



**MEDIA
PACK
2015**

The capital's magazine

AbuDhabiWeek

AbuDhabiWeek

بالعربية

ABOUT **ABU DHABI WEEK**



The capital's magazine
AbuDhabiWeek
AbuDhabiWeek
بالعربية

THE MARKET LEADER
WE ARE THE MOST WIDELY READ MAGAZINE
ACROSS THE EMIRATE

UNRIVALLED CIRCULATION
MORE COPIES OF ABU DHABI WEEK ACROSS THE
CITY THAN ALL OF OUR COMPETITORS COMBINED

IN TOUCH WITH OUR CITY
OUR COMMUNITY-FOCUSED EDITORIAL COVERAGE OFFERS
THE COMPLETE GUIDE TO LIVING ACROSS THE EMIRATE

READERS EACH MONTH **1.4M**
BPA AUDITED COPIES **111,800**
AVERAGE COPIES PER MONTH **484,000**

UPDATE DIARY PROPERTY
FEATURES COVER MOVIES
ADVERTORIAL ADS CLASSIFIEDS
PEOPLE AND PLACES GOING OUT SUPPLEMENTS

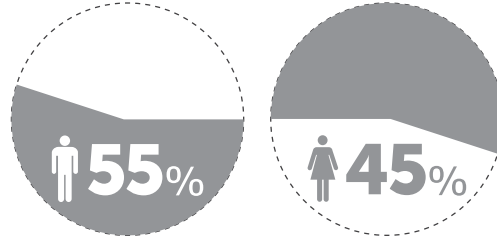
OUR READERS

- EQUAL SPLIT OF MALE AND FEMALE READERS
- MAJORITY OF OUR READERS ARE LONG TERM RESIDENTS
- MOST OF OUR READERS FALL WITHIN THE AGE BRACKET OF 25-54 WITH A HIGH DISPOSABLE INCOME AND NEARLY 50% HAVE ONE OR MORE CHILDREN.

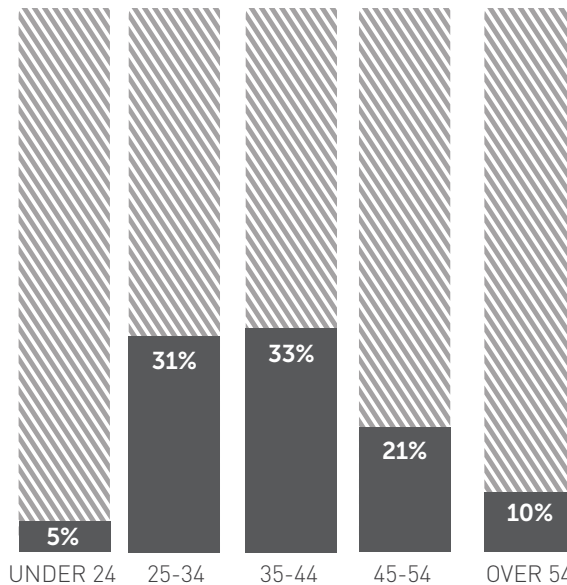
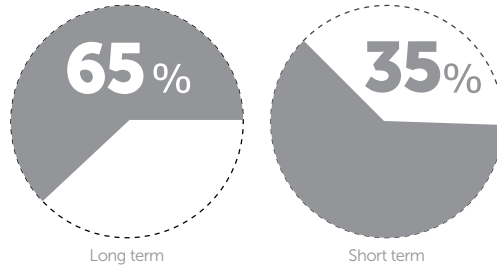


WHO READS ABU DHABI WEEK?

