

2015 MEDIA KIT

Profile ■ Advertising Rates ■ Specification

UAE DOCTORS

FOR A HEALTHIER YOU



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REGULAR POSITIONS

ROP Double Page Spread	AED 15,400
Full Page (ROP)	AED 10,500
½ Solus	AED 9,100
½ Non- Solus	AED 8,500
Strip Ad	AED 7,000

PREMIUM POSITIONS

Outside Back Cover	AED 14,100
Inside Front Cover Spread	AED 21,800
Inside Back Cover	AED 11,300

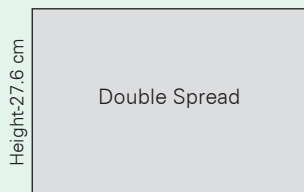
SPECIAL REQUEST

Opp Contents	AED 11,100
FP<25%	AED 10,500
1st DPS	AED 17,600
2nd DPS	AED 17,100
3rd DPS	AED 16,100
Advertorial FP	AED 10,800
Advertorial DPS	AED 14,300

SPECIFICATION



Width - 21.7 cm



Width - 43.4 cm

DIGITAL MEDIA FORMATS

- The artwork should be press ready. PDF file generated through Illustrator/ Quark Express or Indesign, saved on Maximum resolution (300dpi) in actual size with bleed and crop marks
- All files must be CMYK Format and all black text as over print. For Bleed size add .5cm extra on all four sides after trim marks
- Image loss in the gutter .5cm either side
- Please ensure that text is atleast 10mm inside from the crop marks
- If text runs across a DPS, please ensure that the text is 10mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/ digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/ specifics supplied on the CD.

DEADLINES

15th of the month prior to publication
Material: 20th of the month prior to publication
Cancellation: 16th of month prior to publication

GENERAL INFORMATION

12 issues per year
Standard agency commission apply
Additional creative solutions available on request

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Your platter is your horoscope. What you eat decides your future. Your dietary habits may make or mar your life. At UAE Doctors, we knew that taking up issues of wellness is rudimentary to the magazine.

The UAE Doctors gives you an in-depth coverage on day-to-day health issues facing Emiratis in general and the world population in particular. Besides carrying out the messages for a healthy lifestyle, the magazine also works on how exactly advertisers can get their message across to the audience.

The UAE Doctors which publishes monthly reaches every corner of UAE and to GCC through a wide network. Apart from focusing on health, the magazine also provides many value-added and interactive features which are exclusive.

Besides hospitals, medical centres and malls, the magazine is available in all the leading super markets as well. Advertise in UAE Doctors today and expand your business.

- About Hospitals, Clinics and Medical Centres
- Fitness and lifestyle
- Health tips and benefits
- Women and children's health
- Helpline Directory with emergency numbers

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Circulation and Distribution

AREA

■ Abu Dhabi & Al- Ain

■ Dubai

■ Sharjah and Northern Emirates

■ Other GCC Countries

Total

NUMBER OF COPIES

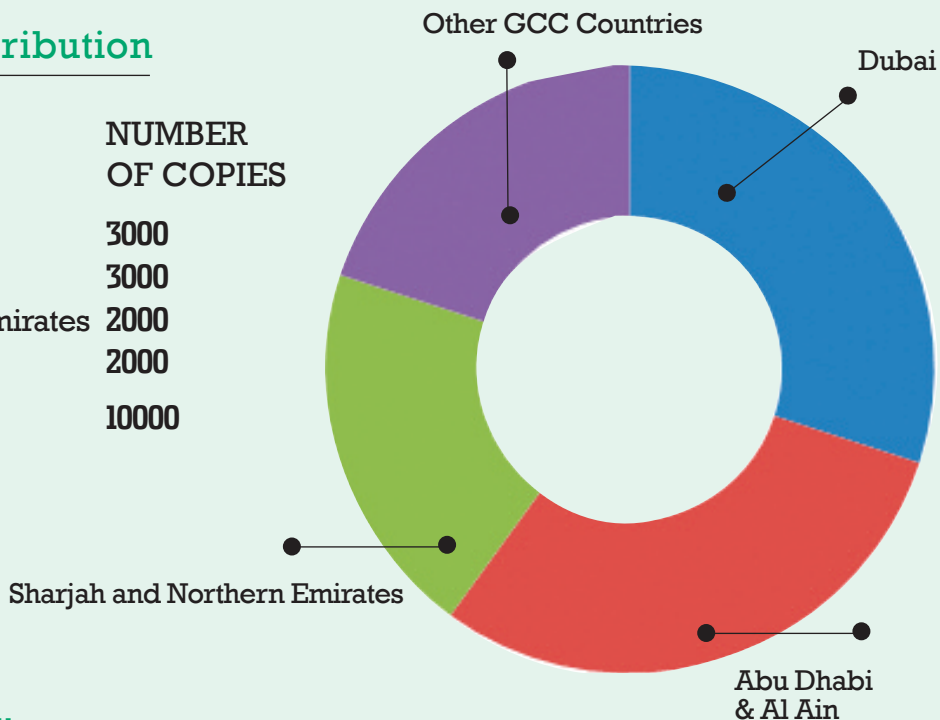
3000

3000

2000

2000

10000



Magazine is found at:

- In flight outbound&inbound sectors
- Petrol stations (Adnoc, Enoc, Emarat and Eppco)
- Government & semi government departments
- Free zone - JAFZA DAFZA DMC & IMC
- Subscriptions (Office & residential)
- Stands at the major towers in Dubai/Abu Dhabi/Sharjah
- Trade centers & exhibitions
- PR Houses & Agencies
- VIP Airport Lounges
- Shopping malls
- Direct mailing
- Supermarkets
- Hospitals
- Banks

Available at:

Mafraq Hospital Abu Dhabi	Al Salama Hospital Abu Dhabi	Welcare Hospital LLC Dubai
Abu Dhabi Falcon Hospital	Al Shallal Hospital Supplies Est, Abu Dhabi	New Medical Centre Hospital LLC Dubai
Harley St Medical Centre Hospital	Al Sila Hospital Abu Dhabi	Cedars Jebel Ali Dubai
NMC Speciality Hospital Abu Dhabi	NMC Speciality Hospital Al Ain	Al Amal Hospital Dubai
Ahalia Hospital Abu Dhabi	Al Ain Hospital	Al Baraha Hospital Dubai
Al Ain Cromwell Hospital Abu Dhabi	Oasis Hospital Al Ain	Al Garhoud Private Hospital Dubai
Al Corniche Women Health Center Abu Dhabi	Al Noor Hospital	American Academy of Cosmetic Surgery Hospital, Dubai
Al Muhairi Hospital LLC Abu Dhabi	Specialized Medical Care Al Ain	American Hospital Dubai
Al Noor Hospital Abu Dhabi	Tawam Hospital Al Ain	Aster Hospital Dubai
Al Noor Hospital Abu Dhabi	Emirates International Hospital Al Ain	Al Zahra Hospital Sharjah
Al Raha Hospital, Abu Dhabi	Saudi German Hospital Group Dubai	Al Zahra Private Hospital Sharjah
Al Reef International Hospital Abu Dhabi	City Hospital, Dubai	GMC Hospital, Ajman

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