



# مجلة BMW Magazine

## BMW MAGAZINE-MIDDLE EAST EDITION 2010 ADVERTISING RATE SHEET

### Periodicity:

(3 Editions Annually); Published in **February, May (Special Edition) & September 2010**

**Rates (in US Dollars)** - Covers in Full Colour

Position:	Unit Price
Full Page	\$ 7,000
Double page Spread	\$ 13,000
Inside Front Cover (IFC)	\$ 9,000
Front Cover Gatefold	\$ 14,000
Inside Back Cover (IBC)	\$ 8,500
Outside Back Cover (OBC)	\$ 11,000

### Guaranteed Circulation:

35,000 copies across the GCC - UAE, Saudi Arabia, Kuwait, Qatar, Bahrain & Oman; Levant - Lebanon, Jordan & Syria; Egypt, Tunisia, Libya, Yemen, Iran & Pakistan.

**Editorial Supplements & Sponsorship:** Rates available on request

### Mechanical Data & Technical Specifications:

**Printing Process:** Offset

**Magazine Size:** 215 mm X 280 mm

**Double Page size:** 430mm x280 mm

**Artwork:** Please submit digitally as EPS or TIFF files, do not compress and attach all icons (photo links & fonts)

**Recommended Data Formats:** PDF - Quark XPress, Photoshop, Freehand, Illustrator,

**Resolution:** 300 dpi **Data Carrier:** CD-Rom

**Proof:** A binding Iris Proof is required for colour and copy

### Material Deadline:

At least one month prior to publication date

### Cancellations:

Cover Pages: 6 months prior to publication date

Inside Pages: 2 months prior to publication date

### General Conditions:

BMW Magazine is published in conformity with the Middle East press laws and in compliance with local and regional religious and cultural norms.

### General Note:

The BMW Magazine is published simultaneously in 25 country and regional editions across the globe. Internationally, it reaches a combined global circulation of over 2,000,000 copies in 19 languages on virtually every continent. The BMW Magazine is published in German, English, Italian, French, Spanish, Portuguese, Greek, Danish, Arabic, Turkish, Japanese, Cantonese, Mandarin, Thai and Indonesian.

**(The International Edition Advertising rates are available on request).**