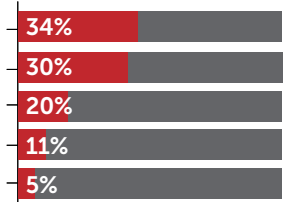
FROM THE READER SURVEY: 2,314 RESPONSES



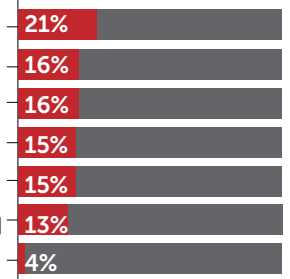
THEY TEND TO BE LONG-TERM RESIDENTS:



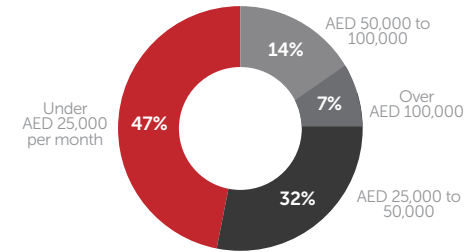
- WESTERN EXPATS
- ASIAN EXPATS
- ARAB EXPATS
- LOCAL
- OTHER



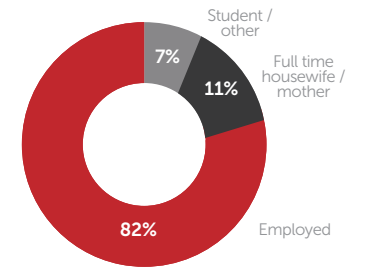
- PROPERTY (LEASE / RENTAL / MORTGAGE)
- DAILY FOOD, BEVERAGES ETC.
- TRAVEL
- SPARE / SURPLUS / SAVINGS
- ENTERTAINMENT
- MOTORING (CAR LOAN, RUNNING COSTS ETC.)
- OTHER



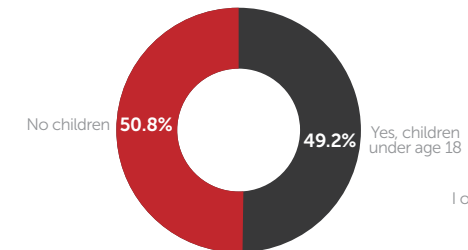
AVERAGE HOUSEHOLD INCOME:



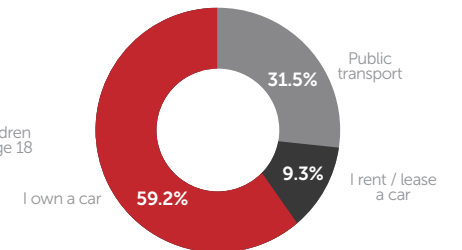
EMPLOYMENT STATUS:



HALF OF OUR READERS HAVE CHILDREN:



THEY ARE CAR DRIVERS:



