



# مجلة BMW Magazine

## BMW MAGAZINE-MIDDLE EAST EDITION 2012 ADVERTISING RATE SHEET

### Frequency:

Bi- Annual: **February & September 2012**

### Rates (in US Dollars)

Position:	Unit Price
Full Page	\$ 7,000
Double page Spread	\$ 13,000
Inside Front Cover (IFC)	\$ 9,000
Inside Front Cover Spread (IFCS)	\$ 15,000
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 upon request

### Mechanical Data & Technical Specifications:

Full Page (Trim): 215 mm X 280 mm - (Bleed): 225 mm X 290 mm  
Double Page (Trim): 430 mm X 280 mm - (Bleed): 440 mm X 290 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:

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:

BMW Magazine is published simultaneously in 25 countries and regions 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 languages.

(The International Edition advertising rates are available upon request)