



WORLD of LUXURY

Asia Jewellers Magazine

Now in its fifth decade of operation, Asia Jewellers, at the apex of the watch and jewellery retailing pyramid in the Kingdom of Bahrain, has maintained its leading position since it was founded by the late leading entrepreneur Mahmoud Jaafar in 1961. As a market leader, Asia Jewellers today symbolises both success and stability with its representation of many renowned international watch & jewellery brands in Bahrain.

The annual Asia Jewellers “World of LUXURY” 2012/2013 is an essential guide to the companies, brands, products and services and will be published to coincide with Jewellery Arabia 2012 Exhibition.

Asia Jewellers suppliers will benefit from this excellent opportunity to further promote their 2012 novelties to the high end clientele in Bahrain and the GCC throughout 2012 and 2013.

20,000 copies of the “World of LUXURY” Magazine will be published and circulated as follows:

- * 10,000 copies will be circulated at Jewellery Arabia 2012.
- * 7,000 copies will be placed at the company’s boutiques and outlets across Bahrain.
- * 1,000 copies will be delivered to the Palaces and Diwans (Royal Courts) in the Kingdom and other GCC states.
- * 2,000 copies will be distributed among the major 5 star hotels in Bahrain.

Asia Jewellers principals, suppliers and vendors will benefit from the following advertising-editorial options:

ADVERTISING RATES 2012

Option ONE:

World of LUXURY” Magazine ONLY.

One full colour page at US\$ **5,000** plus two full editorial pages complimentary. (Hence the net cost of US\$ **2,500** to be paid each by Asia Jewellers and its suppliers).

Option TWO:

“World of LUXURY” Magazine and Jewellery Arabia Official Show Catalogue 2012.

One full colour page in each publication at the total cost of US\$ **10,000** plus three full editorial pages complimentary in WoL Magazine only. (Hence, the net cost of US\$ **5,000** to be paid each by Asia Jewellers and its suppliers).

Option THREE:

Total of Seven pages divided as follows:

- 1-World of LUXURY” Magazine: FCP Advertisement plus three editorial pages.
- 2-Jewellery Arabia Official Show Catalogue 2012: FCP Advertisement.
- 3-AWJ Magazine CEO’s Choice: FCP Advertisement plus one full page editorial.

The total cost of US\$ **16,000**. Hence the net cost of US\$ **8,000** to be paid each equally by Asia Jewellers and its suppliers.

- * Rates for special prime positions and Double Page Spreads are available on request.
- * Advertising space is limited in the above titles, therefore we would appreciate your early booking confirmation as soon as possible.