

emirates
woman
mini
2017
PRESENTATION

emirates
woman

mini

AUTUMN/WINTER 2016

THE
UAE'S
BEST
FAMILY
DAYS
OUT

**THE
PARTY
TRAP**
Are
birthday
bashes for
babies just
for show?

**BEAUTY
SCHOOL
DROP OUT**
Products to
ditch during
pregnancy

*Streets
ahead*
CASUAL KICKS
FOR KIDS

**TOY
STORY**
WIN A ONE-YEAR
PASS TO
LEGOLAND

Prep
SCHOOL

Striped scarves,
collegiate shirts
and cable knits



INSIDE EVERY ISSUE



AGENDA

The only address book a parent will ever need: numbers of schools, emergency services and stores, all listed in an easy-to-read directory. A back note full of mother's best anecdotes also offers fun and informative advice.



FRONT ROW

From the finest products and fashions to the latest in parenting apps, news, classes and entertainment, we provide all the 'know-how' for the forward-thinking family.

CONTENT

Emirates Woman mini is the definitive pregnancy and parenting guide for the modern parent of children aged zero to 11. *Emirates Woman mini* will be distributed in March, August and October with *Emirates Woman* magazine. *Emirates Woman mini* will focus on key issues and challenges that are important to both experienced and first-time mothers and fathers. Answering questions asked by the readers, addressing concerns as well as celebrating the joys of parenthood, each issue will ensure the child's safety, needs and health are taken care of. Parents are also updated on the latest fashions and news, are invited to join in debates, speak to experts and be inspired by our extensive features section that not only answers questions but also inspires.

As with its mother title, *Emirates Woman mini* caters to the stylish, sophisticated and smart parent. It delivers premium content with high-quality editorial, renowned experts, first-class shoots, comprehensive news and engaging stories.

Emirates Woman mini is a reliable, trustworthy and caring edition to the *Emirates Woman* Group family. It is the only glossy parenting magazine you'll want and need.



TRAVEL

Visiting some of the world's best destinations and resorts that offer a magical adventure for both parents and children.

FEATURES

Award-winning writers tackle the hottest topics, delivering essential information and covering important issues. Offering an interactive angle. The Debate invites like-minded parents to delve deep and discuss relevant trends.



FASHION

From babies to toddlers and mummy, only the latest style reports and exclusive fashion shoots are included in this go-to guide for the style-conscious family.

HEALTH

Covering every facet from diet to exercise and fertility, this is the ultimate reference, comprised of well-being tips from pregnancy to post-natal care. A Q&A section with a fertility expert ensures all the readers' needs and questions are looked into and answered.



BEAUTY

Taking care of mother and baby, this section looks at the latest in the beauty arena, reviewing products, sharing tips and divulging insiders' secrets.



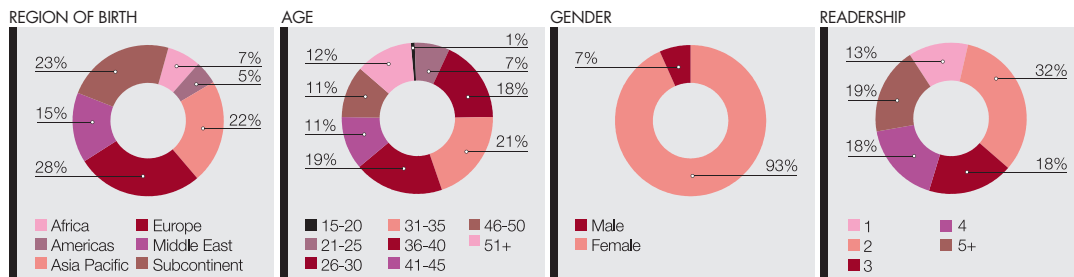
RATES & SPECIFICATIONS

ADVERTISING RATES

REGULAR POSITIONS	US\$
Full Page	4,500
Double Page Spread	8,500
Half Page	3,150
Half Page Solus	3,350
PREMIUM POSITIONS	US\$
Outside Back Cover	9,900
Inside Front Cover Spread (2 pages)	16,200
Inside Back Cover	7,650
Front Cover Reverse Gatefold (2 pages)	17,000
Inside Front Cover Gatefold (3 pages)	21,850
ROP Gatefold (3 pages)	13,000
Full Page (opposite contents)	6,000
Editor's Letter	6,500
DOUBLE PAGE SPREAD POSITIONS	US\$
1st Double Page Spread	12,750
2nd Double Page Spread	12,325
3rd Double Page Spread	11,475
4th Double Page Spread	11,050
5th Double Page Spread	10,625
6th Double Page Spread	9,775
7th Double Page Spread	9,350
8th Double Page Spread	8,925
9th Double Page Spread	8,500
CREATIVE SOLUTIONS	US\$
Bookmark	13,500
Belly Band	12,850
Bound Insert	13,500
Advertorial - Full Page	5,650
Advertorial - Double Page Spread	10,150

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

ABOUT OUR READERS...



TECHNICAL DATA

	(mm) H x W
	DPS Trim: 230 x 340 Type: 210 x 320 Bleed: 240 x 350
DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine	
	Full Page Trim: 230 x 170 Type: 210 x 150 Bleed: 240 x 180
	Half Page Horizontal Trim: 114 x 170 Type: 94 x 150 Bleed: 122 x 180
	Half Page Vertical Trim: 230 x 83 Type: 210 x 63 Bleed: 240 x 93

GENERAL INFORMATION

- Annual publication
- Standard agency commission rates apply
- Additional creative solutions available on request

SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

DEADLINES

- Booking: 15th of month prior to publication
- Material: 18th of month prior to publication

CANCELLATION

- Prime Position: Minimum 3 months prior to publication (90 days)
- Standard Advertising: Minimum 2 months prior to publication (60 days)

DIGITAL MEDIA FORMAT

- PDF (Portable Document Format)**
- The artwork should be a press-ready PDF file (version 1.3) generated using Illustrator/Quark Xpress or InDesign, saved in maximum resolution (300 dpi) in actual size with bleed and crop marks
 - All files must be CMYK format and all black text as over print
 - For bleed size, add 3mm extra on all four sides after trim marks
 - Image loss in the gutter 3mm either side
 - Ensure that text is at least 10mm inside from the crop marks
 - If text runs across a DPS, please ensure that the text is 10mm away from the gutter on either side
 - A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline, and the advertisements will be reproduced as per the data/specifics supplied on the CD

ADVERTISING BENEFITS

- Get your message across in the only local quality parenting title in the region
- Association with a highly respected brand, which has been established for over 30 years
- Appear alongside cutting-edge editorial and premium design

TARGET MARKET

As an insert supplement to Emirates Woman magazine, Emirates Woman mini will share a similar demographic. It will be read by the mixture of nationalities that reside in the Gulf. A typical reader is 26-45, affluent and well educated. A large majority of the readers are loyal, returning multiple times to purchase the magazine. There is also a high pass-on rate, meaning that 58 per cent of readers will pass it on to at least three others. Source: Emirates Woman readership survey 2008.

CIRCULATION

Frequency:
March/August/October
Print-run: 25,000 copies*

DISTRIBUTION

- United Arab Emirates
- Bahrain
- Qatar
- Oman

DISTRIBUTION PROFILE

- Retail Outlets
- Hotels
- Commercial
- Sponsored Copies
- Subscriptions
- Airlines

*Publisher's own data



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INTERNATIONAL MEDIA REPRESENTATIVES

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