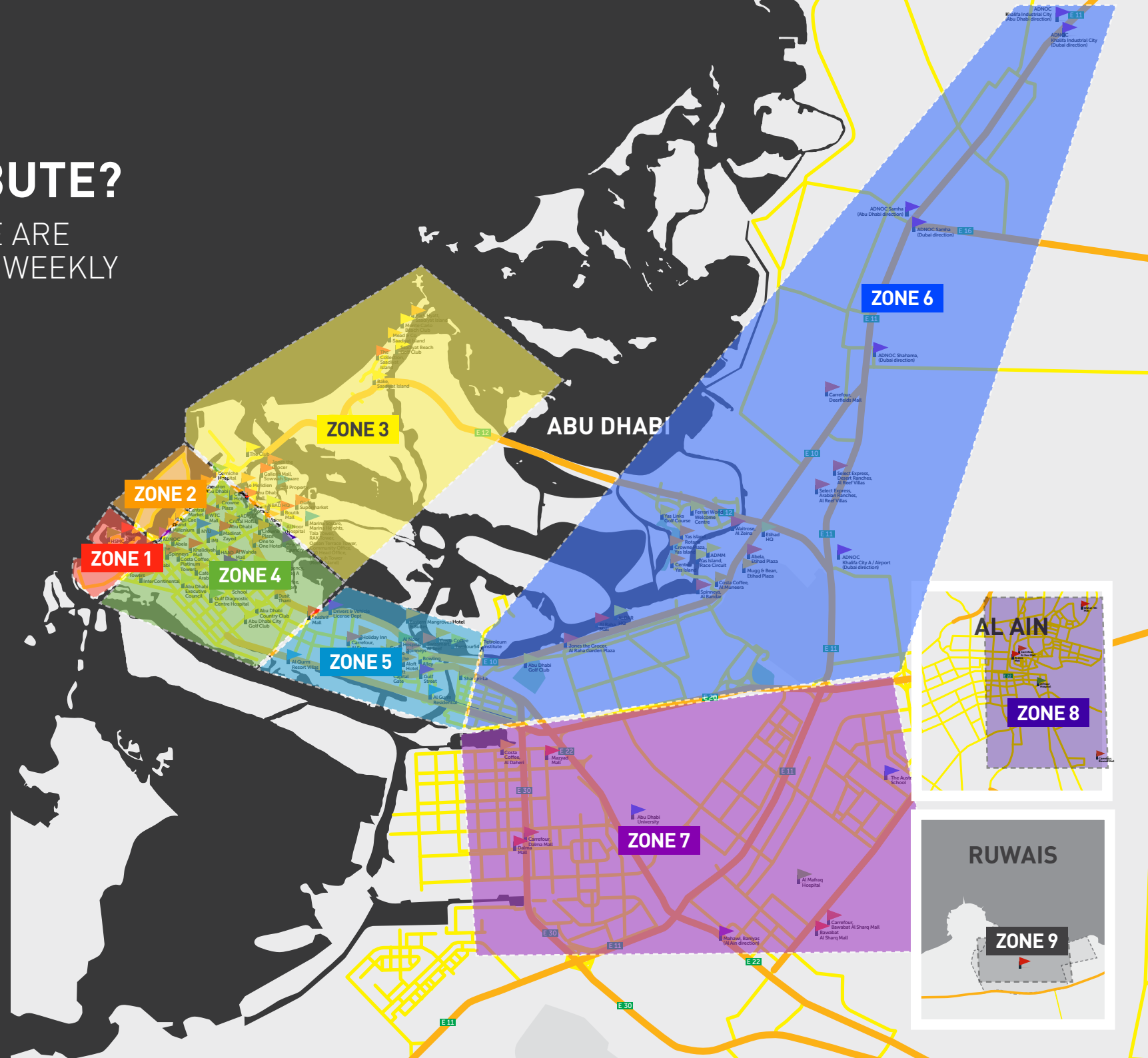
HOW DO WE DISTRIBUTE?

UNRIVALLED DISTRIBUTION: WE ARE THE MOST WIDELY CIRCULATED WEEKLY MAGAZINE ACROSS ABU DHABI

208 STANDS AS OF JANUARY 2015
174 DIFFERENT LOCATIONS

- 27 HOSPITALS
- 23 HOTELS
- 17 AL AIN
- 16 MALLS
- 16 SUPERMARKETS
- 16 PETROL STATIONS
- 15 GOVERNMENT
- 15 RESIDENTIAL
- 12 RECREATIONAL LOCATIONS
- 11 COFFEE SHOPS / FOOD OUTLETS
- 5 SCHOOLS / UNIVERSITIES
- 1 RUWAIS

Map legend: Malls Supermarkets Hotels Coffee Shops / Food Outlets Recreational Government Hospitals Residential Schools / Universities Petrol Stations Miscellaneous

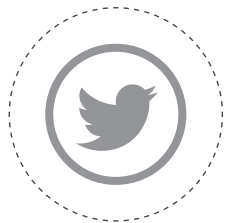


ABOUT **SOCIAL MEDIA**



WE'RE SOCIAL

STAY CONNECTED: WE ARE DIGITALLY ENGAGED WITH OUR READERS ACROSS MULTIPLE PLATFORMS AND GETTING STRONGER EVERY DAY



TWITTER

@AbuDhabiWeek
Follow us like thousands of others for real time updates from across the city



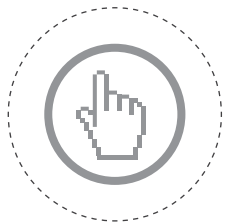
FACEBOOK

www.facebook.com/AbuDhabiWeek
Follow us and win an array of fantastic prizes every week



