

THE UAE'S BEST-SELLING ENTERTAINMENT MAGAZINE

WHAT'S ON **ABU DHABI**

MEDIA INFORMATION



Brand statement

We dive beneath the surface of the UAE to capture details missed by other magazines in the region, packing our sections with practical information from new restaurant launches to the latest activities in the emirates. At the forefront of major events, from music, sport and food, What's On is your essential guide for living the good life in Abu Dhabi.



Audience

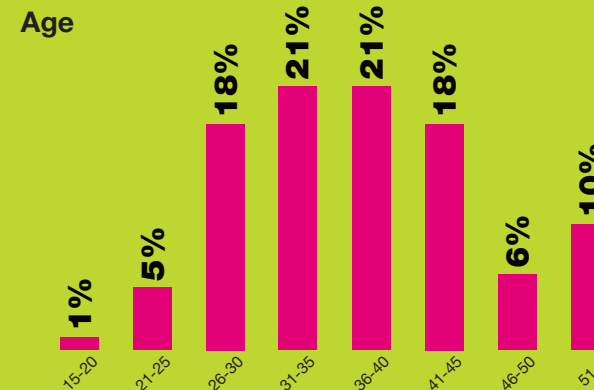
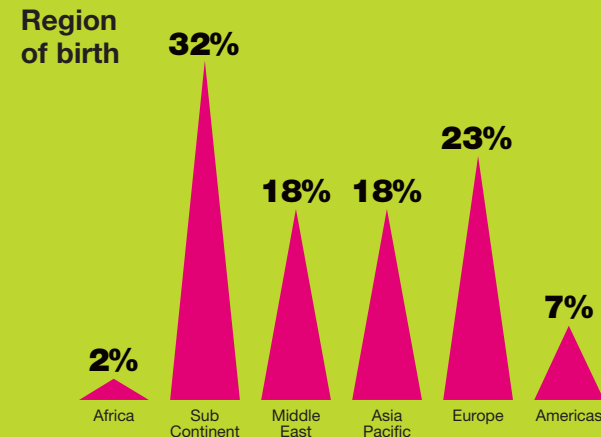
What's On is aimed at Abu Dhabi residents who are well-travelled and well educated. Our readers are hungry for enriching experiences to take part in throughout the UAE.

CIRCULATION:
20,000 monthly

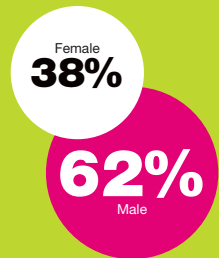
DISTRIBUTION:
Abu Dhabi,
United Arab Emirates

The distribution model for What's On Abu Dhabi ensures that the magazine and brand is constantly visible to residents and visitors of Abu Dhabi whether in a supermarket, airport or hotel. What's On Abu Dhabi has a second-to-none retail presence, including being exclusively stocked at till-points of supermarkets and bookstores including Virgin, ABELA, ADNOC, Borders, Carrefour, GEANT, Spinney's, Lulu and to visitors staying in Abu Dhabi's most prestigious four and five-star hotels.

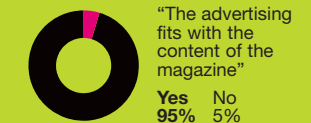
FACTS & FIGURES ABOUT OUR READERS...



Gender



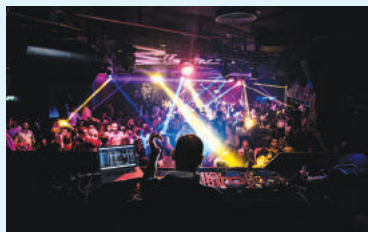
WHAT OUR READERS SAY...



Inside every issue

BIG FEATURES

The big events, the big names and stories you get excited about living in the UAE. Guaranteed to keep your diary packed with head spinning ideas.



NIGHTLIFE

A round-up of everything happening in bar and clubland, concerts, interviews, bar openings and gossip to keep your social life sizzling.

YALLA!

The month ahead in bite size pieces – what's happening, what's hot, what's not, insider info, rumours, news and more.

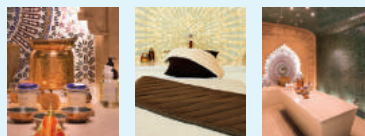


SPORT & OUTDOOR

From diving with sharks to torturing ourselves in a bid to lose those expat pounds, What's On isn't afraid to get in on the action. Plus we bring you all the news and sporting events around the region.

EAT

Our verdict on every new restaurant, expert comment and all the latest food news. If you can eat in the UAE, we already have.



WELLBEING

Crazy treatments tried and tested, invaluable advice from industry experts, news, reviews, giveaways and everything you need to know about staying healthy in the UAE.

SHOP

From fashion to interior design and technology, we tell you where you should be spending your hard-earned dirhams.



TRAVEL

We travels the world to bring you easily digestible destination guides, travel tips, deals and expert advice.

ARTS

We meet the leading lights of the UAE's cultural scene, from actors and artists to designers and curators. We recommend the must-see exhibitions each month and give you the scoop on what's happening around town.



WIN

We're a generous bunch, treating our readers to some serious prizes, from life-changing holidays to VIP dining.

