



مجله الصحراء AS-SAHRAA

The Best Publication in the stable! 2009 ADVERTISING RATE SHEET

Periodicity: Monthly; Published during the first week of the month

Rates (in US Dollars)—Covers in Full Colour

Position:	1—4 Insertions	5—7 Insertions	8+ Insertions
Full Page (Colour)	4,000	3,800	3,500
Full Page (Black & White)	3,000	2,800	2,600
Half Page (Full Colour)	2,500	2,300	2,100
Double Page Spread	7,000	6,800	6,500
Inside Front Cover (IFC)	6,000	5,800	5,500
Inside Front Cover Spread	8,200	7,900	7,500
Front Cover Gate Fold:	8,700	8,500	8,200
Inside Back Cover (IBC)	5,800	5,600	5,500
Outside Back Cover (OBC)	7,500	7,500	7,500

Guaranteed Circulation: 55,850 copies across the Middle East. Breakdown as follows: UAE (16,500); Saudi Arabia (16,000); Kuwait (3,850); Qatar (3,100); Bahrain (1,900); Oman (1,400); Egypt (2,000); Lebanon (1,350); Jordan (1,950); Other Countries (3,000); VIP List (3,000); Stud Farms (1,800)

Editorial Supplements & Sponsorship:

Rates available on request

Mechanical Data & Technical Specifications:

Actual Full Page (Trim): 230 mm X 300 mm
Actual Double Page (Trim): 460 mm X 300 mm

Binding: Perfect Binding

Material Requirements:

Advertisement material must be submitted digitally on a CD as follows:

1- PDF format (high resolution/press quality).

2-(optional) EPS / TIFF format (300 dpi resolution) using Adobe software.

Note for DPS: Please ensure that the text is atleast 5 mm away from the gutter on either side

Note: A-Do not compress files & attach all icons (photo links & fonts).

B-Colour Proof must be submitted.

Cancellations:

Cover Pages: 6 months prior to publication date

Inside Pages: 2 months prior to publication date

General Conditions:

As Sahraa is published in conformity with GCC press laws and in compliance with local and regional religious and cultural norms.

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PROPOSED EDITORIAL PROGRAMME 2009

Periodicity: Monthly; 10 Editions Annually



The Best Publication in the Stable

Edition	Special Feature	Focus Repor	International & Regional Races	Regular Roundup
Jan / Feb	GCC Endurance Races Equestrian Sport (Asian Games, Qatar)	Rise of the game of Polo Jordan Endurance Races	Eclipse Awards 2009, Maktoum challenge, Cartier Polo World Cup, President Cup, UAE 1000 Guinness, Emirates Classic.	Every edition will contain special input by professional racing journalists and columnists, and roundup of related news, review and coverage of international and regional races
March	-Fashion & Etiquette in the World of Horse Racing -Al Janadriyah Festival (Saudi Arabia)	Thoroughbred Races Qatar Endurance Races	Preview of Dubai World Cup, (The Richest Race in the World).	
April	Premium Watches & Timekeeping in Equestrian Races	Show Jumping / Dressage Bahrain Endurance Races	International Races, Keeneland Spring Race.	
May	Arab Horse Racing & Show Jumping	Flat Races / Classic Races	Kentucky Derby (USA), 1000/2000 Guinness, Preakness Stakes (USA).	
June	Royalty & Horse Racing	Equine Vets	Epsom Derby (UK), Belmont Stakes (USA), Royal Ascot (UK), Epsom Derby, Belmont Stakes, Royal Ascot.	
July / Aug	Profile of Horse Owners	Stables, Studs & Breeding Farms	International Races, Flat Racing, Sussex Stakes, Goodwood Cup, Stewards Cup.	
September	Jockeys & Trainers	Logistics of Horse Racing	Irish Champion Stakes.	
October	4 X 4 Luxury Cars & their connection to Horse Racing	Business Patronage	Arc de Triomphe (France), Breeders Cup (USA).	
November	Desert Endurance Races	Horse Breeding	Melbourne Cup (Australia), Hong Kong Cup.	
December	Equestrian Clubs & Horse Racing Associations	UAE President's Cup	Endurance Cup / King George Cup (UK), Breeders' Cup - Stallion - Nominations Due	