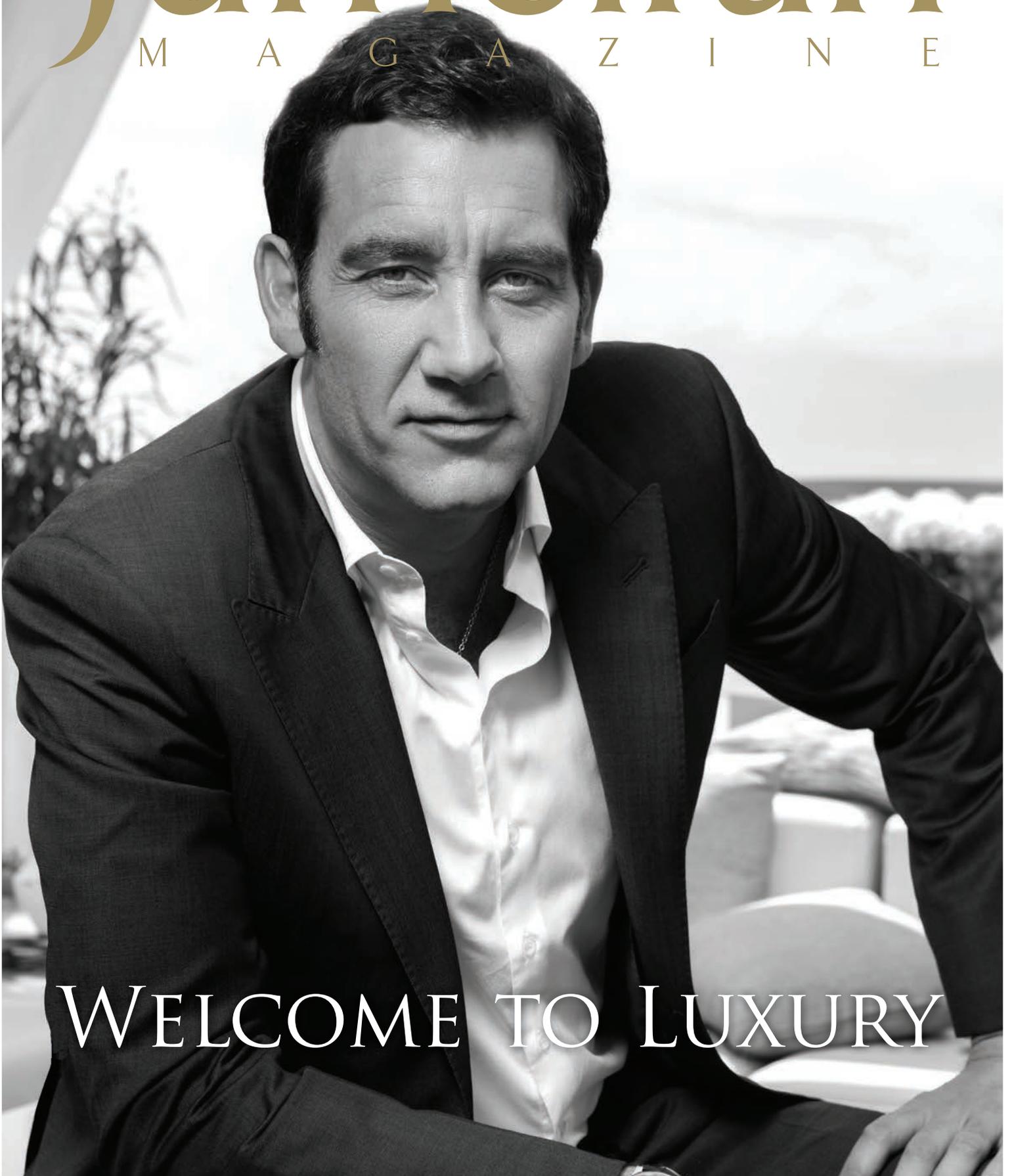




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Jumeirah

M A G A Z I N E



WELCOME TO LUXURY

CONTENT

Jumeirah magazine exudes wealth, intelligence and refined luxury. This monthly international publication is circulated to exclusive hotel rooms throughout Dubai, Kuwait, London, Shanghai, Frankfurt, Rome, Istanbul, the Maldives and more. Distribution is set to increase further, as 17 more hotels are currently under development.

