine where our readers will be, rather than waiting for them to find us. Aside from the copies for sale, we also provide complimentary copies to many locations of interest, directly to our target groups. Our complimentary distribution locations or industries include the following: malls, airlines, gyms, clubs, schools, universities, hotels, cafe, clinics, salons and many more.

The list will not stop here and as we partner with Gulf News distribution we are continuously adding to it. As a result, our distribution is unique to most publications on the market, and in some retail locations, **OutdoorUAE** is the only magazine you will find on display, since we deliver directly there.

OutdoorUAE eMagazine can be read in any of the following:



Everyone can read the eVersion of magazine online for free, they only need to sign up their email address. This platform allows subscribers to read the copy on any medium - mobile or web. This convenient platform was launched earlier this year. [www.outdooruae.com/subscribe/](http://www.outdooruae.com/subscribe/)

Our monthly newsletter with updates is send separately to have a clear differentiation which infos our readers want to receive.

## Other Important Numbers

 25,850+ organic likes on Facebook

 9,933+ followers on Instagram

 60,000 monthly website visit

 15,000 qualified email database as of January 2018

 6,000 eMagazine reads

## Fast Facts - Printed copies

Circulation	10,000-12,000
Content	Outdoor and Adventure
Pages	68-72
Frequency	Monthly
Price	11 AED

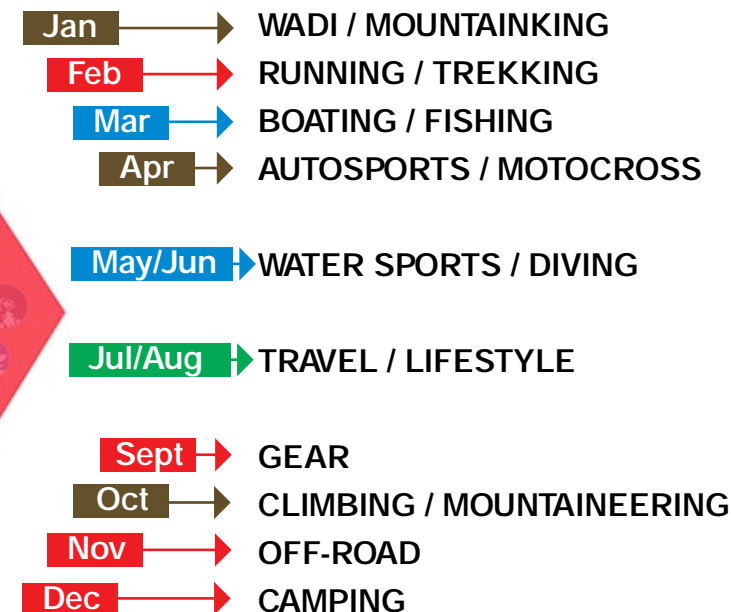
### 80% ■ Complimentary Distribution

- Airport Launches and Inflight
- Clubs and Universities
- Hotels and Hospitality
- Events and Promotion

### 20% ■ Paid Distribution

- Retail Distribution
- Subscriptions
- Own Retail Distribution

## MAGAZINE MAIN THEMES



■ MOUNTAIN ■ WATER ■ DESERT ■ TRAVEL

# Advertising with OutdoorUAE

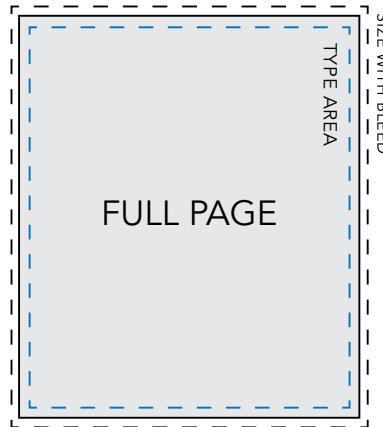
The knowledge of our target group and flexibility as a tight-knit company give us the freedom to discuss with you, your very own individual solution to ensure you the best benefit for your budget and business. Advertising with us gives you the unique opportunity to get access to the outdoor community. We are a small company focused on providing the best service to our stakeholders who are our target group (readers), our advertisers and supporters. We are not a common publication house with a series of magazines, we focus on what we do best; which is to serve our well-defined target group.

