

# TRENDS

The international magazine on Arab affairs

# MEDIA KIT 2010



A MediaquestCorp publication



# PROFILE

*TRENDS* is the leading international magazine on Arab affairs. With local correspondents throughout the Middle East, the magazine provides business leaders and senior officials with critical insight. Our writers report on and analyze the events shaping the political, social, and economic issues of the Gulf, Levant, South Asia, and North Africa. For more than ten years the magazine has delivered sterling insight and analysis on the region.

Our readers are located throughout the region, with a large concentration in the Arabian Gulf. Business managers and policy-makers look to *TRENDS* to anticipate changes in the regional landscape and to help frame decisions.

**Layout:** *TRENDS* is designed for readers who want fast, easy access to the sections that interest them most. With insightful editorial, visually striking pages, bold type, and appealing design, *TRENDS* is a mainstay of the region's boardrooms.

**Impact:** *TRENDS* is an essential tool for decision-makers around the world, offering top-quality information and analysis. The magazine's reporting, publishing, and distribution has enabled the creation of a truly unique resource concerned with the GCC and Middle East but relevant to an international market. *TRENDS* helps its readers navigate the region and make informed, intelligent decisions for the future.



# CONTENT

**LEADING TRENDS.** A review of current events shaping the Middle East. Topics covered range from financial instruments new to the region to current thinking on employing the region's talent. The information and analysis helps managers plan and assess trends as they develop.

**FOCUS.** A monthly, in-depth look at politics and socio-cultural issues in the Arab world. An analysis of the underlying factors affecting events, and profiles of the people who have a hand in creating them. The Focus section also provides local coverage and commentary on socioeconomic and geopolitical issues facing the region's states.

**BUSINESS.** In-depth feature articles on what is and isn't working in the MENA region. This section also contains reviews of recent managerial changes tracking the who's who of the region's movers and shakers and interviews where managers and executives offer insight.

**SPECIAL REPORTS.** Responding to the current issues and factors affecting international business and relations. With statistical and qualitative analysis, these reports are designed to provide readers with critical industry insight. Past and future topics cover health, energy, and finance. *TRENDS* has a keen interest in giving its readers insights into the discussions of top business and policymakers. Our staff regularly participate in regional and global discussions, including the World Economic Forum and regional banking forums.



# DISTRIBUTION

**TOTAL DISTRIBUTION: 51 000\* AS AUDITED BY OJD**  
**PASS-ALONG READERSHIP: 374 400\*\***

## SAUDI ARABIA

Direct Mail	50%
Newsstands	20%
Airlines	15%
Hotels	15%

## UNITED ARAB EMIRATES

Hand delivery	35%
Direct mail	15%
Newsstands	20%
Airlines	15%
Hotels	15%

## KUWAIT

Direct Mail	71%
Newsstands	19%
Airlines	10%

## 26,000 BAHRAIN/OMAN/QATAR

Direct Mail	44%
Newsstands	42%
Airlines	14%

## LEBANON, JORDAN, SYRIA, AND EGYPT 5,000

Direct Mail	35%
Newsstands	40%
Airlines	14%
Hotels	11%

## OTHERS

Airlines	71%
Hotels	29%

## AIRLINE DISTRIBUTION

Available on flights to and from the region, including British Airways, Air France, Austrian Airlines, Gulf Air, Kuwait Airways, Middle East Airlines, Royal Air Maroc, Royal Jordanian, Tunis Air, Saudi Arabian Airlines, and Yemenia.

## FIVE-STAR HOTELS

Available in more than 100 five-star hotels throughout the Middle East and Europe, including Riyadh, Jeddah, Dubai, Abu Dhabi, Kuwait, Muscat, Manama, Cairo, Beirut, Damascus, Paris, London, and Geneva.

\* European circulation figures available upon request.  
 \*\* Based on 7.8 readers per copy



# ADVERTISING RATES 2010

**ALL RATES ARE IN AED**

**COVERS**

Front Cover Gatefold	80 960
IFC Spread	58 880
OBC	51 520
IFC	40 480
IBC	29 440

**FOUR COLORS**

Facing Content	33 000
Early Full Page Color	28 704
1 Page	23 920
1/2 Page	16 162

**DOUBLE PAGE SPREAD 44 160**

*Special Position: +20%*

**TO ADVERTISE:** sales@mediaquestcorp.com



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# SPECS

## TECHNICAL INFORMATION

### FREQUENCY

11 issues per year (July/August combined issue.)

### DISTRIBUTION

51 000 copies English Pan-Arab edition.

### FORMAT

22 x 27 cm

### PAGINATION

88+4

### PAPER

Inside pages: 80g half matte  
Cover: 200g glossy art paper  
Binding: Glued square back

## PATTERN AND DOCUMENT SIZES

### SQUARE PATTERNS

Screen 150

### BLACK PATTERNS

Screen 133

### SUBMIT DEADLINE

4 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

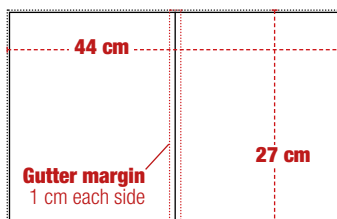
### RETURN OF DOCUMENTS

Unclaimed patterns will be destroyed six months after publication

## EXAMPLE OF PAGE SECTION & SIZES

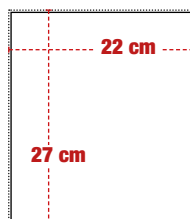
### DOUBLE SPREAD

Trim Size : 44 X 27 cm  
Bleed Size : 45 X 28 cm



### SIMPLE PAGE

Trim Size : 27 X 22 cm  
Bleed Size : 28 X 23 cm



### HALF PAGE

Trim Size : 22 X 13.5 cm  
Bleed Size : 23 X 14 cm

