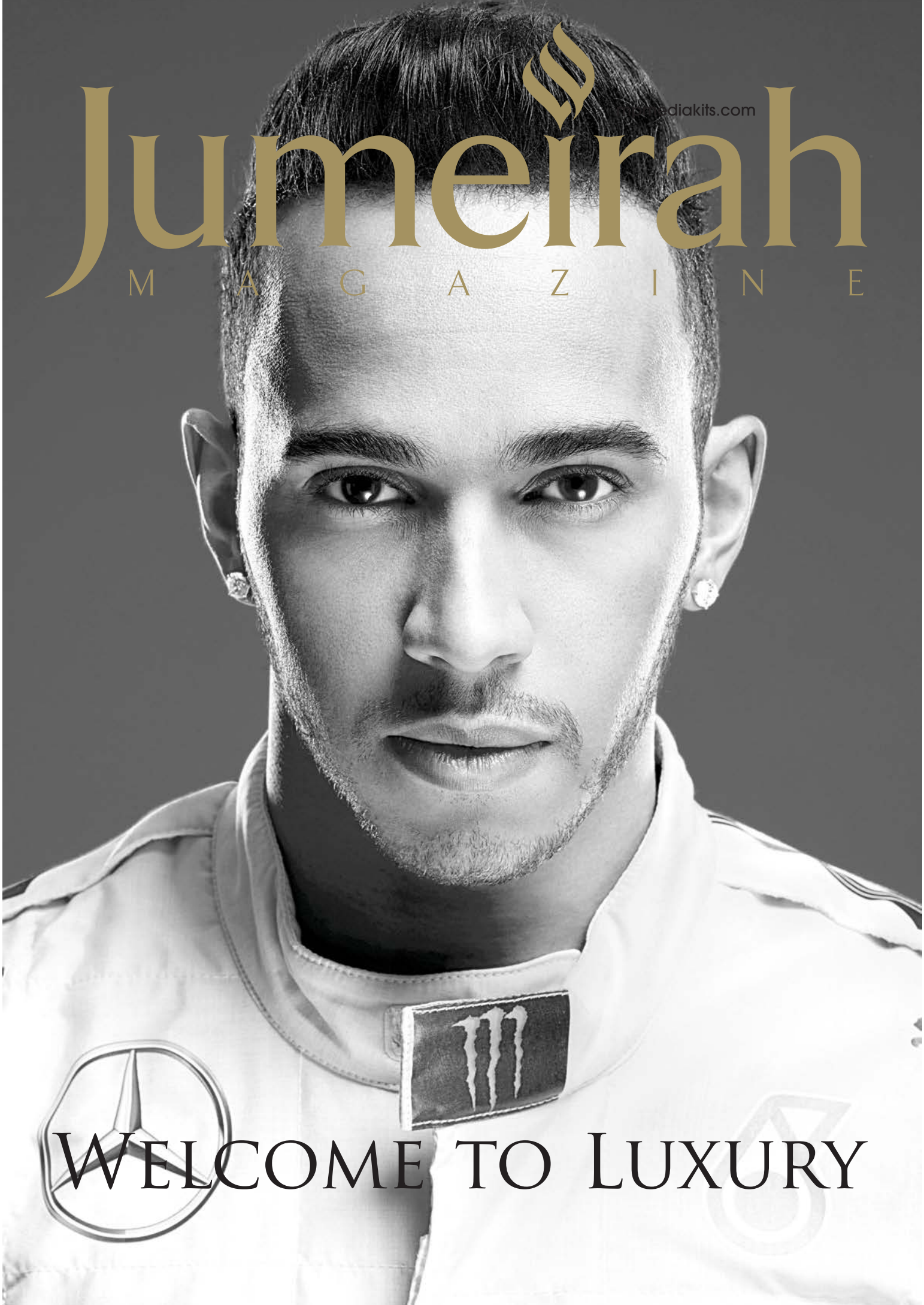


mediakits.com

# Jumeirah

M A G A Z I N E



WELCOME TO LUXURY

## CONTENT

Jumeirah magazine exudes wealth, intelligence and refined luxury. This monthly international publication is circulated to exclusive hotel rooms throughout Dubai, Kuwait, London, Shanghai, Frankfurt, Rome, Istanbul, the Maldives and more. Distribution is set to increase further, as 17 more hotels are currently under development.

