

Rates and specs

PRINT

REGULAR POSITIONS

| | |
|--------------------|--------|
| Full Page | 6,500 |
| Double Page Spread | 12,300 |
| Half Page Solus | 4,800 |

PREMIUM POSITIONS

| | |
|--|--------|
| Outside Back Cover | 14,100 |
| Inside Front Cover Spread (2 pages) | 23,400 |
| Inside Back Cover | 9,350 |
| Front Cover Reverse Gatefold (2 pages) | 24,675 |
| Inside Front Cover Gatefold (3 pages) | 26,700 |
| Full Page (opposite Editor's Letter) | 8,200 |
| Full Page (opposite contents) | 7,800 |

DOUBLE PAGE SPREAD POSITIONS

| | |
|------------------------|--------|
| 1st Double Page Spread | 18,400 |
| 2nd Double Page Spread | 17,800 |
| 3rd Double Page Spread | 16,500 |
| 4th Double Page Spread | 15,250 |
| 5th Double Page Spread | 14,250 |
| 6th Double Page Spread | 13,800 |
| 7th Double Page Spread | 13,100 |

CREATIVE SOLUTIONS

| | |
|----------------------------------|--------|
| Cover | 35,000 |
| Book Mark | 16,500 |
| Belly Band | 15,600 |
| Bound Insert | 16,500 |
| Tab / Sampling | 23,000 |
| Advertorial – Full Page | 8,100 |
| Advertorial – Double Page Spread | 14,500 |

US\$

(mm) H x W



DPS

Trim: 300 x 450

Type: 270 x 420

DPS ads need to be supplied as 2 separate pages after 7mm tiling is done on both sides of the spine



Full Page

Trim: 300 x 225

Type: 270 x 195



Half Page Horizontal

Type: 130 x 195



Half Page Vertical

Type: 270 x 90

- The artwork should be a press ready PDF file 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
- Image loss in the gutter 3mm either side
- Ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side

DIGITAL

DESKTOP MPU

Width: 300PX Height: 250PX

US\$89/CPM

DESKTOP LEADERBOARD

Width: 728PX Height: 90PX

US\$89/CPM

DESKTOP HALF PAGE

Width: 300PX Height: 600PX

US\$105/CPM

NATIVE ADVERTISING

Content produced by editorial in the *Emirates Woman* brand voice, style and theme through video, articles and/or social media.

PRICES BESPOKE PER REQUEST

STANDARD EDM

Client to supply a custom HTML EDM creative in line with *Emirates Woman* brand that is sent to the *Emirates Woman* subscriber database.

US\$320/CPM

CREATIVE SOLUTIONS:

- Cover Shoot Sponsorship
 - Sponsored Shoots & Videos
 - Sponsored Video Content
 - White Label Content
 - Bespoke Events
 - Webinars
 - Website takeovers, HPTO, E-Wraps, Interscrollers
- PRICES ON REQUEST

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.

SERIES DISCOUNT

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

GENERAL INFORMATION

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

DEADLINES

- Booking: 15th of month prior to publication
- Material: 18th of month prior to publication