

experience Jumeirah

MEDIA INFORMATION



Jumeirah



CONTENT

Experience Jumeirah magazine exists to inspire our readers to lead a richer life, to know our cities, and to have more fun during their stay here in the UAE.

A bi-monthly publication, our dedicated team curates and packages the best of city life for an audience of adventurers, gastronomes, and cultural explorers.

Want to know what to see, buy, eat, drink, and experience in the UAE? With reviews and previews across these areas and more, let Experience Jumeirah be your guide.

TARGET MARKET

Experience Jumeirah magazine targets guests and residents of Jumeirah's luxurious hotels in the UAE, including Madinat Jumeirah, Burj Al Arab Jumeirah, Jumeirah Creekside Hotel, Jumeirah Emirates Towers and Jumeirah Etihad Towers. These readers are hungry for information on things to do in the emirates. They are ready to immerse themselves into the best that the UAE has to offer.

ADVERTISING BENEFITS

As an authority on entertainment, events, and everything that's happening in one of the most exciting regions, Experience Jumeirah's audience consists of savvy adults with a propensity to spend – affluent residents of the UAE, expatriates, business visitors, families and tourists. Readers are interested in the best the world has to offer from top designer brands to exclusive services, all of which are found in Jumeirah Hotels. They trust us to help them make decisions about things to do in the UAE, and it is this trust that benefits our advertisers so greatly.

The magazine is consistently high quality throughout, featuring first rate editorial and design. It is distributed in hotel rooms across the UAE, literally within arm's reach of affluent visitors and residents, and throughout the Souk at Madinat Jumeirah.

CIRCULATION

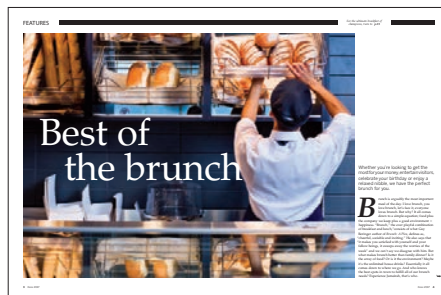
Frequency: Bi-monthly / 6 issues per year
Print-run: 15,000 copies*

DISTRIBUTION

Experience Jumeirah will be distributed in the rooms of Jumeirah hotels across Dubai and Abu Dhabi. It will also be distributed in the hotel lobbies and throughout Souk Madinat Jumeirah.

*Publisher's own data

IN EVERY ISSUE



Reviews

Experience Jumeirah reviews the top restaurants, new stores, spas and activities across Jumeirah hotels and in the UAE.

Features

Delving into the topics that would interest visitors to the UAE, Jumeirah's features cover culture, art, things to do, food and more.

Agenda

With a focus on what's happening in and around Jumeirah properties, Agenda pages features upcoming events in town.

ADVERTISING RATES

REGULAR POSITIONS	US\$
Double Page Spread	9,500
Full Page	5,000
Half Page	3,750

PREMIUM POSITIONS	US\$
Outside Back Cover	11,000
Front Cover Gatefold (2 pages)	18,900
Inside Front Cover Spread	18,000
Inside Back Cover	8,500
1 st Double Page Spread	14,250
2 nd Double Page Spread	13,775
3 rd Double Page Spread	12,825
Opposite Contents	5,750

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.



GENERAL INFORMATION

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



TECHNICAL DATA

(mm) H x W



Double Page Spread

Trim: 270 x 412
Type: 245 x 390

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



Full Page

Trim: 270 x 206
Type: 245 x 182

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

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