Focus is on the luxury traveller. This means within Jumeirah magazine, readers will find art, culture, travel, food, history, sports, investment, stories on high-end brands, and insight into exclusive experiences.

Like the magazine, content is global. Every month Jumeirah features the best writers from around the world. Stories are unique, thoughtful and in-depth, creating the overall impression of intelligent luxury.

## TARGET MARKET

Jumeirah magazine targets guests and residents of Jumeirah's luxurious hotels (such as the Burj Al Arab Jumeirah in Dubai or Jumeirah Carlton Tower in London).

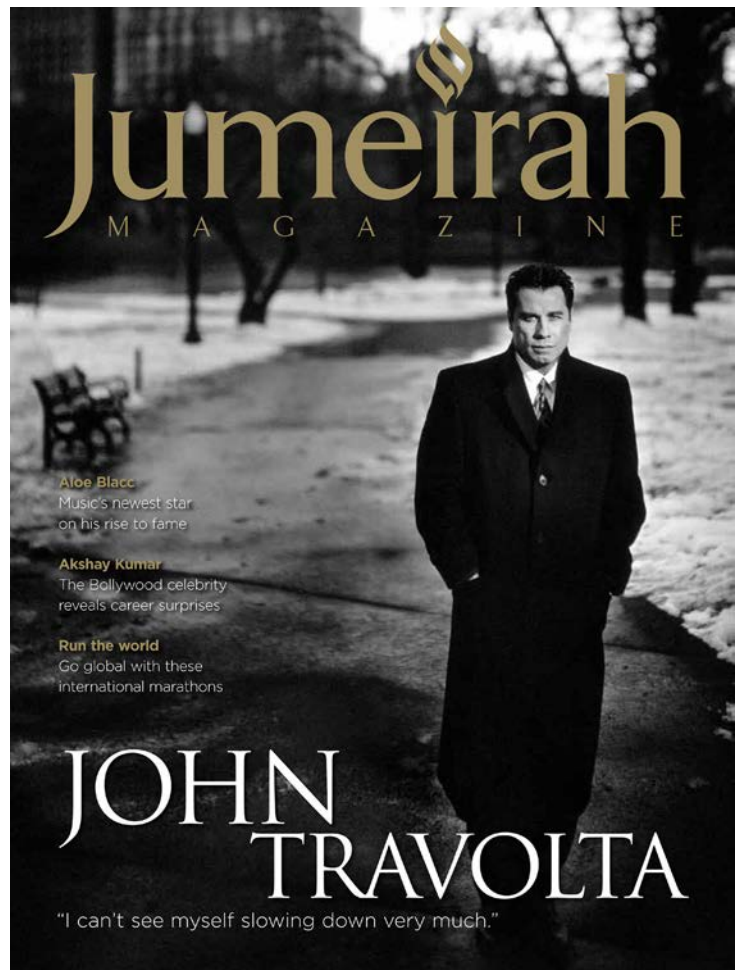
These readers savour the very best things in life. They are highly educated and immerse themselves in the art of fine living. Worldly, informed and affluent, Jumeirah readers understand luxury.

## ADVERTISING BENEFITS

Jumeirah magazine delivers an affluent and sophisticated audience for advertisers. Readers are interested in luxury brands and exclusive experiences. When something catches their interest – whether it's a new handcrafted watch or lessons in the finest equestrian riding technique – money is no object.

The magazine is consistently high quality throughout, featuring award-winning editorial and design. Truly global in nature, Jumeirah is distributed around the world.

In select cases, Jumeirah magazine is open to working with advertisers to create advertorial content.



