



Arabian Watches & Jewellery (AWJ) Kuwait Edition 2016 ADVERTISING RATE SHEET

Frequency:

Quarterly: **January - March / April - June / July - September/
October - December 2016** (4 issues)

Rates (in US Dollars)

Position:	Unit Price	2-3 Insertions	4-6 Insertions
Outside Back Cover (OBC):	\$ 7,850	\$ 7,500	\$ 7,150
Inside Front Cover (IFC):	\$ 7,150	\$ 6,800	\$ 6,450
Inside Back Cover (IBC):	\$ 6,450	\$ 6,100	\$ 5,750
Inside Front Cover Spread (IFCS):	\$ 9,650	\$ 9,300	\$ 8,950
Front Cover Gatefold:	\$ 8,950	\$ 8,950	\$ 8,950
Double Page	\$ 7,500	\$ 7,150	\$ 6,800
Full Page (Colour):	\$ 5,000	\$ 4,650	\$ 4,300

Distribution:

15,000 copies.

VIP Mailing list:

2,900 copies

Subscriptions:

1,100 copies

Editorial Supplements & Sponsorship:

Rates available upon request

Mechanical Data & Technical Specifications:

Full Page (Trim): 240 mm X 310 mm - (Bleed): 250 mm X 320 mm

Double Page (Trim): 480 mm X 310 mm - (Bleed): 490 mm X 320 mm

Binding:

Perfect Binding

Material Requirements:

Advertisement material must be submitted digitally on a CD or by Email as follows:
PDF format (high resolution photos/press quality/embedded fonts or created outline).
Note for DPS: Please ensure that the text is at least 5 mm away from the gutter on either side

Material Deadline:

One month prior to publication date

Cancellations:

Cover Pages: 6 months prior to publication date

Inside Pages: 4 months prior to publication date

General Conditions:

Arabian Watches & Jewellery (AWJ) is published in conformity with the Kuwait press laws and in compliance with local and regional religious and cultural norms.