

Vacations

& travel العربية

Magazine:	Vacations & Travel Arabia (The ONLY travel glossy magazine in Arabic)
Published:	Quarterly, 4 issues per year
Circulation:	33,000 copies
Readership:	+132,000 readers
Distribution:	<p>UAE, KSA, Kuwait, Qatar, Oman, Bahrain, and Lebanon</p> <p>Over 600 Points of sale outlets in the GCC</p> <p>Over 150 Five Star hotels</p> <p>Over 7,000 complimentary copies distributed in the GCC including: Decision makers, executives, professionals, owners, managers, consulates, embassies, travel agencies, airlines and tour operators.</p> <p>Over 1,800 complimentary copies to VVIPs across the GCC.</p> <p>First Class and Business Class Lounges for:</p> <ul style="list-style-type: none"> - Emirates Airlines - Qatar Airways - Etihad Airways - DWC Marhaba <p>First and business class lounges in Kuwait and Sheikh Saad airports.</p> <p>And in-flight magazine for:</p> <ul style="list-style-type: none"> - Oman Air - ExecuJet

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Option 1 (Single Page):

Item	Issue	Gross Rate	Special Rate
1 FPC Ad	TBC	USD 5'000	USD 2'800
Additional Benefits Value			
1 Hotel Update	TBC	USD 1'500	Free
1 Restaurant/ Spa Update	TBC	USD 1'500	Free
Social Media Support (2 posts)	TBC	USD 3'000	Free
Total Value		USD 11'000	
Net Payable			USD 2'800

Option 2 (Annual 3+1):

Item	Issue	Gross Rate	Special Rate
3 FPC Ad	TBC	USD 15'000	USD 7'200
Additional Benefits Value			
1 FPC Ad	TBC	USD 5'000	Free
1 Executive Interview	TBC	USD 10,000	Free
Social Media Support (12 posts)	TBC	USD 18'000	Free
Total Value		USD 48'000	
Net Payable			USD 7'200

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Notes:

- Special Operations quoted upon request
- Ads invoiced on publication. Payment in 30 days from date of invoice
- Social Media Support can be in the form of:
 - Competitions
 - Awareness Campaigns
 - Events sponsored by Vacation & Travel Arabia
- Free Insert is for same client
- Booking Deadline is 18th of preceding month
- Material Deadline is 20th of preceding month
- Hotel Review to be confirmed 30 days prior to publication
- Hotel Review material deadline 10th of preceding month
- Social Media Posts to be confirmed 2 days prior to posting date
- DoublePage Spread Size:
 - Trim Size: 420 x 297 mm
 - Type Size: 400 x 267 mm
 - Bleed Size: 430 x 307 mm
- Full Page Color Size:
 - Trim Size: 210 x 297 mm
 - Type Size: 190 x 267 mm
 - Bleed Size: 220 x 307 mm
- Ads Should be provided in PDF Format:
 - Resolution: 300 dpi
 - Colors: CMYK

This proposal is valid until June 15th 2015