## KEY INFORMATION

### CIRCULATION AND DISTRIBUTION

**FREQUENCY:** 12 issues per year on monthly basis

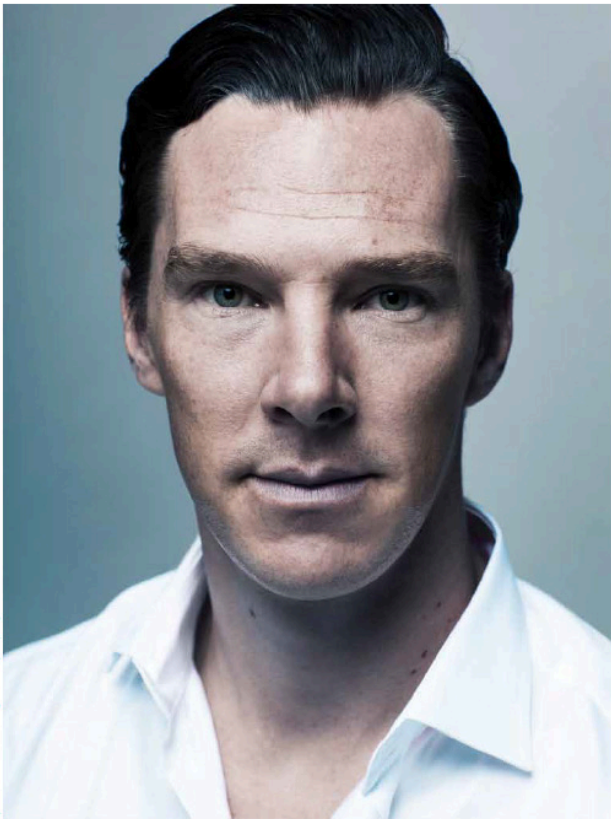
**PRINT-RUN:** 23,000 printed copies\*

Jumeirah currently operates 22 hotels, resorts and residences, including 11 in the Middle East, six in Europe and five in Asia. A further 17 hotels are now under development, with eight properties scheduled for China. Al Naseem, located next to Jumeirah Mina A'Salam, is scheduled to open in 2016.

## IN EVERY ISSUE

---

»MONITOR«



By Veronica Palmer/FOXOUS Images & Content by Getty Images

# Benedict

## CUMBERBATCH

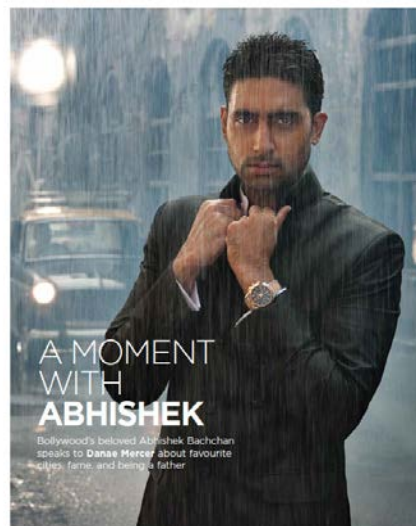
As international celebrity Benedict Cumberbatch prepares for a starring role in Hamlet, Jumeirah speaks with him about seizing the stage

20

21

### PROFILES

Every month, Jumeirah explores the stories behind some of the world's most sought-after actors, singers, sports personalities, and philanthropists. Through exclusive interviews, Jumeirah allows readers genuine insight into the lives of the elite.

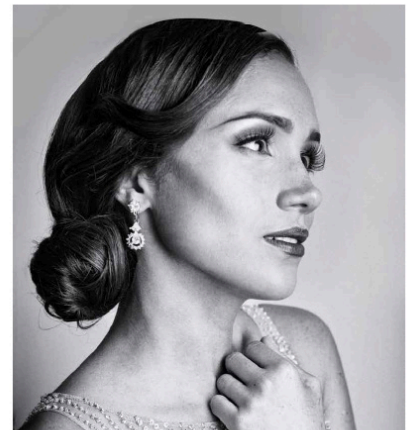


### A MOMENT WITH ABHISHEK

Bollywood's beloved Abhishek Bachchan speaks to Danae Mercer about favourite cities, fame, and being a father

20

»EXCLUSIVE INTERVIEW«

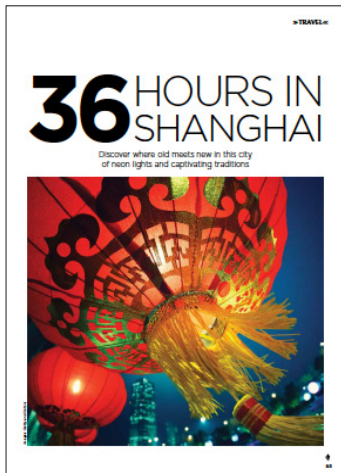


### MODEL BEHAVIOUR

Actress and UN advocate Meghan Markle speaks to Danae Mercer about juggling her many passions and what it means to be a modern role model