PRINT AND ON-LINE	
<b>Magazine Advertisement</b>	<b>AED</b>
Double-Page Spread Ads (DPS)	<b>17,000</b>
Back Cover Ad	<b>14,000</b>
Inside Cover/Inside Back Ads	<b>12,500</b>
Full Page	<b>11,000</b>
Half Page	<b>6,500</b>
Quarter Page	<b>4,500</b>
<b>Editorial Coverage</b>	<b>AED</b>
Content Generated Full Page	<b>7,500</b>
Content Supplied Full Page	<b>5,000</b>
<b>Commercial Section</b>	<b>AED</b>
Large (40x145 mm or 83x70 mm)	<b>1,200</b>
Medium (40x70 mm)	<b>800</b>
<b>Website Banners</b>	<b>AED</b>
Pop UP Banner (400x240px)	<b>4,500</b>
Leaderboard Top (728x90px)	<b>3,500</b>
Square (250x250 pixel) (Homepage only)	<b>3,000</b>
<b>E-Newsletter</b>	<b>AED</b>
Self-branded one time send	<b>7,000</b>
Banner or content (100x200pixel)	<b>1,500</b>
<b>VIRTUAL APPROACH - Video Production</b>	<b>AED</b>
Tried & Tested, How-to-video	<b>9,500</b>

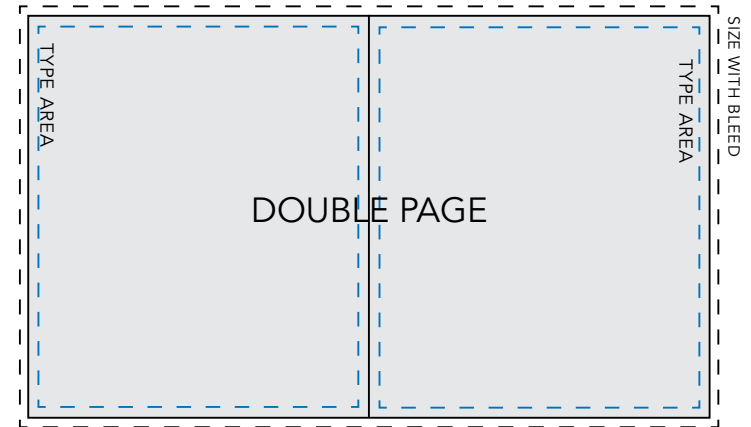
\* 5% VAT applicable to all prices

## Technical Details

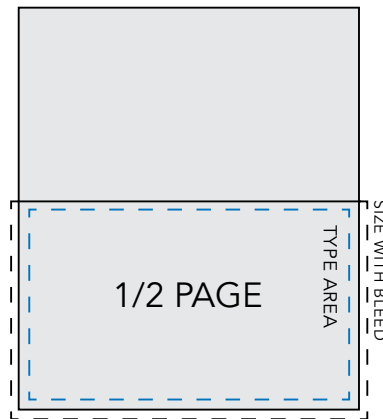
Trim Size	225mm (w) x 300mm (h)
Printing Process	4-colour offset
Pagination	68 pages or more
Binding	Perfect Binding
Bleed	Please allow 3mm overlap all sides (see mechanical specs)



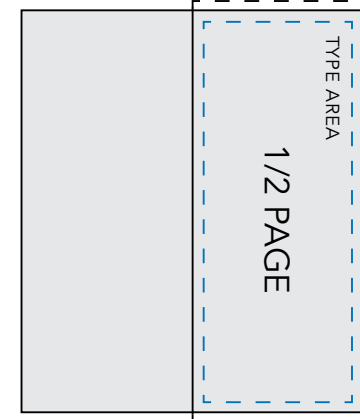
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Size with bleed: 235x310mm  
Type Area: 215x280mm



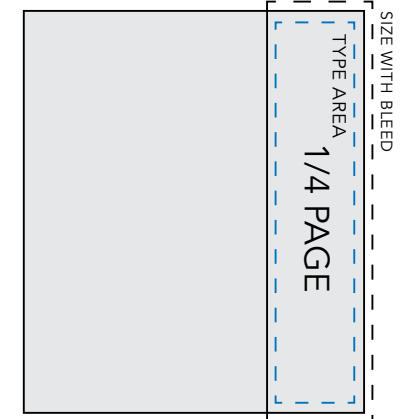
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Size with bleed: 460x310mm  
Type Area: 215x280mm + 215x280mm



Trim Size: 225x150mm  
Size with bleed: 235x155mm  
Type Area: 215x125mm



Trim Size: 112.5x300mm  
Size with bleed: 117.5x310mm  
Type Area: 100x280mm



Trim Size: 57x300mm  
Size with bleed: 62x310mm  
Type Area: 45x280mm

Artwork must be applied digitally in hi-resolution or as vector graphic (EPS or PDF document) or Illustrator (outlined). PDF format must be of press quality. Any images used should be 300 dpi and converted to CMYK. (No pantone colors)  
Note: 7mm on the inner side of each page will be lost through perfect binding process

### Contact details:

For more information about advertising rates, please contact:

Dubai Office Tel. +971 (0) 4 44 68 473  
+971 (0) 55 93 98 915  
Email: sales@outdooruae.com