

THE WORLD'S BEST-SELLING GADGET MAGAZINE

Stuff.tv/me

GADGETS / APPS / GEAR

/ MIDDLE EAST

Stuff GADGET HALL OF FAME



MEDIA INFORMATION 2017

mpmediakits.com



13,156 COPIES
JUNE 2016

EDITORIAL

Stuff combines premium design with dazzling photography and editorial insight to reach over a million readers each month. The Middle East edition is the first place potential buyers in the region look for gadgets, gear and technology.

Our respected features and in-depth reviews inform the purchase decision of seven out of 10 readers, while over 90 per cent claims the magazine steers their opinion on brands. That's because only *Stuff* carries expert tests, trusted opinion and the region's best buyer's guide: the Top 10 of Everything.

Loyal readers return to *Stuff* for regular product exclusives, up-to-date listings and engaging, independent features. *Stuff* readers pick up the magazine frequently, are heavily involved in each issue and 80 per cent pass it on to others (half our copies are read by three or more people).



IN EVERY ISSUE



Rammed to the virtual rafters with the world's latest gear – computers, home cinema, games consoles, watches, MP3 players, hi-fi, sports kit, phones, cameras, cars and other men's lifestyle products are brought to life in a fast-paced, newsy, design-led front section.



Beautiful photography, informed opinion and a witty tone are the imprint of *Stuff*'s trademark feature style. Subjects as diverse as the world's most expensive gadgets, adrenalin sports, classic design icons, future lifestyle and gadget hacking have all been given the *Stuff* treatment.



Trained, experienced testers work in controlled conditions to bring our readers in-depth head-to-head reviews of the latest products available on the market. All *Stuff* tests are 100 per cent impartial, honest and fair. And it shows.

TARGET MARKET

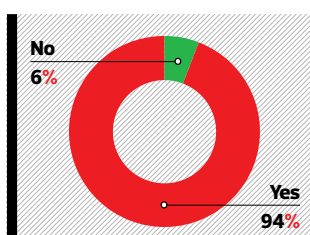
Stuff's truly international readership is dominated by well-educated men between the ages of 25 and 40, with a high net worth and an interest in gadgets, sports and lifestyle. Men who buy stuff, buy *Stuff*.

ADVERTISING BENEFITS

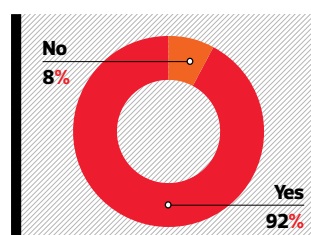
- The world's best selling gadget magazine
- Reach an affluent demographic
- Appear alongside cutting-edge editorial and premium design

WHAT OUR READERS SAY...

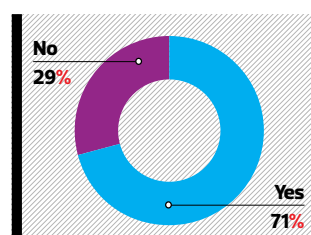
The advertising fits with the content of the magazine



The advertising provides information on brands



The advertising helps inform my purchasing decisions



Stuff readership survey, 2009

CIRCULATION

Frequency Monthly
Print-run 15,000 copies*
BPA Audited Circulation
13,156 (June 2016)

DISTRIBUTION

- United Arab Emirates
- Bahrain
- Jordan
- Qatar
- Saudi Arabia
- Sultanate of Oman

DISTRIBUTION PROFILE

- Retail Outlets
- Sponsored Copies
- Subscriptions
- Airlines

*Publishers own data

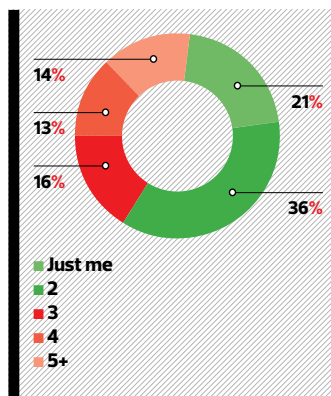
ADVERTISING RATES

PREMIUM POSITIONS	USD
Inside Front Cover	7,200
Inside Front Cover Spread (2 pages)	14,400
Page One	7,200
Inside Back Cover	6,800
Outside Back Cover	8,800
Front Cover Reverse Gatefold (2 pages)	15,000
Inside Front Cover Gatefold (3 pages)	19,400
ROP Gatefold (3 pages)	11,600
First Double Page Spread	11,000
Second Double Page Spread	10,600
Third Double Page Spread	9,800
Fourth Double Page Spread	9,600
Fifth Double Page Spread	9,200
REGULAR POSITIONS	USD
Full Page	4,000
Half Page	2,400
Quarter Page	1,400
Double Page Spread	7,400
CREATIVE SOLUTIONS	USD
Bookmark	12,000
Belly Band	11,400
Bound Insert	12,000
Advertorial – Full Page	5,000
Advertorial – Double Page Spread	8,920

