

Aim And Targets

The target is to reflect the image of the avenues mall while servicing the tenants. The core of the entire exercise is of course to turn shoppers into buyers. The image of the avenues is that of a stylish and luxurious mall. The magazine ought to reflect that image Hence, Luxury feels through layout and printing. And, Luxury feels through editorial content and photography and illustrations.



Cover Strategy

The cover reflects the identity of the media. We therefore recommend the use of illustrations that are related to shopping.

Of course it is not the caricature funny style but the classy and fabulous trend of illustrations that is decorating all magazines in the new decade of this third millennium.



Selects

Our selection relates to all the

products in the shops.

It serves to promote them and for us it is easy to achieve as we already work with all PRs to multiple brands available at the avenues.



Chats

Small chats are always great to read.

And every time an opportunity arises in town for a small chat related to the avenues, we will be there. We love chatting! Especially with special people.

Best Sellers

What are the tenant's best sellers this month? And why? What is the price and why by it at the avenues? This



section is made to directly promote



new items in town and buying them from the avenues.



20Q

20 Questions is one big interview. It has to be an exclusive.

It is a deep face to face with a prominent figure

living in town or simply visiting Kuwait.



Reviews

No one is a food critique in town. So let us face it no one knows how to review restaurants properly.

So the best way to do it is by making it simple,



and giving the readers good reasons to try it!

Photoshoots

The photoshoot could be already available and we



could publish it to service a new tenant or we could do it ...with any tenant that is launching a new collection.

We work with a lot of talented photographers local and international ones. The trap in fashion shoots in town is always to find a good model. But somehow we often manage to!

In town the other trap is always to avoid offending anyone.



Promotes

promoting the stands is a service to the leaserin picture and small content about products

مجلة الأفيوز

The Avenues

m a g a z i n e


RATE CARD

SPECIAL POSITIONS



Outside Back Cover	: KWD 3,000
Inside Front Cover English	: KWD 2,000
Inside Back Cover	: KWD 1,750
Inside Front Cover Spread English	: KWD 3,000
Outside Front Cover Half Gate Fold	: KWD 3,500
Outside Front Cover Full Gate Fold	: KWD 4,000

FULL PAGE



Facing Contents	: KWD 1,750
Facing Contributors	: KWD 1,700
Guaranteed Position	: add 15%
Inside	: KWD 1,500
Half Page	: KWD 1000

DOUBLE PAGE SPREAD




1st	: KWD 2,900
2nd	: KWD 2,800
3rd & 4th	: KWD 2,700
5th & 6th	: KWD 2,600
Inside	: KWD 2,500
Half Horizontal	: KWD 2,000

CLASSIFIED




Small	: KWD 200
Medium	: KWD 400
Large	: KWD 600

THE SPECS



Trim Size	: 20.5cm x 27.5cm
Bleed Size	: 21.1cm x 28.1cm
Color Process	: 4 Colors
Binding	: Perfect Binding

THE AVENUES DISTRIBUTION LIST



Point of Sales
Companies
Executive People
Hotels
Hospitals
Diwaniyas
VVIP's
Starbucks
Caribou
Avenues Service Counters
Avenues Shops, Boutiques & Restaurants
Available at all time

*Special Operations will be quoted separately