



ELITE

M A G A Z I N E

ELITE MAGAZINE 2012 ADVERTISING RATE SHEET

Introduction:

ELITE is a premium high-quality magazine specially developed for the Elite Banking clients of National Bank of Abu Dhabi (NBAD), the UAE's number 1 bank*.

NBAD's Elite banking clientele-base comprises of individuals with an average income of more than AED 80, 000 and personal wealth of up to AED 10 million

Frequency:

Bi-monthly: **Feb-March / April-May / June-July-August / Sept-Oct / Nov-Dec**

Guaranteed Circulation:

10,000 copies: 59% Abu Dhabi - 15% Dubai - 24% Other emirates - 2% GCC / International

Rates (in US Dollars) - (in US Dollars) including online edition

Position:	Unit Price
Outside Back Cover	\$ 17,000
Inside Front Cover Spread (IFCS)	\$ 16,000
Full Page	\$ 7,000
Double page Spread	\$ 13,500

10% loading charge on the first 10 pages.

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

*Euromoney