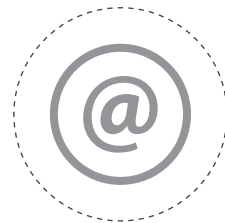
INSTAGRAM

@AbuDhabiWeek
Get to see the latest photos from both our staff and readers



WEBSITE

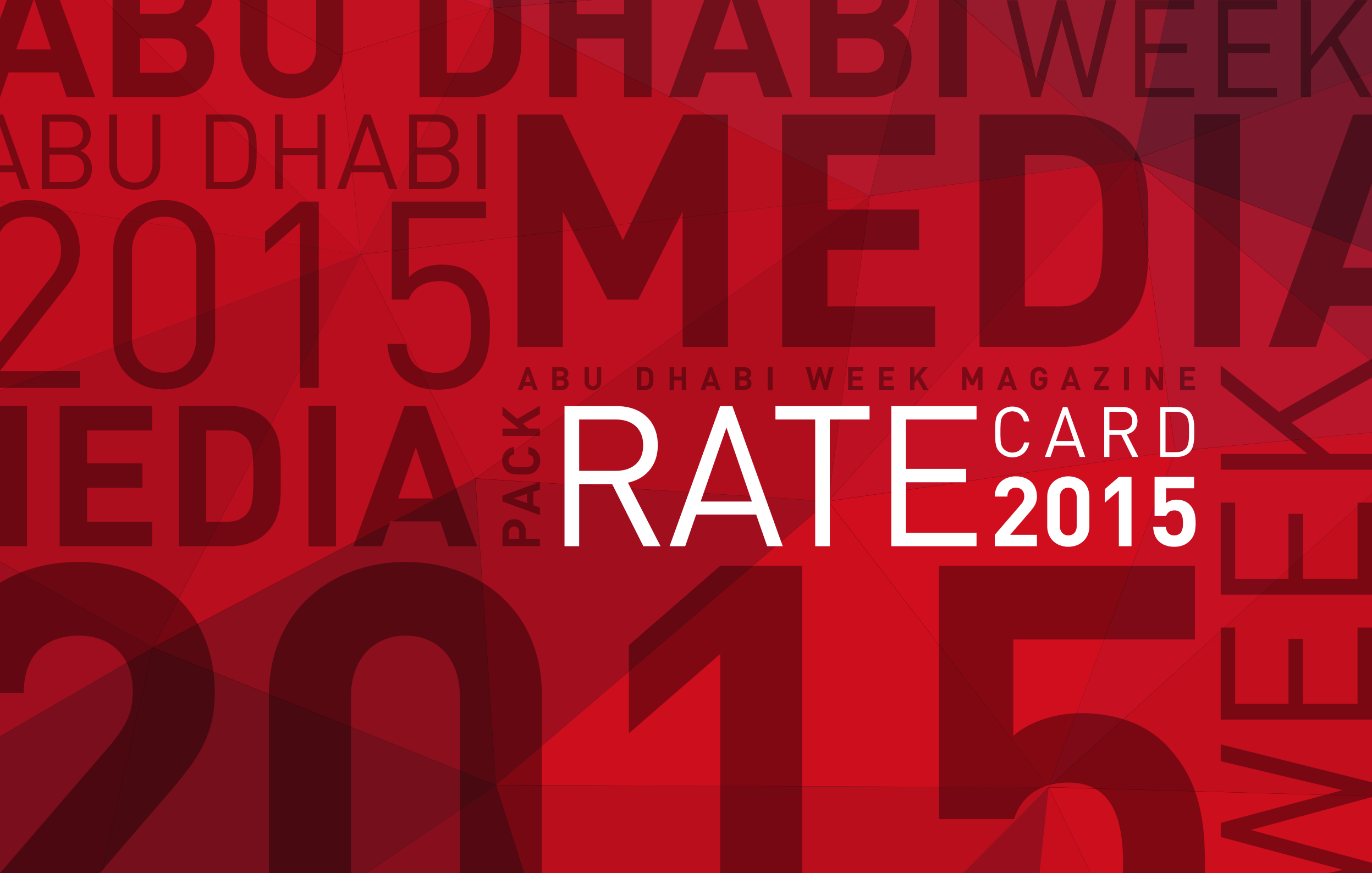
www.AbuDhabiWeek.ae
Our website hosts all the latest news and views from the capital and hosts a full copy of the magazine



