

THE MAILING LIST COMPRISES OF INDIVIDUALS SELECTED FOR THEIR PROFILE AND DECISION MAKING POWER.





PUBLICATION FREQUENCY : BI-MONTHLY - 6 ISSUES

JAN - FEB / MAR - APR/ MAY - JUNE / JULY - AUG / SEPT - OCT / NOV - DEC

BOOKING DEADLINE : 3 WEEKS PRIOR TO PUBLICATION DATE

MATERIAL DEADLINE : 2 WEEKS PRIOR TO PUBLICATION DATE

## ADVERTISING RATES

DETAILS	UAE Dhs.		US\$ DOLLARS	
				
FULL PAGE	7,800	6,600	2,130	1,800
HALF PAGE	5,400	4,800	1,480	1,320
QUATER PAGE	4,200	3,600	1,170	1,020
1/3RD PAGE	4,800	4,200	1,320	1,170
<b>SPECIAL POSITIONS</b>				
BACK COVER, OUTSIDE	14,500	---	3,935	---
BACK COVER, INSIDE	11,500	---	3,120	---
INSIDE COVER, FRONT	11,500	---	3,120	---
DOUBLE PAGE SPREAD	13,500	---	3,700	---

SPECIAL CONCESSIONAL RATES FOR CLIENTS BASED IN DAFZA.

CONTRACT: FREQUENCY DISCOUNT

2 INSERTS - 5% DISCOUNT

4 INSERTS - 7.5% DISCOUNT

6 INSERTS - 10% DISCOUNT

## TECHNICAL DATA

DOUBLE PAGE SPREAD (BLEED)	44.6CM X 30.3CM
DOUBLE PAGE SPREAD (TRIM SIZE)	44.0CM X 29.7CM
DOUBLE PAGE SPREAD (TYPE AREA)	41.0CM X 25.7CM
FULL PAGE (BLEED SIZE)	30.3CM X 22.6CM
FULL PAGE (TRIM SIZE)	29.7CM X 22.0CM
FULL PAGE (PRINT AREA)	25.7CM X 19.8CM
HALF PAGE (VERTICAL)	25.7CM X 09.5CM
HALF PAGE (HORIZONTAL)	13.8CM X 19.8CM
QUARTER PAGE	13.8CM X 09.5CM
1/3 RD PAGE (VERTICAL)	25.7CM X 06.4CM
1/3RD PAGE (HORIZONTAL)	06.4CM X 19.8CM

PHYSICAL LOCATION FOR COURIER  
ALL REPRODUCTION MATERIAL SHOULD BE FORWARDED TO THE FOLLOWING ADDRESS:  
DAFZA BUSINESS FOCUS  
C/O MEDIA ONE  
P.O.Box: 72247, DUBAI  
UNITED ARAB EMIRATES  
BU HALEESA PLAZA  
# 802, 8TH FLOOR  
AL MURAOQBAT ROAD, DEIRA  
DUBAI, UNITED ARAB EMIRATES  
TEL: (+971) 4 2976987

FORMAT : A4

LINE SCREENS : 150 - 175 LINES PER INCH

PREFERRED MATERIALS : RIGHT - READING POSITIVES, EMULSION SIDE DOWN

COLOUR PROOFS : PROGRESSIVE 4 COLOUR PROOFS

DIGITAL ADVERTISING : IN QUARKXPRESS 3.2 - 4.0 OR ADOBE ILLUSTRATOR 6.0 - 9.0, MAC COMPATIBLE IN ZIP OR CD OR 3.5" FLOPPIES ACCOMPANIED BY APPROPRIATE HARD COPY.

For Bookings / Information contact:

**Media One**

P.O.Box: 72247, Dubai, United Arab Emirates

Tel: (+971) 4 2976987, Fax: (+971) 4 2976988

e-mail: mediaone@emirates.net.ae

ISDN No. : (+971) 4 2976414

media™  
*One*