



Publication Name

LANA

- Type
- Frequency
- Market
- Country
- Circulation PanArab
- Kuwait Run
- Distribution Channels
- Readership
- Gender
- Age Group
- Nationality
- General Interests
- Women's Interests

Social & Family Magazine
 Monthly
 PanArab
 Kuwait
 80.000 copies
 35.000 Copies
 POS – Subscribers (20.000 Subscriber) –
 Beauty Salons – Spas – Hotels & Resorts
 - Diwanayas – Clinics ...
 over 400.000 reader (PanArab)
 Females 59% / Males 41%
 18 years and above
 80% Kuwaitis / 20% Expatriates
 Social 20% / Travel 5% / Cooking 5% /
 Entertainment 5%
 Fashion 30% / Beauty & Make-Up 10% /
 Women's Topics 10% / Family 10% /
 Health 5%

Lana Rate Card 2011 in KD

Position	Gross Rate
Inside Page	1000
Gate Fold	2700
Inside Front Cover Spread	2200
Double Page Spread (DPS)	1700
Outside Back Cover (OBC)	2000
Inside Back Cover (IBC)	1350