

THE WORLD'S BEST-SELLING GADGET MAGAZINE

Stuff.tv/me

GADGETS / APPS / GEAR

/ MIDDLE EAST

# Stuff GADGET HALL OF FAME



MEDIA INFORMATION 2017



13,156 COPIES  
JUNE 2016

# EDITORIAL

Stuff combines premium design with dazzling photography and editorial insight to reach over a million readers each month. The Middle East edition is the first place potential buyers in the region look for gadgets, gear and technology.

Our respected features and in-depth reviews inform the purchase decision of seven out of 10 readers, while over 90 per cent claims the magazine steers their opinion on brands. That's because only *Stuff* carries expert tests, trusted opinion and the region's best buyer's guide: the Top 10 of Everything.

Loyal readers return to *Stuff* for regular product exclusives, up-to-date listings and engaging, independent features. *Stuff* readers pick up the magazine frequently, are heavily involved in each issue and 80 per cent pass it on to others (half our copies are read by three or more people).



# IN EVERY ISSUE



Rammed to the virtual rafters with the world's latest gear – computers, home cinema, games consoles, watches, MP3 players, hi-fi, sports kit, phones, cameras, cars and other men's lifestyle products are brought to life in a fast-paced, newsy, design-led front section.



Beautiful photography, informed opinion and a witty tone are the imprint of *Stuff*'s trademark feature style. Subjects as diverse as the world's most expensive gadgets, adrenalin sports, classic design icons, future lifestyle and gadget hacking have all been given the *Stuff* treatment.



Trained, experienced testers work in controlled conditions to bring our readers in-depth head-to-head reviews of the latest products available on the market. All *Stuff* tests are 100 per cent impartial, honest and fair. And it shows.

# TARGET MARKET

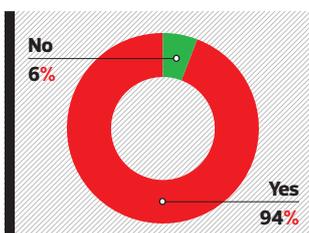
*Stuff*'s truly international readership is dominated by well-educated men between the ages of 25 and 40, with a high net worth and an interest in gadgets, sports and lifestyle. Men who buy stuff, buy *Stuff*.

# ADVERTISING BENEFITS

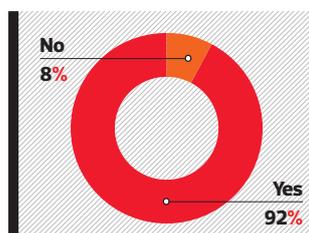
- The world's best selling gadget magazine
- Reach an affluent demographic
- Appear alongside cutting-edge editorial and premium design

## WHAT OUR READERS SAY...

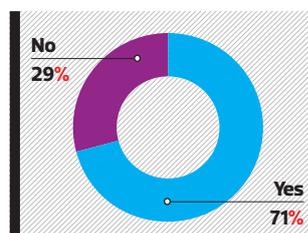
The advertising fits with the content of the magazine



The advertising provides information on brands



The advertising helps inform my purchasing decisions



Stuff readership survey, 2009

**CIRCULATION**  
 Frequency Monthly  
 Print-run 15,000 copies\*  
 BPA Audited Circulation 13,156 (June 2016)

**DISTRIBUTION**

- United Arab Emirates
- Bahrain
- Jordan
- Qatar
- Saudi Arabia
- Sultanate of Oman

**DISTRIBUTION PROFILE**

- Retail Outlets
- Sponsored Copies
- Subscriptions
- Airlines

\*Publishers own data

## ADVERTISING RATES

| PREMIUM POSITIONS                      | USD    |
|--|--------|
| Inside Front Cover                     | 7,750  |
| Inside Front Cover Spread (2 pages)    | 15,500 |
| Page One                               | 7,750  |
| Inside Back Cover                      | 7,500  |
| Outside Back Cover                     | 8,800  |
| Front Cover Reverse Gatefold (2 pages) | 16,500 |
| Inside Front Cover Gatefold (3 pages)  | 20,250 |
| ROP Gatefold (3 pages)                 | 11,500 |
| Full Page (before contents)            | 4,600  |
| First Double Page Spread               | 11,400 |
| Second Double Page Spread              | 11,020 |
| Third Double Page Spread               | 10,260 |
| Fourth Double Page Spread              | 9,880  |
| Fifth Double Page Spread               | 9,500  |
| REGULAR POSITIONS                      | USD    |
| Full Page                              | 4,000  |
| Half Page                              | 2,800  |
| Quarter Page                           | 1,960  |
| Double Page Spread                     | 8,000  |
| CREATIVE SOLUTIONS                     | USD    |
| Bookmark                               | 12,000 |
| Belly Band                             | 11,400 |
| Bound Insert                           | 12,000 |
| Advertorial – Full Page                | 5,000  |
| Advertorial – Double Page Spread       | 9,000  |
| Data Strip                             | 1,250  |

