



Arabian Watches & Jewellery (AWJ) Kuwait Edition 2012 ADVERTISING RATE SHEET

Frequency:

Bi Monthly: **February - March / April - May / June - July / August-September / October - November / December -January 2013** (6 issues)

Rates (in US Dollars)

Position:	2-3 Insertions	4-6 Insertions	Unit Price
Outside Back Cover (OBC):	\$ 7,850	\$ 7,500	\$ 7,150
Inside Front Cover (IFC):	\$ 7,150	\$ 6,800	\$ 6,450
Inside Back Cover (IBC):	\$ 6,450	\$ 6,100	\$ 5,750
Inside Front Cover Spread (IFCS):	\$ 9,650	\$ 9,300	\$ 8,950
Front Cover Gatefold:	\$ 8,950	\$ 8,950	\$ 8,950
Double Page	\$ 7,500	\$ 7,150	\$ 6,800
Full Page (Colour):	\$ 5,000	\$ 4,650	\$ 4,300

Distribution:

10,000 copies.

Subscriptions:

2,900 copies

VIP Mailing list:

1,100 copies

Editorial Supplements & Sponsorship:

Rates available upon request



Mechanical Data & Technical Specifications:

Full Page (Trim): 240 mm X 310 mm - (Bleed): 250 mm X 320 mm

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 or by Email as follows: **PDF** format (high resolution photos/press quality/embedded fonts or created outline). Note for DPS: Please ensure that the text is at least 5 mm away from the gutter on either side

Material Deadline:

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:

Arabian Watches & Jewellery (AWJ) is published in conformity with the Kuwait press laws and in compliance with local and regional religious and cultural norms.

Ad Material should be sent to:



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