



# MEDIA KIT 2010



A MediaquestCorp publication

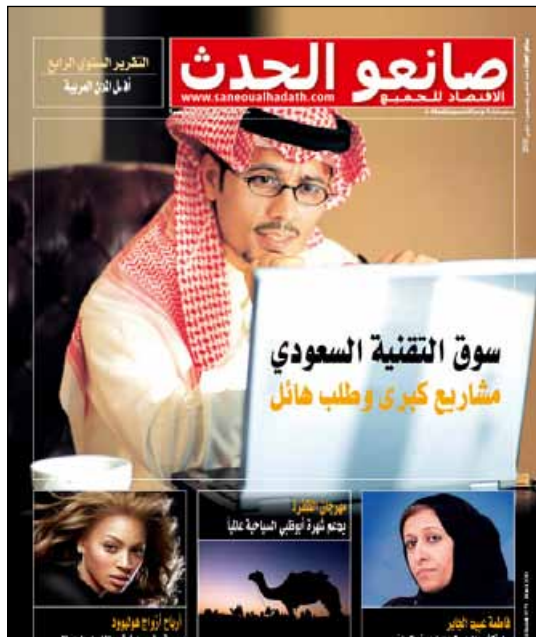


# PROFILE

*Saneou Al Hadath* is a unique monthly Arabic business magazine, attracting middle and top managers in the Middle East who are interested in daily business issues. It offers a lively look at the entrepreneurs who have helped build empires, examining both the business and – importantly – the human aspects of their success. *Saneou Al Hadath* helps the business community get to know their peers and recognize the achievements of companies; it explains the economy in a unique, clear and simple way that has become its trademark. Executives in the region read and save this magazine.

*Saneou Al Hadath* also attracts government officials, as it presents an overview of the economy and reflects business community concerns. It publishes two popular annual studies: the best Arab city to live in, and the most successful Saudi companies.

For the third consecutive year, *Saneou Al Hadath* has been ranked as the No.1 magazine in its category by Ipsos-Stat.



# CONTENT

**REGIONAL BUSINESS NEWS.** Business news about important commercial, industrial and financial establishments in the region, including major events and new management appointments.

**REGIONAL COMPANIES.** The success stories and failures of regional companies and projects.

**INTERNATIONAL COMPANIES.** The success stories and failures of international companies and projects.

**TREASURES.** Where the money goes, whether it's a commercial business, an actor, a painter, or a politician benefiting from his position.

**WHO'S WHO.** Networks of decision makers in the region; who works with who, and who supports who.

**INDUSTRY REPORTS.** In-depth reports on specific industries, the way business is done, and the opportunities and difficulties the market faces.

**MACRO ECONOMY.** In-depth reports and analysis of economical events, trends and developments.

**PHOTO FEATURE.** A process, product or industry featured in images that speak a thousand words.

**GUEST FEATURES.** Interviews with VIPs in economics and politics.

# DISTRIBUTION

## TOTAL DISTRIBUTION:

**38,700\***

### UNITED ARAB EMIRATES

Newstands	4,000
Hotels	1,000
Airlines	1,000
Hand Delivery	8,000

### KUWAIT

Newstands	3,000
Hotels	500
Airlines	500
Hand Delivery	1,000

### SAUDI ARABIA

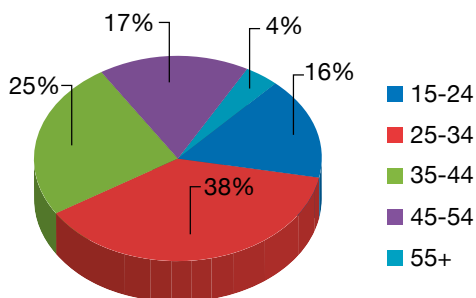
Newstands	6,500
Hotels	2,000
Airlines	500
Hand Delivery	3,000

### LOWER GULF

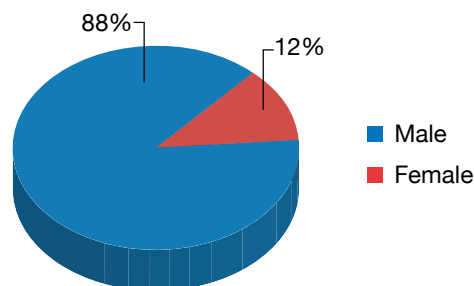
Newstands	4,500
Hotels	700
Airlines	500
Hand Delivery	2,000