EMAIL SHOTS

Our database of 230,000
registered users across the UAE

The capital's magazine
AbuDhabiWeek
AbuDhabiWeek
بالعربية



ABU DHABI WEEK

ABU DHABI

2015

MEDIA

ABU DHABI WEEK MAGAZINE

MEDIA

PACK

RATE CARD
2015

2015

ENGLISH DISPLAY ADVERTISING

ENGLISH ADVERTISING RATES

Sizes	01-12 insertions	13-24 insertions	25-52 insertions
Outside back cover	AED 38,462	AED 34,615	AED 30,769
Inside front cover	AED 32,691	AED 29,422	AED 26,153
Inside back cover	AED 31,271	AED 28,144	AED 25,016
Double page spread	AED 54,131	AED 48,718	AED 43,305
Full page (inside pages)	AED 29,915	AED 26,923	AED 23,932
Half page (horizontal / vertical)	AED 18,519	AED 16,666	AED 14,815
Quarter page (horizontal / vertical / portrait)	AED 10,683	AED 9,614	AED 8,546
Loose inserts	AED 1 per copy		

Loading charges	%
Any right hand page	10%
Any particular page	10%
First 15 pages	10%

DEADLINE

**EVERY SUNDAY
5:00 PM**
BOOKING DEADLINE

**EVERY MONDAY
12:00 PM**
ARTWORK DEADLINE

EVERY THURSDAY
PUBLICATION DATE

ARTWORK SPECIFICATIONS

Please ensure PDFs are at least compliant with PDF/X1-a:2001 standards if possible and that no RGB (or 'spot') colour is included (ie all colours are CMYK separated or removed if not in use)

PDF
PRESS QUALITY,
ALL IMAGES
300 DPI

FONTS
ALL MUST BE
INCLUDED OR
OUTLINED

CMYK
NO SPOT
COLOURS

ADVERTISING ENQUIRIES

WINSTON LOBO
SALES MANAGER

Mob **050 158 0639** | Tel **02 234 8425**
Web w.lobo@turretme.com

CJ HOLLAND
ACCOUNT MANAGER

Mob **050 318 0015** | Tel **02 234 8421**
Web c.holland@turretme.com

TARAN SINGH
ACCOUNT MANAGER

Mob **050 113 0250** | Tel **02 234 8423**
Web t.singh@turretme.com

AHMED JARAKJI
ACCOUNT MANAGER

Mob **050 515 0766** | Tel **02 234 8428**
Web a.jarakji@turretme.com

JAMES FRASER-THORBURN
ACCOUNT MANAGER

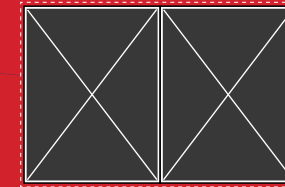
Mob **050 459 1288** | Tel **02 234 8468**
Web j.thorburn@turretme.com

FOR BELLYBANDS, FALSE COVERS, DIGITAL ADVERTISING AND OTHER CREATIVE PROMOTIONAL IDEAS WITH ABU DHABI WEEK, PLEASE CONTACT THE SALES TEAM.

TEL **02 234 8400** (ABU DHABI)
OR **04 391 8372** (DUBAI)

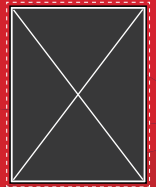
EMAIL SALES@ABUDHABIWEEK.AE
OR SALES@DUBAIWEEK.AE

TECHNICAL DATA (WIDTH X HEIGHT)



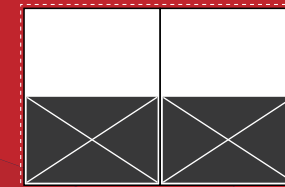
DOUBLE PAGE SPREAD

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Trim size:
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Bleed size:
460 x 305 mm



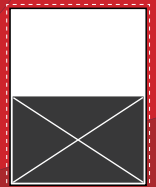
FULL PAGE

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Trim size:
225 x 295 mm
Bleed size:
235 x 305 mm



