

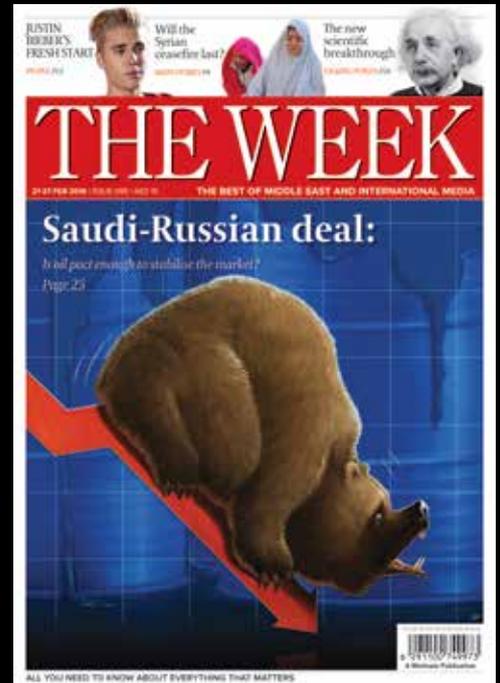
THE WEEK

2017 MEDIA KIT

THE BEST OF MIDDLE EAST AND INTERNATIONAL MEDIA



ALL YOU NEED TO KNOW ABOUT EVERYTHING THAT MATTERS



HOW IT WORKS?

The Middle East edition of *The Week* distils over 200 news sources into 125 stories over 35 editorial pages.

FINANCIAL TIMES
GULF NEWS
AL HAYAT
OKAZ
WALL STREET JOURNAL
ASHARQ AL-AWSAT
7 DAYS
AN NAHAR
MEED
L'ORIENT-LE JOUR
ZAHRAT AL KHALEEJ

IN EVERY ISSUE

MAIN STORIES

A selection of key stories from the past week, with an analysis of how they were covered by various media sources and commentators.

MIDDLE EAST AT A GLANCE

A concise round-up of stories affecting and shaping the Middle East, illustrated on a regional map.

BEST ARTICLES MIDDLE EAST

A thoughtful analysis of the most incisive reporting from the previous week's regional press.

TALKING POINTS

An editorial interpretation of topical regional and international issues, raised by events and opinion makers.

SPORT

A running commentary on the top sports stories from around the world, including everything from cricket and football through to horse racing and much, much more.

HEALTH & SCIENCE

If it's good or bad – or destined to shape the future – it's all covered here.

LEISURE

Great recommendations and tips on how to maximise leisure time, with a round-up of the best films, books, arts, travel, restaurants and consumer news.

PROPERTIES

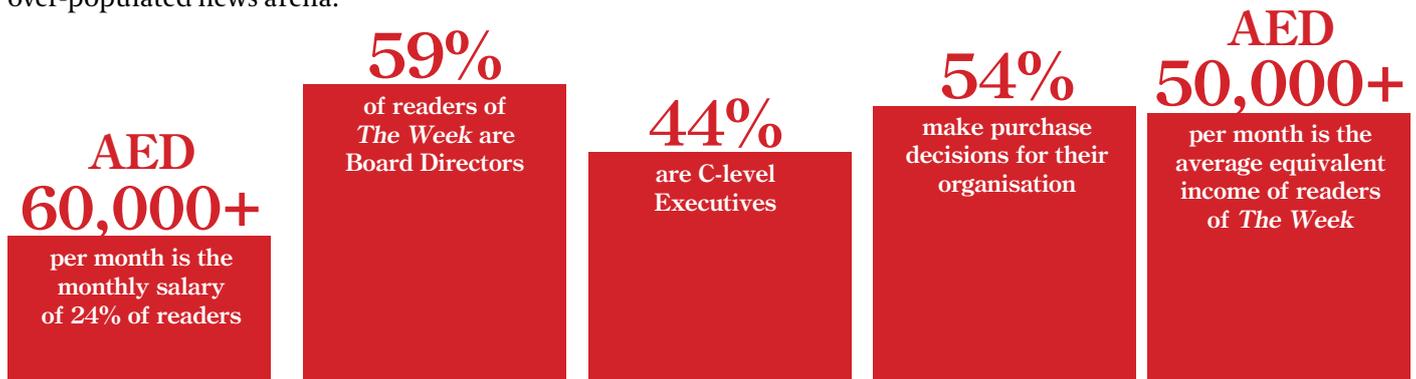
A hand-picked selection of exclusive properties for Middle East-based investors

"It's the 95% that we decide not to include that creates the unique value of *The Week* for the reader"

- Bill Falk, Editor, *The Week* US

Target Audience

The target market is 30–55-year old C-level executives and professionals, who are cash-rich, but time-poor. They get enormous benefit from a concise digest of world affairs, intelligently filtered to provide objectivity and clarity in an over-populated news arena.



(Source: *The Week* UK readership survey 2013)

CIRCULATION AND DISTRIBUTION

15,000 COPIES
per week distributed via four channels

1 ▶
CORPORATE CIRCULATION
The Week is distributed to leading regional trade zones and business hubs, including: DIFC, JAFZA, DAFZA, Dubai Chamber, Capital Gate and Business Hotels.



2 ◀
SUBSCRIBERS
Subscriptions are promoted through a variety of mediums including advertising (print & digital), cinema, radio & events

3
IN-FLIGHT
The Week is available in all Emirates First and Business class cabins departing Dubai servicing GCC routes, and in business lounges at Dubai International Airport.

4
RETAIL COPY SALES
Copies are available at key distribution points in leading supermarkets, convenience stores and book retailers.

*“In a category that is hardly new, *The Week* may be the most innovative magazine in more than 80 years”*

– Business Week

Technical Specifications and Rate Card



ADVERTISING RATES

Regular Positions	US\$
Double Page Spread	\$11,400
Full Page	\$6,000
Half Page	\$4,500
Premium Positions	US\$
OBC	\$13,200
IFC Spread	\$21,900
IFC	\$10,800
IBC	\$10,200
1st RHP	\$8,000
1st DPS	\$17,000
2nd DPS	\$16,500
Creative Solutions	US\$
Front Cover Gatefold	\$22,700
Inside FC Gatefold	\$29,200
ROP Gatefold	\$17,400
Bookmark	\$18,000
Belly Band	\$17,000
Bound Insert	\$18,000
Advertorial FP	\$7,500
Advertorial DPS	\$13,500

DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) 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 trim marks
- For full page ads ensure that text is at least 10mm inside from the crop marks
- 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
- Material deadline is 3pm Wednesday prior to publication

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 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) W x H



DPS 420 x 297 Supply as separate pages	Full Page 210 x 297	Half Page (Horizontal) 210 x 135	Half Page (Vertical) 85 x 262
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ENIGMA

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