



# Boutique 1

MAGAZINE

## 2010 ADVERTISING RATE SHEET

**Periodicity:** Biannual; published in **March - August / September - November / December- February 2011**

**Rates (in UAE Dirhams - AED)** Covers in Full Colour

Position	Rate
Double Page Spread	36,000
First Double Page Spread	41,500
Full Page (Colour)*	18,000
Inside Front Cover (IFC Spread)	45,000
Front Cover / Reverse Gatefold	60,000
Inside Back Cover (IBC)	26,000
Outside Back Cover (OBC) <b>NA</b>	45,000

\* (15 % surcharge for special positions)

\* Agency Commission: 15 %

\* Exchange Rate: 1 USD \$ = AED 3.66

**Guaranteed Circulation:**

10,000 copies

**Editorial Supplements & Sponsorship:**

Rates available on request

**Mechanical Data & Technical Specifications:**

**Actual Full Page (Trim): 233 mm X 295 mm**

**Actual Double Page (Trim): 466 mm X 295 mm**

**Binding:**

**Perfect Binding**

**Material Requirements:**

Advertisement material must be submitted digitally on a CD or sent by email/ FTP server as follows:

1- **PDF** format (high resolution photos/press quality/embedded fonts or created outline).

*Note for DPS:* Please ensure that the text is atleast 5 mm away from the gutter on either side

**Material Deadline:**

At least one month prior to publication date

**Cancellations:**

Cover Pages: 6 months prior to publication date

Inside Pages: 4 months prior to publication date

**General Conditions:**

**Boutique 1** is published in conformity with the Middle East press laws and in compliance with local and regional religious and cultural norms.