HALF DOUBLE PAGE SPREAD

Print size:
425 x 135 mm



HALF PAGE HORIZONTAL

Print size:
200 x 135 mm



HALF PAGE VERTICAL

Print size:
100 x 270 mm



QUARTER PAGE HORIZONTAL

Print size:
200 x 75 mm



QUARTER PAGE PORTRAIT

Print size:
97 x 135 mm



QUARTER PAGE VERTICAL

Print size:
60 x 270 mm

ARABIC DISPLAY ADVERTISING

ARABIC ADVERTISING RATES

Sizes	01-12 insertions	13-24 insertions	25-52 insertions
Outside back cover	AED 30,769	AED 27,691	AED 24,615
Inside front cover	AED 26,153	AED 23,537	AED 20,922
Inside back cover	AED 25,016	AED 22,515	AED 20,012
Double page spread	AED 43,305	AED 38,974	AED 34,643
Full page (inside pages)	AED 23,932	AED 21,538	AED 19,144
Half page (horizontal / vertical)	AED 14,815	AED 13,332	AED 11,851
Quarter page (horizontal / vertical / portrait)	AED 8,546	AED 7,691	AED 6,837
Loose inserts	AED 1 per copy		

Loading charges	%
Any right hand page	10%
Any particular page	10%
First 15 pages	10%

DEADLINE

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ARTWORK DEADLINE

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PUBLICATION DATE

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PDF
PRESS QUALITY,
ALL IMAGES
300 DPI

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ALL MUST BE
INCLUDED OR
OUTLINED

CMYK
NO SPOT
COLOURS

ADVERTISING ENQUIRIES

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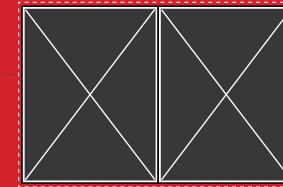
Mob **050 459 1288** | Tel **02 234 8468**
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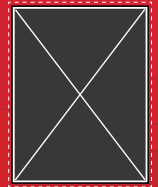
EMAIL SALES@ABUDHABIWEEK.AE
OR SALES@DUBAIWEEK.AE

TECHNICAL DATA (WIDTH X HEIGHT)



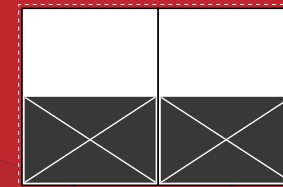
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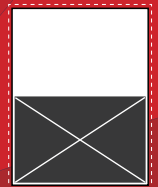
FULL PAGE

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Trim size:
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Bleed size:
235 x 305 mm



HALF DOUBLE PAGE SPREAD

Print size:
425 x 135 mm



HALF PAGE HORIZONTAL

Print size:
200 x 135 mm



HALF PAGE VERTICAL

Print size:
100 x 270 mm



QUARTER PAGE HORIZONTAL

Print size:
200 x 75 mm



QUARTER PAGE PORTRAIT

Print size:
97 x 135 mm



QUARTER PAGE VERTICAL

Print size:
60 x 270 mm

COMBINED DISPLAY ADVERTISING

COMBINED ADVERTISING RATES

Sizes	01-12 insertions	13-24 insertions	25-52 insertions
Outside back cover	AED 62,307	AED 56,075	AED 49,845
Inside front cover	AED 52,958	AED 47,662	AED 42,367
Inside back cover	AED 50,658	AED 45,592	AED 40,526
Double page spread	AED 87,692	AED 78,923	AED 70,153
Full page (inside pages)	AED 48,461	AED 43,614	AED 38,768
Half page (horizontal / vertical)	AED 29,999	AED 26,997	AED 23,999
Quarter page (horizontal / vertical / portrait)	AED 17,305	AED 15,574	AED 13,844
Loose inserts	AED 1 per copy		

Loading charges	%
Any right hand page	10%
Any particular page	10%
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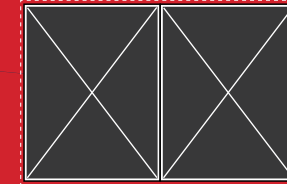
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OR **04 391 8372** (DUBAI)

