

# Rates and specs

## PRINT

### REGULAR POSITIONS

Full Page	US\$ 6,500
Double Page Spread	12,300
Half Page Solus	4,800

### PREMIUM POSITIONS

Outside Back Cover	US\$ 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	US\$ 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	US\$ 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

## (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

## GENERAL INFORMATION

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

## SERIES DISCOUNT

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

## DEADLINES

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

## 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 Man* 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 Man* brand that is sent to the *Emirates Man* 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