## READERSHIP PROFILE

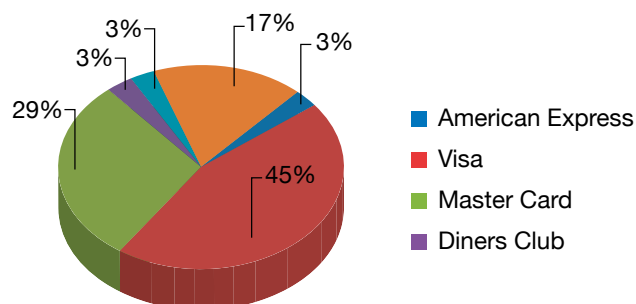
### AGE



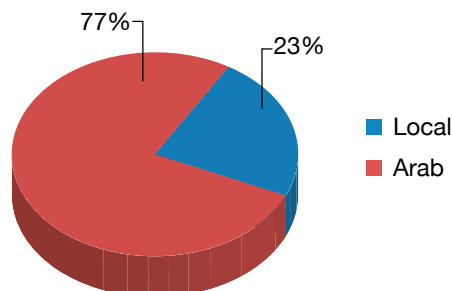
### GENDER



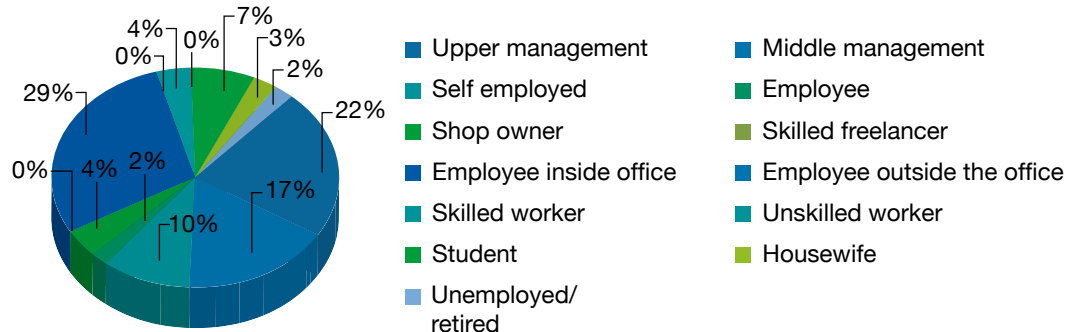
### CREDIT CARD USED



### NATIONALITY



### OCCUPATION





# ADVERTISING RATES 2010

**ALL RATES ARE IN AED**

## PRIME POSITIONS

Front Cover Gatefold	66 240
OBC	44 160
IFC Spread	51 520
IFC	36 800
IBC	25 760
Early FPC (First 20 Pages)	24 228

## FOUR COLORS

1 Page	20 240
1/2 Page	12 880
Facing Content	27 860

## DOUBLE PAGE SPREAD

36 800

## SPLIT RUN

14 720

*Special Position: 20%*

**TO ADVERTISE:** [sales@mediaquestcorp.com](mailto:sales@mediaquestcorp.com)



France | Lebanon | Tunisia  
United Arab Emirates  
Saudi Arabia | Algeria

UAE | t: +971 4 391 0760 | f: +971 4 390 8737 | P.O. BOX 72184  
Dubai Media City | Thuraya Tower II | Office 2402-2405 | Dubai  
[www.mediaquestcorp.com](http://www.mediaquestcorp.com)

KSA | t: +966 1 419 40 61 | f: +966 1 419 41 32  
P.O. BOX 14303 | Riyadh 11424  
[www.mediaquestcorp.com](http://www.mediaquestcorp.com)

# SPECS

## TECHNICAL INFORMATION

### FREQUENCY

11 issues per year (July/August combined)

### DISTRIBUTION

38 700 Pan-Arab edition

### FORMAT

20.5 x 27 cm

### PAGINATION

84 + 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

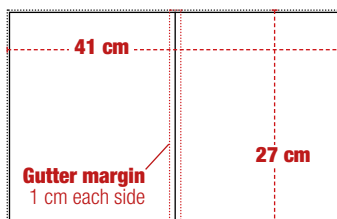
### RETURN OF DOCUMENTS

Unclaimed patterns will be destroyed six  
months after publication

## EXAMPLE OF PAGE SECTION & SIZES

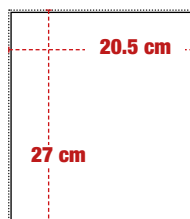
### DOUBLE SPREAD

Trim Size : 41 X 27 cm  
Bleed Size : 42 X 28 cm



### SIMPLE PAGE

Trim Size : 20.5 X 27 cm  
Bleed Size : 21.5 X 28 cm



### HALF PAGE

Trim Size : 20.5 X 13.5 cm  
Bleed Size : 21.5 X 14.5 cm