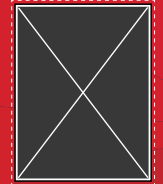
EMAIL SALES@ABUDHABIWEEK.AE
OR SALES@DUBAIWEEK.AE

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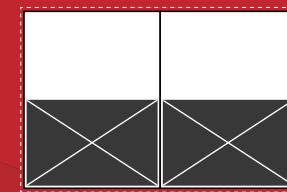
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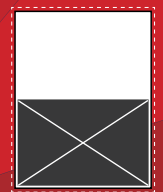
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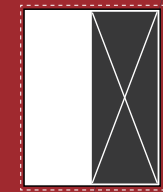
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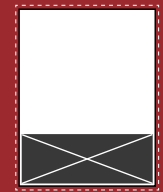
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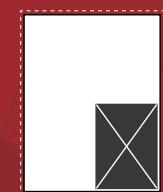
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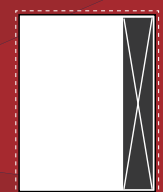
QUARTER PAGE HORIZONTAL

Print size:
200 x 75 mm



QUARTER PAGE PORTRAIT

Print size:
97 x 135 mm



QUARTER PAGE VERTICAL

Print size:
60 x 270 mm

ENGLISH CLASSIFIEDS ADVERTISING

ENGLISH CLASSIFIEDS ADVERTISING RATES

Sizes	01-03 insertions	04-08 insertions	09-24 insertions	25-52 insertions
Full page	AED 12,100	AED 10,890	AED 9,680	AED 7,865
Half page	AED 6,050	AED 5,445	AED 4,840	AED 3,933
Quarter page	AED 3,328	AED 3,025	AED 2,723	AED 2,420
Box advert 01	AED 2,662	AED 2,420	AED 2,178	AED 1,936
Box advert 02	AED 2,365	AED 2,145	AED 1,931	AED 1,821
Box advert 03	AED 1,960	AED 1,782	AED 1,604	AED 1,426
Box advert 04	AED 1,331	AED 1,120	AED 1,089	AED 908
Box advert 05	AED 695	AED 633	AED 569	AED 506

ENGLISH PROPERTY ADVERTISING RATES

Sizes	01-08 insertions	09-24 insertions	25-52 insertions
Full page	AED 12,100	AED 10,890	AED 9,680
3 column	AED 6,435	AED 5,792	AED 5,473
2 column	AED 4,290	AED 3,861	AED 3,647
2 1/2 column	AED 2,151	AED 1,936	AED 1,826
1 column	AED 2,151	AED 1,936	AED 1,826
1/2 column	AED 1,075	AED 968	AED 913

ADVERTISING ENQUIRIES

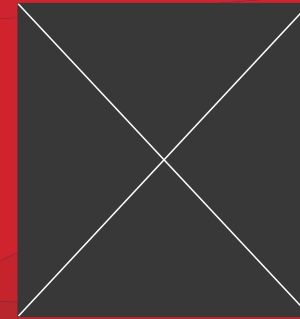
MANISH BAPAT
 CLASSIFIEDS ACCOUNT MANAGER
 Mob 055 760 3324 | Tel 02 234 8424
 Web m.bapat@turretme.com

MIRAZ SALEH
 CLASSIFIEDS SALES EXECUTIVE
 Mob 050 741 1470 | Tel 02 234 8422
 Web m.saleh@turretme.com

TECHNICAL DATA (WIDTH X HEIGHT)

NURSERIES & EDUCATION, DENTAL CARE, HAIR & BEAUTY, GENERAL,

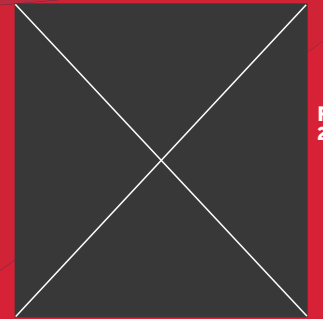
PROPERTY ABU DHABI



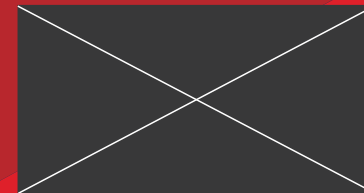
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BOX ADVERT 01
97 x 77 mm



