



# Boutique 1

MAGAZINE

## 2009 ADVERTISING RATE SHEET

**Periodicity:** Quarterly (4 editions annually); published in March - May / June - August / September - November / December 2009 - February 2010

**Rates (in UAE Dirhams - AED)** Covers in Full Colour

Position	1-3 insertions	4+ insertions
Double Page Spread	36,000	32,400
First Double Page Spread	41,500	37,300
Full Page (Colour)*	18,000	16,000
Inside Front Cover (IFC Spread)	45,000	40,000
Front Cover / Reverse Gatefold	60,000	55,000
Inside Back Cover (IBC)	26,000	24,000
Outside Back Cover (OBC) NA	45,000	45,000

\* (15 % surcharge for special positions)

\* Agency Commission: 15 %

\* Exchange Rate: 1 USD \$ = AED 3.66

**Guaranteed Circulation:**

10,000 copies

**Editorial Supplements & Sponsorship:**

Rates available on request

**Mechanical Data & Technical Specifications:**

Actual Full Page (Trim): 233 mm X 295 mm

Actual Double Page (Trim): 466 mm X 295 mm

**Binding:**

Perfect Binding

**Material Requirements:**

Advertisement material must be submitted digitally on a CD or sent by email/ FTP server as follows:

1- PDF format (high resolution photos/press quality/embedded fonts or created outline).

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:**

Boutique 1 is published in conformity with the Middle East press laws and in compliance with local and regional religious and cultural norms.