

SOUK

MEDIA INFORMATION 2017



CONTENT



SOUK magazine is the only publication dedicated to showcasing the shops, bars, restaurants, theatre, exhibitions and special events in Souk Madinat Jumeirah. The magazine is distributed in the Souk itself as well as being placed in all guest rooms throughout Jumeirah properties in Dubai, giving high visibility and readership to the 30,000 print run.



IN EVERY ISSUE



FOOD >>

Mouth-watering recipes are provided by a variety of restaurants and outlets within the Souk. Honyaki, Segreto and Jambase are just a few which have shared their signature dishes with readers. Apart from being able to recreate the recipes at home, readers are also treated to a taster of what they can expect when dining in the restaurants.



<< SHOPPING

From the latest jewellery collections and art exhibitions, to stalls and shops selling everything from souvenirs to clothing, it's all highlighted in SOUK magazine.



<< EATING OUT

The Eating Out section highlights all the restaurants that are available in the Souk and the Jumeirah properties, Mina A'Salam and Al Qasr. Each restaurant is described, including opening times and telephone numbers in which to make a reservation.

<< THEATRE

The First Group Theatre at Souk Madinat Jumeirah shows a variety of performances every month. From *Annie* and *Elmer* to *Encore* and *A Night at the Opera* there is always something to watch. Whether it's children's entertainment or foot-tapping classics, The First Group Theatre offers musical favourites for the young and old.

CIRCULATION, DISTRIBUTION & BENEFITS



CIRCULATION

Frequency Quarterly **Print-run** 30,000 copies*

DISTRIBUTION

- Burj Al Arab
- Jumeirah Beach Hotel
- Jumeirah Emirates Towers
- Madinat Jumeriah

TARGET MARKET

- Tourists and residents entering Souk Madinat Jumeirah
- Guests staying at Jumeirah hotels across Dubai

ADVERTISING BENEFITS

- The only way to target visitors at Souk Madinat Jumeirah
- Reach the affluent guests of the Jumeirah Group and associate your brand with luxury
- Prolonged exposure from this quarterly publication gives phenomenal value for money

*Publisher's own data

SOUK



RATES & SPECIFICATIONS



ADVERTISING RATES

REGULAR POSITIONS	US\$
Double Page Spread	4,500
Full Page	2,500
Half Page	1,850

PREMIUM POSITIONS	US\$
Outside Back Cover	5,500
Inside Front Cover	4,500
Page - 1	4,500
Inside Back Cover	4,250

CREATIVE SOLUTIONS	US\$
Front Cover Reverse Gatefold (2 pages)	9,450
Inside Front Cover Gatefold (3 pages)	12,150
ROP Gatefold (3 pages)	7,250
Advertorial - Full page	3,500
Advertorial - Double page spread	5,650

SERIES DISCOUNT	
■ 2 insertions	5%
■ 3 - 4 insertions	7.5%
■ 5+ insertions	10%

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



DPS

Trim: 232 x 386
Type: 197 x 356
Bleed: 238 x 392



Full Page

Trim: 232 x 193
Type: 197 x 163
Bleed: 238 x 199



Half Page

Type: 98 x 163

GENERAL INFORMATION

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

DEADLINES

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

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
- For full page ads 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. 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 specifics supplied on the CD

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