Focus is on the luxury traveller. This means within Jumeirah magazine, readers will find art, culture, travel, food, history, sports, investment, stories on high-end brands, and insight into exclusive experiences.

Like the magazine, content is global. Every month Jumeirah features the best writers from around the world. Stories are unique, thoughtful and in-depth, creating the overall impression of intelligent luxury.

TARGET MARKET

Jumeirah magazine targets guests and residents of Jumeirah's luxurious hotels (such as the Burj Al Arab Jumeirah in Dubai or Jumeirah Carlton Tower in London).

These readers savour the very best things in life. They are highly educated and immerse themselves in the art of fine living. Worldly, informed and affluent, Jumeirah readers understand luxury.

ADVERTISING BENEFITS

Jumeirah magazine delivers an affluent and sophisticated audience for advertisers. Readers are interested in luxury brands and exclusive experiences. When something catches their interest – whether it's a new handcrafted watch or lessons in the finest equestrian riding technique – money is no object.

The magazine is consistently high quality throughout, featuring award-winning editorial and design. Truly global in nature, Jumeirah is distributed around the world.

In select cases, Jumeirah magazine is open to working with advertisers to create advertorial content.

IN EVERY ISSUE

Profiles

Every month, Jumeirah explores the stories behind some of the world's most sought-after actors, singers, sports personalities, and philanthropists. Through exclusive interviews, Jumeirah allows readers genuine insight into the lives of the elite.



Monitor

With a focus on what's happening in Jumeirah cities around the globe, Monitor pages feature exclusive events and timely global stories.

CIRCULATION

Frequency: Monthly / 12 issues per year

Print-run: 23,000 copies*

DISTRIBUTION

Jumeirah currently operates 22 hotels, resorts and residences, including 11 in the Middle East, six in Europe and five in Asia. A further 17 hotels are now under development, with eight properties scheduled for China, including in Guangzhou, Hangzhou, Sanya, Macau, and Qiandaohu.

**Publisher's own data*



Features

Delving into the topics that would interest affluent travellers, Jumeirah's features cover culture, art, luxury brands, fashion, interiors, cars, watches, history, investing, travel, food and more.



ADVERTISING RATES

REGULAR POSITIONS US\$

Double Page Spread	10,800
Full Page	5,750
Half Page	3,700

PREMIUM POSITIONS US\$

Outside Back Cover	12,400
Front Cover Gatefold (2 pages)	24,800
Inside Front Cover Spread	20,900
Inside Back Cover	9,700
1 st Double Page Spread	16,200
2 nd Double Page Spread	15,700
3 rd Double Page Spread	14,600
Opposite Contents	7,700

LOADING CHARGES

- 20% loading charges for the DPS in the Graveyard
- 15% loading charges in the first 25% of the magazine after contents
- 10% loading charges for a specified position

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.

TECHNICAL DATA

(mm) H x W



Double Page Spread

Trim: 300 x 450
Type: 270 x 420

DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine



Full Page

Trim: 300 x 225
Type: 270 x 195

SERIES DISCOUNT

- 2 insertions 5%
- 3-4 insertions 10%
- 5+ insertions 15%

GENERAL INFORMATION

- 12 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

DEADLINES

- Booking:** 16th of month prior to publication
- Material:** 18th of month prior to publication
- Cancellation:** 5th of month prior to publication

DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress or InDesign, saved on 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
- Please 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



For advertising enquiries, contact: +971 4 427 3000 or sales@motivate.ae

INTERNATIONAL MEDIA REPRESENTATIVES

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