

# PRINT

Publication Frequency : Quarterly  
 Jan - Mar/Apr - June/July- Sept/Oct - Dec  
 Booking Deadline : 3 weeks prior to publication date  
 Material Deadline : 2 weeks prior to publication date



## PRINT ADVERTISING RATES

Details	UAE Dirhams		US\$ Dollars	
Full Page	9,750	8,250	2,650	2,250
Half Page	6,750	6,000	1,850	1,650
Quarter Page	5,250	4,500	1,460	1,275
1/3rd Page	6,000	5,250	1,650	1,460
<b>SPECIAL POSITIONS</b>				
Cover Outside Back	18,125	---	4,920	---
Cover, Inside Back	14,375	---	3,900	---
Cover, Inside Front	14,375	---	3,900	---
Double Page Spread	16,875	---	4,625	---
Full Page Facing SECTION	10,000	---	2,725	---
Classified in SECTION:	2,000	---	550	---
4 colour Pannel Size				

Frequency Discount : 2 Issues 10%, 4 Issues 20%  
 Format : A4 (large size format - 22.5 x 28.5 cm)  
 Line screens : 150 - 175 lines per inch  
 Preferred Materials : Right - reading positives, emulsion side down  
 Colour proofs : Progressive 4 colour proofs  
 Digital Advertising : In QXP 3.2 - 4.0 or Adobe Illustrator 8.0 -9.0, Mac compatible in Zip or CD or 3.5" floppies accompanied by appropriate hard copy

Print Run: 10,000 Copies

Distribution: Complimentary copies to carefully targeted, mailing list of individuals, associations and organizations selected for their profile.

Bonus Distribution: At all leading events and exhibitions participated by the Department of Civil Aviation, Dubai. Advertisers get expanded coverage timed to coincide with crucial buying/promotional cycles.

## TECHNICAL DATA

		Width	Height
Double Page Spread (Bleed Size)		46.6 cm	x 29.1 cm
<small>NB: 46.6 cm allows for 5 mm inside gutter bleed and 3 mm bleed on outside edge of both pages</small>			
Full Page	Bleed	23.1 cm	x 29.1 cm
Full Page	Trimmed	22.5 cm	x 28.5 cm
Full Page	(Text Area)	19.0 cm	x 25.0 cm
Half Page	(Vertical)	09.3 cm	x 25.0 cm
Half Page	(Horizontal)	19.0 cm	x 12.3 cm
Quarter Page		08.5 cm	x 12.4 cm
1/3 rd Page	(Vertical)	25.0 cm	x 06.0 cm
<b>CLASSIFIED PANELS IN SECTIONS</b>			
Panel	(Horizontal)	06.05cm	x 09.5 cm
	(Vertical)	14.75cm	x 04.5 cm

# ONLINE

The best online business information resource to connect with your customers and enhance business prospects. A fresh and novel approach to the markets of flower business, provides an ideal environment for advertisers, primarily stand alone and focused.

## WEB-SAVVY PROFESSIONALS

The internet is where the new age professionals find the information they want about products, services and vendors. The market place has increasingly begun to adopt the internet as its information channel, so you need to be accessible on the web to attract. Potential business opportunities.



## ONLINE ADVERTISING RATES

### Flexible advertising options

From constant sponsorship to banner advertising on selected pages, we can offer sponsorship to meet your budget.

Home Page Banner Per month (468 x 60 pixels)	UAE 3,500	US\$ 960
Home Page Logo Link Per month (120 x 120 pixels)	2,250	615
Banner Advertising in SECTION Front Page per month	2,500	685
Advertising, Logo link Per month	1,000	275
NEWS SPONSORSHIP (e-blast) per issue Monthly:e-blast: This news service will allow you to target over 200,000 readers each month	4,500	1,230

