



PEN·ME

عالم الأقلام والاكسسوارات في الشرق الأوسط

Pen Middle East (PenME) 2010 ADVERTISING RATE SHEET

Periodicity: (3 Editions in 2010); Published in
December 2009 - April 2010 / May - September 2010 / October 2010 - January 2011

Rates (in US Dollars) Covers in Full Colour

| Position: | Unit Price | 2-3 Insertions | 4-6 Insertions |
|--------------------------|------------|----------------|----------------|
| Double Page (Colour) | \$ 9,000 | \$ 8,800 | \$ 8,500 |
| Full Page (Colour) | \$ 4,700 | \$ 4,500 | \$ 4,200 |
| Inside Front Cover (IFC) | \$ 5,400 | \$ 5,200 | \$ 5,000 |
| Front Cover Gatefold | \$ 10,000 | \$ 9,800 | \$ 9,500 |
| Inside Back Cover (IBC) | \$ 5,000 | \$ 4,800 | \$ 4,600 |
| Outside Back Cover (OBC) | \$ 7,000 | --- | --- |

Guaranteed Circulation:
30,000 copies across the GCC, Lebanon, Jordan, Syria and Egypt

Editorial Supplements & Sponsorship:
Rates available on request

Mechanical Data & Technical Specifications:

Actual Full Page (Trim): 240 mm X 310 mm
(Bleed): 250 mm X 320 mm
Actual Double Page (Trim): 480 mm X 310 mm
(Bleed): 490 mm X 320 mm

Binding: Perfect Binding

Material Requirements:
Advertisement material must be submitted digitally on a CD 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: Pen Middle East (Pen ME) is published in conformity with the Middle East press laws and in compliance with local and regional religious and cultural norms.