All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

## TECHNICAL DATA

|   | (mm)                        | H      | x   | W     |
|---|-----------------------------|--------|-----|-------|
|    | <b>Double Page Spread</b>   | Trim:  | 284 | x 420 |
|   |                             | Bleed: | 290 | x 426 |
|   |                             | Type:  | 244 | x 390 |
|    | <b>Full Page</b>            | Trim:  | 284 | x 210 |
|   |                             | Bleed: | 290 | x 216 |
|   |                             | Type:  | 244 | x 175 |
|    | <b>Half Page Horizontal</b> | Trim:  | 132 | x 195 |
|    | <b>Half Page Vertical</b>   | Trim:  | 274 | x 95  |
|    | <b>Quarter Page</b>         | Trim:  | 132 | x 95  |
|  | <b>Data Strip</b>           | Trim:  | 55  | x 175 |
|   |                             | Bleed: | 61  | x 181 |
|   |                             | Type:  | 35  | x 155 |

## SERIES DISCOUNT

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

## DIGITAL MEDIA FORMAT

### PDF (Portable Document Format)

- The artwork should be a press ready PDF file (1.3 version) generated through Illustrator/Quark XPress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- All files must be CMYK format and all black text as over print
- For bleed size add 3mm extra on all four sides after crop marks
- Image loss in the gutter 3mm either side
- All text to be within type area or at least 10mm away from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
- A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

### DEADLINES

- Booking:** 14th of month prior to publication
- Material:** 16th of month prior to publication
- Prime Positions Cancellation:** 3 Months Prior to Publication Cover Date. eg. 30th September for January Issue
- Standard Advertising Cancellation:** 1 Month Prior to Publication Cover Date. eg. 30th September for November Issue

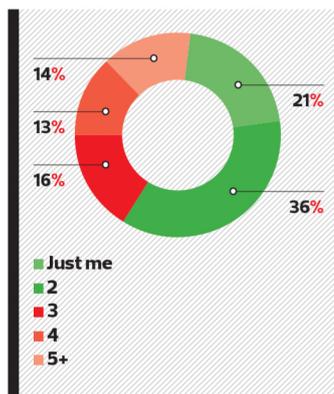
### GENERAL INFORMATION

- 12 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

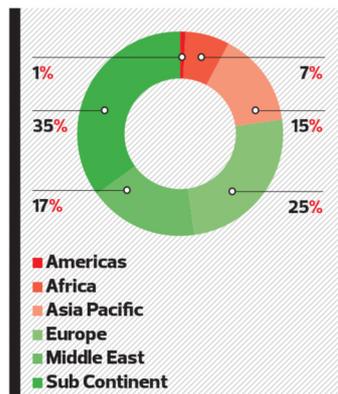


## ABOUT OUR READERS...

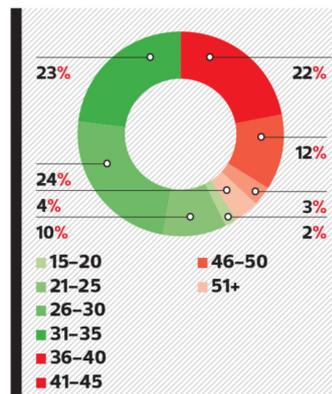
### READERSHIP



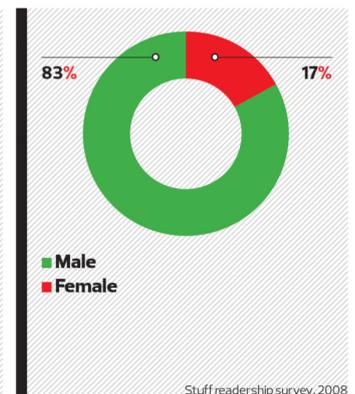
### REGION OF BIRTH



### AGE



### GENDER



Stuff readership survey, 2008

## INTERNATIONAL MEDIA REPRESENTATIVES

