



Arabian Watches & Jewellery (AWJ) 2010 ADVERTISING RATE SHEET

Arabian Watches & Jewellery

الساعات والمجوهرات العربية

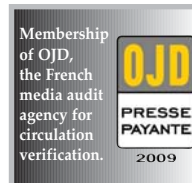
Periodicity: Published in February - March / April - May / June - July / August-September / October - November / December-January 2011 (6 times a year)

Rates (in US Dollars) International Edition

Position:	Unit Price	2-3 Insertions	4-6 Insertions
Outside Back Cover (OBC):	\$ 11,000	---	---
Inside Front Cover (IFC):	\$ 7,500	\$ 7,300	\$ 7,000
Inside Back Cover (IBC):	\$ 7,000	\$ 6,700	\$ 6,300
Inside Front Cover Spread (IFCS):	\$ 11,000	\$ 10,500	\$ 10,200
Front Cover Gatefold:	\$ 11,500	\$ 11,000	\$ 10,500
Double Page	\$ 10,000	\$ 9,800	\$ 9,600
Full Page (Colour):	\$ 5,500	\$ 5,300	\$ 5,000

Special Rates for Booking in International, Levant and Kuwait Editions

Position:	Unit Price (International+Levant+Kuwait)
Outside Back Cover (OBC):	\$ 14,000
Inside Front Cover (IFC):	\$ 10,000
Inside Back Cover (IBC):	\$ 9,000
Inside Front Cover Spread (IFCS):	\$ 14,000
Front Cover Gatefold:	\$ 14,500
Double Page	\$ 14,000
Full Page (Colour):	\$ 7,500



Guaranteed Circulation: 42,000 copies across the GCC, Levant and North Africa.

Average net circulation: 34,225 copies per issue. Audit by OJD

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) is published in conformity with the Middle East press laws and in compliance with local and regional religious and cultural norms.