FULL PAGE
200 x 237 mm



HALF PAGE
200 x 113 mm



BOX ADVERT 02
148 x 57 mm



3 COLUMN
148 X 237 MM



2 COLUMN
98 X 237 MM



QUARTER PAGE HORIZONTAL
200 x 55 mm



BOX ADVERT 03
97 x 67 mm



2 COLUMN HORIZONTAL
200 X 77 MM



QUARTER PAGE PORTRAIT
97 x 115 mm



BOX ADVERT 04
77 x 44 mm



2 1/2 COLUMN
98 X 117 MM



BOX ADVERT 05
40 x 44 mm



1/2 COLUMN
46 X 117 MM



1 COLUMN
46 X 237 MM

ARABIC CLASSIFIEDS ADVERTISING

ARABIC CLASSIFIEDS ADVERTISING RATES

Sizes	01-03 insertions	04-08 insertions	09-24 insertions	25-52 insertions
Full page	AED 6,655	AED 5,990	AED 5,324	AED 4,326
Half page	AED 3,328	AED 2,995	AED 2,662	AED 2,164
Quarter page	AED 1,830	AED 1,664	AED 1,498	AED 1,331
Box advert 01	AED 1,464	AED 1,331	AED 1,198	AED 1,085
Box advert 02	AED 1,301	AED 1,180	AED 1,063	AED 1,001
Box advert 03	AED 1,078	AED 980	AED 882	AED 784
Box advert 04	AED 733	AED 666	AED 600	AED 499
Box advert 05	AED 383	AED 348	AED 314	AED 278

ARABIC PROPERTY ADVERTISING RATES

Sizes	01-08 insertions	09-24 insertions	25-52 insertions
Full page	AED 6,655	AED 5,990	AED 5,324
3 column	AED 3,540	AED 3,186	AED 3,011
2 column	AED 2,360	AED 2,123	AED 2,005
2 1/2 column	AED 1,183	AED 1,065	AED 1,004
1 column	AED 1,183	AED 1,065	AED 1,004
1/2 column	AED 592	AED 532	AED 503

ADVERTISING ENQUIRIES

MANISH BAPAT
 CLASSIFIEDS ACCOUNT MANAGER
 Mob 055 760 3324 | Tel 02 234 8424
 Web m.bapat@turretme.com

MIRAZ SALEH
 CLASSIFIEDS SALES EXECUTIVE
 Mob 050 741 1470 | Tel 02 234 8422
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TECHNICAL DATA (WIDTH X HEIGHT)

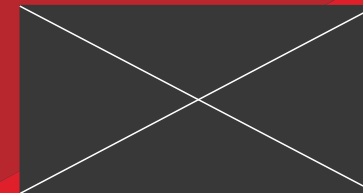
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FULL PAGE
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BOX ADVERT 01
97 x 77 mm



HALF PAGE
200 x 113 mm



BOX ADVERT 02
148 x 57 mm



QUARTER PAGE HORIZONTAL
200 x 55 mm



BOX ADVERT 03
97 x 67 mm



QUARTER PAGE PORTRAIT
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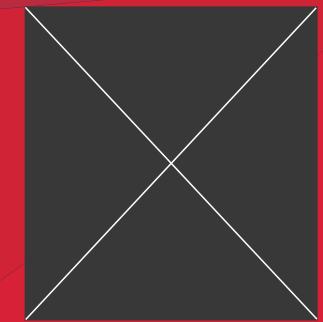


BOX ADVERT 04
77 x 44 mm



BOX ADVERT 05
40 x 44 mm

PROPERTY ABU DHABI



FULL PAGE
200 x 237 mm



3 COLUMN
148 X 237 MM



2 COLUMN
98 X 237 MM



2 COLUMN HORIZONTAL
200 X 77 MM



2 1/2 COLUMN
98 X 117 MM



1/2 COLUMN
46 X 117 MM



1 COLUMN
46 X 237 MM

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