



Arabian Watches & Jewellery (AWJ)

LEVANT (Lebanon / Syria / Jordan)

2010 ADVERTISING RATE SHEET

Arabian
Watches &
Jewellery

الساعات والمجوهرات العربية

Description:

In addition to AWJ's international edition, A dedicated Levant Edition exists for their markets with a separate circulation that ensures increased penetration into both markets.

Periodicity:

Published in **June - August / September- November / December -February 2011/ March- May 2011 (4 times a year)**

Rates (in US Dollars)

Covers in Full Colour

Position	Unit Price
Outside Back Cover (OBC):	\$ 4,500
Inside Back Cover (IBC):	\$ 2,200
Inside Front Cover Spread (IFCS):	\$ 4,000
Front Cover Gatefold:	\$ 4,400
Double Page	\$ 2,800
Full Page (Colour):	\$ 1,800

Guaranteed Circulation: 10,000 copies across Lebanon/Syria/Jordan. AWJ issues will also be available on a regular basis at leading 5-Star hotels across the country, key shopping & leisure spot centres.

Editorial Supplements & Sponsorship: Rates available on request.

Mechanical Data & Technical Specifications:

Actual Full Page (Trim): 240 mm X 310 mm - (Bleed): 250 mm X 320 mm
Actual 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 as follows:
1- **PDF** format (high resolution photos/press quality/embedded fonts or created outline).
Note for DPS: Please ensure that the text is atleast 5 mm away from the gutter on either side.

Material Deadline:

At least 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) -Levant Edition is published in conformity with the respective levant countries's press laws and in compliance with local and regional religious and cultural norms.

