

التسويق العربي
السعودية
مجلة إستراتيجيات الإدارة والأعمال
Al Tasweeq Al Arabi العربي

MEDIA KIT 2010



A MediaquestCorp publication



PROFILE

Successful companies depend upon smart strategies. The growth and sustainability of any company or business – not matter how big or small –depends on robust strategies embedded in every aspect of the marketing function from communications through to sales, research, logistics and account management.

Al Tasweeq Al Arabi is the only Arabic language magazine to dissect these strategies and reveal the DNA of what constitutes sustainable marketing success in the Middle East.

Its concise and analytical inquiry into the business minds behind great business leadership models makes it the only magazine to offer an international perspective but from a regional perspective. Addressing the needs of the senior management *Al Tasweeq* is packed with research, insight, news and information that will help key decisions to unleash the full potential of their people and their businesses.



CONTENT

LEADERS. We talk to the top decision makers and business leaders to discover the strategies and business philosophies that have helped make their organizations great. Just how did they create sustainable value, touch consumers and deliver best of class performances? They share their insights with *Al Tasweeq Al Arabi*.

COMPANIES. We go straight to the heart of organizations to find out what makes them tick. We explore their history and examine their strategies for growth to discover how great organizations are made great.

BRAND STORY. In every issue we focus on a genuine brand icon. How did it start out, what was its tipping point and how does continue to engage the hearts and minds of today's consumers?

STRATEGIES. With help of expert consultants and business academics we deconstruct both successful and unsuccessful strategies to discover what works and why... and what doesn't.

MANAGEMENT GUIDES. Exclusive to *Al Tasweeq Al Arabi*. A glossary of key marketing and business concepts and terms explained and Arabised. An indispensable working tool for all professionals working across the Middle East.



DISTRIBUTION

TOTAL DISTRIBUTION: 13,000

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ALL RATES ARE IN SAR

PRIME POSITIONS

Front Cover Gatefold	58 720
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FOUR COLORS

1 Page 18 400

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SPECS

TECHNICAL INFORMATION

FREQUENCY

4 issues per year

DISTRIBUTION

13 000 copies Saudi Arabia

FORMAT

20.5 x 27 cm

PAGINATION

64 + 4

PAPER

Inside pages: 80g half matte
Cover: 300g glossy art paper
Binding: Glued square back

PATTERN AND DOCUMENT SIZES

SQUARE PATTERNS

Screen 150

BLACK PATTERNS

Screen 133

SUBMIT DEADLINE

2 weeks before publication

CHANGES

All modifications to be notified in writing three weeks before publication

CONFIRMATION

One proof copy per advertisement will be sent after publication

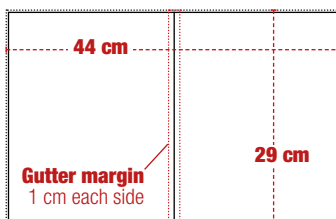
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EXAMPLE OF PAGE SECTION & SIZES

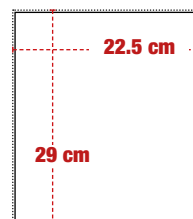
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SIMPLE PAGE

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