



PEN.ME

عالم الأقلام والإكسسوارات في الشرق الأوسط

Pen Middle East (PenME) 2009 ADVERTISING RATE SHEET

Periodicity: (3 Editions Annually); Published in
December 08 - April 2009 / May - September 2009 / October 09 - January 2010

Rates (in US Dollars) Covers in Full Colour

Position:	Unit Price	2-3 Insertions	4-6 Insertions
Double Page (Colour)	\$ 9,000	\$ 8,800	\$ 8,500
Full Page (Colour)	\$ 4,700	\$ 4,500	\$ 4,200
Full Page (Black & White)	\$ 3,500	\$ 3,200	\$ 3,000
Inside Front Cover (IFC)	\$ 5,400	\$ 5,200	\$ 5,000
Front Cover Gatefold	\$ 10,000	\$ 9,800	\$ 9,500
Inside Back Cover (IBC)	\$ 5,000	\$ 4,800	\$ 4,600
Outside Back Cover (OBC)	\$ 7,000	---	---

Guaranteed Circulation:
42,000 copies across the GCC, Lebanon, Jordan, Syria and Egypt

Editorial Supplements & Sponsorship:
Rates available on request

Mechanical Data & Technical Specifications:

Actual Full Page (Trim): 240 mm X 310 mm

Actual Double Page (Trim): 480 mm X 310 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.

Material Deadline: At least 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: Pen Middle East (Pen ME) is published in conformity with the Middle East press laws and in compliance with local and regional religious and cultural norms.