

THE ESSENTIAL MAGAZINE

IDEAS IN THE UAE

emirates

BRIDE

MEDIA INFORMATION

CONTENT

For the bride-to-be, *Emirates Bride* is an essential read.

All aspects of the happy day - from gowns to favours, from to-do lists to honeymoons - and everything in between, are covered comprehensively.

Emirates Bride is an assistant, a friend and an advisor, all rolled into one.

Every bride is looking for a dream wedding - and an opportunity to express her individuality and personal style on her magical day. *Emirates Bride* will help her achieve her goal and she'll find support, advice and inspiration on every page.



IN EVERY ISSUE



Fashion

Every bride wants to look stunning on her wedding day. And, the choice of wedding dress or gown and the bridesmaid's outfits are crucial to this. These days, of course, there are so many options available. This is where *Emirates Bride* can help, as our fashion team scour the world's leading fashion houses to showcase the very latest choices in bridal couture in every issue.



Beauty

"You look beautiful and so happy" is the kind of comment every bride craves on her wedding day. *Emirates Bride* shares the secrets of the leading make-up artists and skincare experts, to ensure that the wedding day 'glow' remains all day, from altar to dance floor. There is inside knowledge on seasonal colours and looks, and brides can be assured they will be at their most beautiful on the day it counts most.



Travel

Everybody's tastes for an idyllic honeymoon location are different. And, with all four corners of the world being accessible these days, there is a wealth of choice. In every issue of *Emirates Bride*, we will showcase and review somewhere different - to make sure the happy couple have a wide variety of locations and options to consider.



Real Life Weddings

Every month, *Emirates Bride* features real-life experiences of brides who've already made the walk down the aisle. Included in their romantic tales will be invaluable advice on all aspects of their big day. Sometimes, the tips of brides who've been there, is all the assurance brides need that they're on the right track.



Wedding Directory

Our wedding directory in *Emirates Bride* is crammed full of everything from wedding chapels to DJs, photographers to ministers. Everything a bride could want, is in there. What's more, the Directory is constantly updated to include the very latest information.



TARGET MARKET

Anyone interested in planning and organising all aspects of a wedding, from planning the big day to deciding on fashion, accessories, health, beauty and much, much more.

ADVERTISING BENEFITS

- Brides-to-be are totally engaged with *Emirates Bride*. They use the magazine as a trusted friend and consume the magazine with a high level of personal interest. This includes the advertising, which is considered valuable content
- The most comprehensive wedding guide in the UAE
- Exposure alongside the topical editorial provides the perfect advertising environment to influence those individuals planning their perfect wedding

Circulation

Frequency February, April, September & December

Print-run 25,000 copies*

Distribution

- United Arab Emirates
- Bahrain
- Qatar
- Oman
- Kuwait

Distribution Points

- Retail Outlets
- Subscriptions
- Premium Hotels
- Bridal Fashion Studios
- Beauty Salons & Spas
- VIP mailing lists

*Publisher's own data



ADVERTISING RATES

REGULAR POSITIONS	US\$
Full Page	4,250
Double Page Spread	7,850
Half Page	2,550
Quarter Page	1,450

PREMIUM POSITIONS	US\$
Outside Back Cover	9,350
Inside Front Cover Spread (2 pages)	15,250
Inside Back Cover	7,250
Front Cover Reverse Gatefold (2 pages)	15,950
Full Page (opposite contents)	5,550

DOUBLE PAGE SPREAD POSITIONS	US\$
1st Double Page Spread	11,650
2nd Double Page Spread	11,250
3rd Double Page Spread	10,450
4th Double Page Spread	10,200
5th Double Page Spread	9,750
6th Double Page Spread	8,950
7th Double Page Spread	8,500
8th Double Page Spread	8,050
9th Double Page Spread	7,850

CREATIVE SOLUTIONS	US\$
Bookmark	12,750
Belly Band	12,150
Bound Insert	12,750
Advertorial (Full Page)	5,250
Advertorial (Double Page Spread)	9,450

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: 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



Half Page Horizontal
Type: 130 x 195



Half Page Vertical
Type: 270 x 90



Quarter Page
Type: 130 x 90

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 5mm extra on all four sides after trim marks
- Ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 3 to 4mm 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

GENERAL INFORMATION

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

SERIES DISCOUNT

- 1-2 insertions 5%
- 3-4 insertions 10%
- 5+ insertions 15%

DEADLINES

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



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