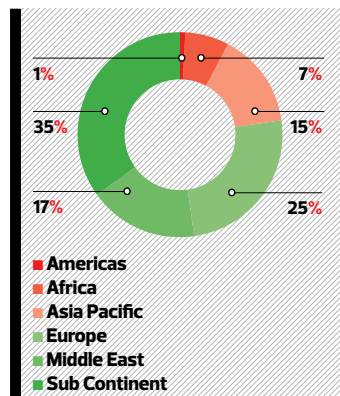
All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

ABOUT OUR READERS...

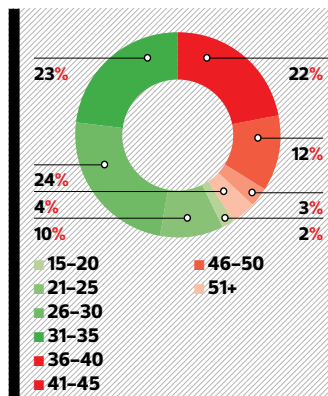
READERSHIP



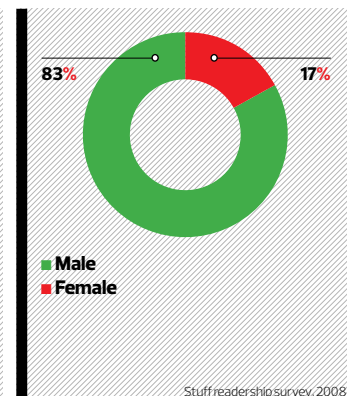
REGION OF BIRTH



AGE



GENDER



Stuff readership survey, 2008

INTERNATIONAL MEDIA REPRESENTATIVES

AUSTRALIA/NEW ZEALAND Okeeffe Media: Tel + 61 894 472 734, okeeffekev@bigpond.com.au, +61 412 080 600, Licia@okm.com.au **BELGIUM AND LUXEMBOURG M.P.S. Benelux:** Tel +322 720 9799, francesco.sutton@mps-adv.com **CHINA Publicitas Advertising:** Tel +86 10 5879 5885 **GERMANY IMV Internationale Medien Vermarktung GmbH:** Tel +49 8151 550 8959, w.jaeger@imv-media.com **HONG KONG/THAILAND Sonney Media Networks:** Tel +852 2151 2351, hemant@sonneymedia.com **INDIA Media Star:** Tel +91 22 4220 2103, ravi@mediastar.co.in **SWITZERLAND, FRANCE/ITALY & SPAIN IMM International:** Tel +331 40 1300 30, n.devos@imm-international.com **JAPAN Tandem Inc:** Tel + 81 3 3541 4166, all@tandem-inc.com **NETHERLANDS g10 media:** Tel +31 (0)6 22238420, giovanni@g10-media.nl **TURKEY Media Ltd:** Tel +90 212 275 5152, mediamarketingtr@medialtd.com.tr **UK Spafax Inflight Media:** Tel +44 207 906 2001, nhopkins@spafax.com **USA WorldMedia:** Tel +001 212 244 5610, conoverbrown@worldmediaonline.com

TECHNICAL DATA

	(mm)	H	x	W
	Double Page Spread			
	Trim:	284	x	420
	Bleed:	290	x	426
	Type:	244	x	390
	Full Page			
	Trim:	284	x	210
	Bleed:	290	x	216
	Type:	244	x	175
	Half Page Horizontal			
	Trim:	132	x	195
	Half Page Vertical			
	Trim:	274	x	95
	Quarter Page			
	Trim:	132	x	95
	Data Strip			
	Trim:	55	x	175
	Bleed:	61	x	181
	Type:	35	x	155

SERIES DISCOUNT

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

DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (1.3 version) 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 crop marks
- Image loss in the gutter 3mm either side
- All text to be within type area or at least 10mm away 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

DEADLINES

- Booking:** 14th of month prior to publication
- Material:** 16th of month prior to publication
- Prime Positions Cancellation:** 3 Months Prior to Publication Cover Date. eg. 30th September for January Issue
- Standard Advertising Cancellation:** 1 Month Prior to Publication Cover Date. eg. 30th September for November Issue

GENERAL INFORMATION

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

