

ALBURAQ

Kuwait Airways in-flight magazine: Alburaq

This magazine has witnessed great events in the history of aviation since its inception in 1964 thus celebrating its golden jubilee this year.

Media Box has marketed Alburaq since 1997. However, in 2002, it won the responsibility for publishing it from a to z. We like to show off with the result in terms of editorial, design and advertising. Published on a monthly basis, this inflight

» magazine is provided as an extra service from KAC to its passengers.

» It challenges the in-flight magazines of the best airlines.

» Where?

In the pocket of every seat on board all aircrafts.

At all governmental offices.

To all KAC suppliers.

At all KAC offices worldwide.

» Why?

To entertain passengers.

To reflect the image of KAC.

To enhance travel.

To promote KAC travel destinations.

To inform passengers of latest KAC news.

» How?

High quality of printing.

Top quality of contents.

Famous contributors.

While maintaining the image of KAC: conservative, serious and professional.

» Circulation?

6 times a year (Bi-Monthly).

» Reach?

Around 3 million passengers per year (250,000 readers per issue).

» Every copy is read by 10 passengers on average.

The Rates

Gatefold:	KD 4500
Inside Front Cover Spread:	KD 4000
Double Page Spread:	KD 3000
Divider:	KD 3500
Facing Chairman Letter:	KD 2500
Facing Contents:	KD 2500
Inside Page:	KD 2000
Half page:	KD 1200
Quarter Page:	KD 750
Special position:	@15%

The Specs

Trim Size:	19.5 cm x 26 cm
Bleed Size:	20.6 cm x 26.6 cm
Binding:	Perfect Binding
Cover Paper:	200g Matt
Inside Paper:	90g Matt

The Rates

Gatefold:	US\$ 16000
Inside Front Cover Spread:	US\$ 14000
Double Page Spread:	US\$ 12000
Divider:	US\$ 13000
Facing Chairman Letter:	US\$ 9000
Facing Contents:	US\$ 9000
Inside Page:	US\$ 8000
Half page:	US\$ 5000
Quarter Page:	US\$ 3000
Special position:	@15%

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