Guides

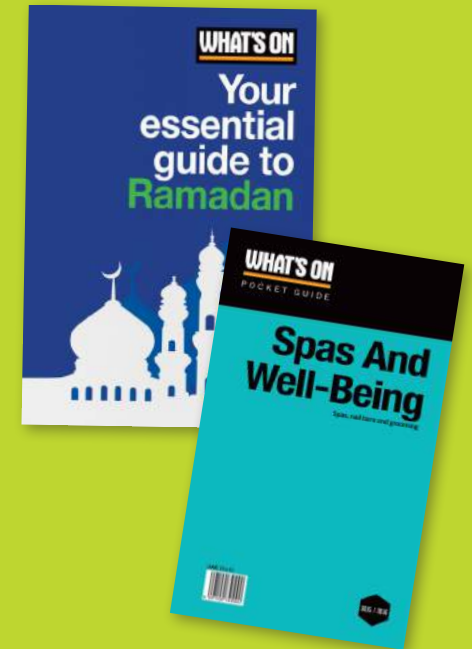
Throughout the year we produce a portfolio of guides that are easy to use and bursting with current information and carefully curated ideas. The guides are distributed with the monthly issue of What's On Abu Dhabi adding value for the reader and additional opportunities for advertisers.



THE BLACK HAT GUIDE is the ground-breaking good food restaurant guide and is the only guide in the UAE to visit and rate 1,400+ restaurants.



BRUNCH GUIDES are split into three price categories making it quick and easy to pick a brunch suited to your needs.



YOUR ESSENTIAL GUIDE TO RAMADAN includes everything from dos and don'ts to eating out, shopping and entertainment.

SPAS AND WELL-BEING covers categories such as spas, gyms, fitness classes, grooming and more.

Event

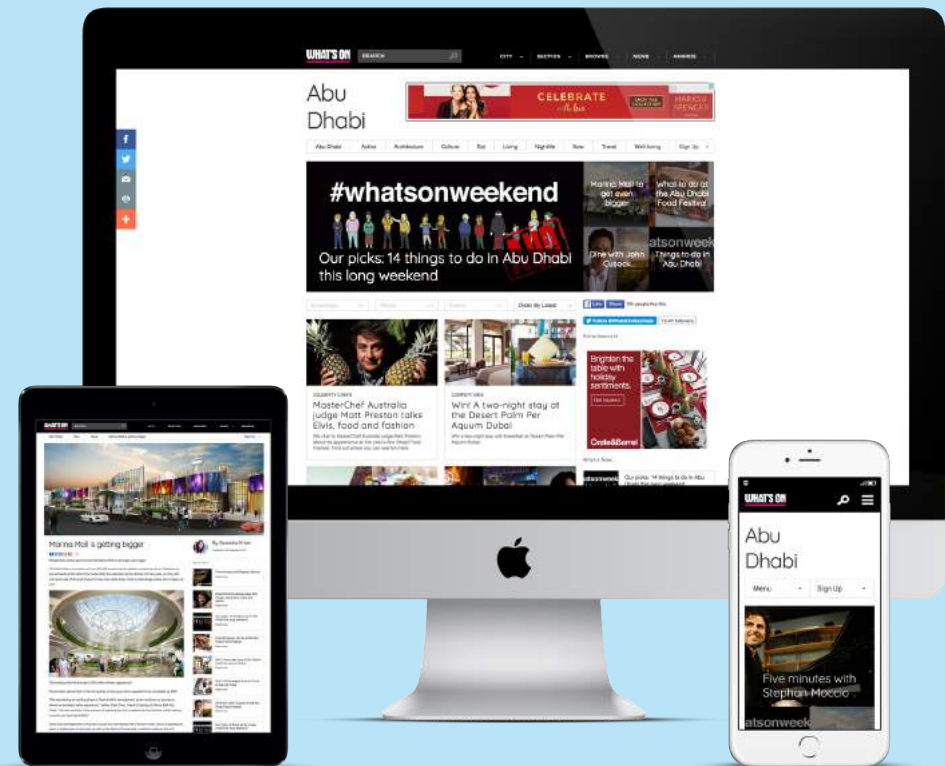
WHAT'S ON AWARDS ABU DHABI

The What's On Abu Dhabi Awards is the people's choice awards, celebrating the region's chefs, food connoisseurs, entrepreneurs and members of the hospitality industry from Abu Dhabi's leading food and beverage companies.



Digital

WhatsOn.ae/AbuDhabi is the ultimate digital lifestyle companion for residents living in the region. We continue to build a strong and engaged online audience offering original content and bright ideas.



Rates & specs

REGULAR POSITIONS

	US\$
Full page colour	3,750
1/2 page	2,250
Double page spread	7,000
Quarter page	1,500
One third page	2,000

PREMIUM POSITIONS

	US\$
Inside front cover spread (2 pages)	13,500
Outside back cover	8,250
Inside front cover	6,750
Page-1	6,750
Inside back cover	6,350
Double page spread (after contents)	8,250

SPECIAL REQUESTS

	US\$
Full page (opposite intro / Editor's note)	4,750
Full page (opposite contents)	4,750
Full page (first 25% after contents, ROP)	4,500
Full page (right hand page guaranteed)	4,300
1/2 page solus	2,800

CREATIVE SOLUTIONS

	US\$
Front cover reverse gatefold (2 pages)	14,200
Inside front cover gatefold (3 pages)	18,250
ROP gatefold (3 pages)	10,850
Book mark	11,250
Belly band	10,650
Advertorial - full page	4,500
Advertorial - double page spread	8,250

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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: 270 x 412

Type: 245 x 390



FULL PAGE

Trim: 270 x 206

Type: 245 x 182



HALF PAGE

Horizontal

Type: 123 x 182



HALF PAGE

VERTICAL

Type: 245 x 88

GENERAL INFORMATION

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

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. 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

SERIES DISCOUNT

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

DEADLINES

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

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WHAT'S ON ABU DHABI

**FOR PRINT AND DIGITAL
ADVERTISING ENQUIRIES CONTACT:**

Taran Singh

M: +971 50 113 0250

T: +971 2 677 2005

E: taran.singh@motivate.ae



MOTIVATE

Head Office, Dubai

PO Box 2331, Dubai, UAE

Tel: +971 4 427 3000

Fax: +971 4 428 2261

sales@motivate.ae

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