21

# IN EVERY ISSUE

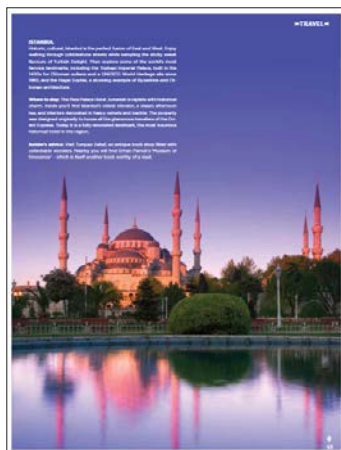


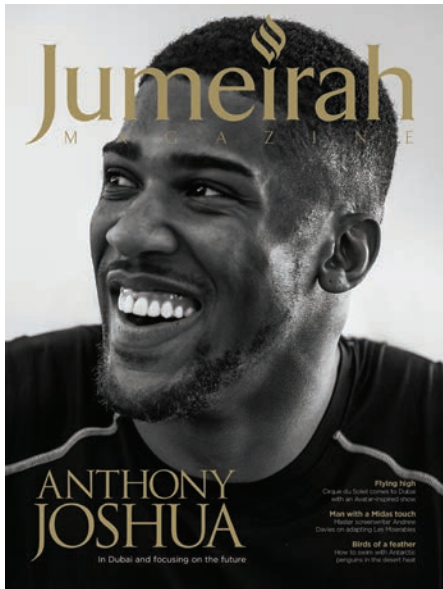
## FEATURES

Delving into the topics that would interest affluent travellers, Jumeirah's features cover culture, art, luxury brands, fashion, interiors, cars, watches, history, investing, travel, food and more.

## MONITOR

With a focus on what's happening in Jumeirah cities around the globe, Monitor pages feature exclusive events and timely global stories.





## ADVERTISING RATES

REGULAR POSITIONS	US\$
Double Page Spread	11,100
Full Page	6,000
Half Page	4,200


PREMIUM POSITIONS	US\$
Outside Back Cover	13,200
Front Cover Gatefold (2 pages)	22,500
Inside Front Cover Spread	21,600
Inside Back Cover	10,200
1 <sup>st</sup> Double Page Spread	16,500
2 <sup>nd</sup> Double Page Spread	15,900
3 <sup>rd</sup> Double Page Spread	14,700
Opposite Contents	7,800

### LOADING CHARGES


- 20% loading charges for the DPS in the graveyard
- 15% loading charges in the first 25% of the magazine after contents
- 10% loading charges for a specified position

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

H x W (mm)
 <b>Double Page Spread</b>
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

 <b>Full Page</b>
Trim: 300 x 225
Type: 270 x 195

## GENERAL INFORMATION

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

### DEADLINES

**Booking:** 16th of month prior to publication

**Material:** 18th of month prior to publication

**Cancellation:** 5th of month prior to publication

### SERIES DISCOUNT

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

## 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**

## 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 **CHINA Publicitas Advertising:** Tel +86 10 5879 5885 **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 giO media:** Tel +31 (0)6 22238420, giovanni@giO-media.nl **TURKEY Media Ltd.:** Tel +90 212 275 51 52, 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



**Head Office**  
PO Box 2331, Dubai, UAE  
Tel: +971 4 427 3000  
Fax: +971 4 428 2274  
sales@motivate.ae

**Dubai Media City**  
Motivate Publishing FZ LLC,  
Building 8, Dubai, UAE  
Tel: +971 4 390 3550  
Fax: +971 4 390 4845

**Abu Dhabi**  
PO Box 43072, Abu Dhabi, UAE  
Tel: +971 2 677 2005  
Fax: +971 2 677 0124  
motivate-adh@motivate.ae

**London**  
Motivate Publishing Ltd Acre  
House, 11/15 William Road,  
London, NW1 3ER, UK  
motivateuk@motivate.ae