

THE BLACK HAT GUIDE



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**MEDIA
INFORMATION
2017**



THE BLACK HAT GUIDE

The UAE's only rated restaurant guide

OUR BRAND POSITIONING

The Black Hat Guide, the ground-breaking restaurant guide from the UAE's biggest-selling entertainment magazine *What's On*, is the only guide in the UAE to visit and rate 700+ restaurants. Rewarding the best and providing concise and detailed information about anywhere you would want to dine in the UAE, it's the essential guide to eating out in the Emirates.



OUR REWARD SYSTEM

Welcome to the *What's On* rating system. **Décor, service and atmosphere are important to us, but our primary concern is, of course, the food**

THE BLACK HAT

Restaurants hoping to attain our highest accolade will need to offer the best of the best. We look at the quality and sourcing of the ingredients, the level of technical skill displayed, complexity of flavour and a level of inventiveness and flair found in only the greatest kitchens.

☞ = Very good
☞☞ = Excellent
☞☞☞ = Exceptional

WHAT'S ON AWARDS

If a restaurant has won a What's On Award, it will be clearly highlighted.

THE SHADED HAT

Awarded to restaurants that provide good food at a reasonable price.

☞ = Very good
☞☞ = Excellent
☞☞☞ = Exceptional

THE WHITE HAT

Awarded to restaurants, cafés and pubs that provide simple, tasty food on a shoestring.

☞ = Very good
☞☞ = Excellent
☞☞☞ = Exceptional

SIMPLE TO USE

The guide is split into three price categories:

- 1 Dhs750 and above
- 2 Dhs250 to Dhs749
- 3 Up to Dhs249

All prices are based on a meal for two, without drinks. If you turn to the index at the back of the guide, you will find the restaurants listed according to the type of cuisine they serve and the area in which they are located, so cross-referencing couldn't be easier.

SLEEK, SIMPLE AND EASY ON THE EYE

With a distinctive black cover, short reference guide, succinct listings format and comprehensive index, *The Black Hat Guide* is designed to take pride of place on your coffee table, or fit snugly into the back pocket of your jeans. Following the success of *The Black Hat Guide 2012*, there is now a well-thumbed copy on every bookshelf in the Emirates.

OUR TARGET AUDIENCE

If you're looking to eat out in the UAE, and you love food, *The Black Hat Guide* is for you.

OUR VALUES

Restaurants are rated by the trusted *What's On* editorial team and hats are awarded to the UAE's best restaurants, regardless of advertising or business ties.

THE TEAM

All the restaurants in the guide have been visited by at least one member of the *What's On* editorial team in the past 18 months.

WHERE YOU CAN FIND US

- ◆ Bookstores
- ◆ Supermarkets
- ◆ Galleries
- ◆ Restaurants
- ◆ Hotels

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Advertising rates

REGULAR POSITIONS	US\$
Full Page (ROP)	3,750
Double Page Spread	7,000

PREMIUM POSITIONS	US\$
Inside Front Cover Spread	13,500
Inside Front Cover	6,750
Inside Back Cover	6,350
DPS (before contents)	8,250

SPECIAL REQUESTS	US\$
Full Page (opposite contents)	4,750
Full Page (opposite intro)	4,750
Full Page (premium section divider - LHP only)	5,000

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.

Deadlines
15th April 2017

General information

- ◆ Standard agency commission rates apply.
- ◆ Release date – 1st May 2017.

Technical specifications

W x H (mm)



DPS
Trim: 240 x 205
Bleed: 246 x 211

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



Full Page
Trim: 120 x 205
Bleed: 126 x 211

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 file must be CMYK format and all black text as over print.
- ◆ A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifications supplied on the CD.
- ◆ For bleed size add 3mm extra on all four sides after the trim marks.
- ◆ Image loss in the gutter 3mm either side.
- ◆ For full page ads ensure that the text is 10mm away from the crop marks on all four sides.
- ◆ If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.