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PEN·ME

عالم الأقلام والاكسسوارات في الشرق الأوسط

Pen Middle East (PenME) 2012 ADVERTISING RATE SHEET

Frequency:

Bi-Annual: **March - August 2012 / September - February 2013**

Rates (in US Dollars)

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 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:

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.