

2013

MEDIA DATA ADVERTISING RATES



ASSAYAD

WEEKLY PICTORIAL NEWS MAGAZINE

DAR ASSAYAD TURNS

70

years

celebrating the platinum



ASSAYAD

The Magazine Arabs Trust

Even though it might sell, hearsay is not our business.

Sticking to the hard facts is the reason people have been reading **Assayad** for over 70 years. Furthermore, in the turbulent Middle East, **Assayad** is respected throughout the Arab world for its objective reporting and thorough analysis. Our politics, which have never changed, are about journalism and facts. Moreover, **Assayad** was the first newsweekly that had a pan-Arab audience. Today, we inform and entertain more than 77000 Arabs from the Gulf, the Levant and North Africa.

Based in Beirut, **Assayad** has offices and correspondents in Riyadh, Abu Dhabi, Dubai, Cairo, Damascus, Amman, London, and Paris.

Our editorial focuses on Arabic and International political, social, and economic news. We also have extensive coverage on the arts, entertainment, and lifestyle trends, (cars, yachts, planes, fashion, etc.).

Assayad is the flagship magazine of Dar Assayad, one the largest publishers in the Arab world. Said Freiha first published **Assayad** in 1943, making it a key player in the struggle for Lebanon's independence.

Its success stemmed from the free and satirical prose and the political and social cartoons that filled the magazine. This searching spirit is very much alive today in the magazine.

Over the years, **Assayad** became a school for the new generation of post-independence Lebanese and Arab journalists, and started playing an ever important role on the Arab political scene.

Moustapha Ameen, Nizar Kabbani, (poet), Selim El Laouzi, Amin Malouf, Melhem Karam, Said Akl, (poet), Nabil Khoury (Al Mostaqbal), Hisham Abu Zahr, Talal Salman, (As Safir), and many great writers and journalists contributed to **Assayad** before they established their own line of business.

Today a young and energetic team of writers edit **Assayad**, including Raouf Chahouri, who made Al Qabas the most successful Kuwaiti newspaper, Rafic Khoury, the renowned Lebanese columnist and political thinker, George Trad, prominent literary critic and essayist, Oulfat Katamesh, the veteran Egyptian political correspondent, Lima Nabil, an energetic Jordanian reporter, and many other distinguished Arab journalists.

The first priority for **Assayad** editors is quality news-stories that are based on facts and not on rumors. News that are based on facts that are enticing, entertaining, enriching and well written.

Assayad has never compromised with these essentials for a short-term gain in circulation. Assayad is read by Arabs all over the world. As priority, the GCC market comes in terms of sale, followed by the Levant, North Africa, and the rest of the world.

The GCC is still by far the most important market in the Arab world, and **Assayad** which provide advertisers with a wide and efficient coverage has a foothold in that market that very few pan-Arab publications can vouch for.

The quality of both our readers and editorial content makes **Assayad** attractive to advertisers, who wish to associate their products with reliability, excellence, tradition and success.

Assayad provides marketers with an unmatched opportunity to gain distinguished exposure.



ASSAYAD

A school for the new generation
of post-independence Lebanese
and Arab journalists



Assayad is one of the most influential news magazines in the Arab World. Every week, Assayad brings to its readers throughout the world, news, analysis, editorials, and scoops. Journalistic excellence is what Assayad editors strive for. With a vast network of correspondents covering world events, and some of the best writers in the Arab world, Assayad is a leader among weeklies.

Proposed Supplements Schedule for 2013

	Week 1	Week 2	Week 3	Week 4
January				
February		Kuwait		
March	Lebanon/ Economy			Paris
April				
May			Jordan	
June			Lifestyle	
July	Clubs of London	Lebanon / Tourism	Geneva	
August				
September				
October		KSA / Regions	Bahrain	Tunisia
November	Cars	Oman		Clubs of
December	U.A.E	KSA / Economy		London

Advertising Rates in US Dollars

	Frequency	12 - 24	25+
FULL COLOUR			
OBC	13,400	13,200	13,000
IFC	6,700	6,600	6,500
IBC	6,000	5,900	5,800
PAGE	5,900	5,800	5,700
Centre Double Page	12,900	12,700	12,500
Double Page	12,600	12,400	12,200
Half Centre Double Page	6,400	6,300	6,200
Half Double Page	6,000	5,900	5,800
Half Page	3,700	3,650	3,600
TWO COLOUR			
Page	4,200	4,100	4,000
BLACK & WHITE			
Page	3,400	3,350	3,300
Centre Double Page	7,000	6,900	6,800
Double Page	6,800	6,700	6,600
Half Page	2,300	2,250	2,200
One Third Page	1,800	1,775	1,750
Quarter Page	1,300	1,275	1,250

PRICES OF ALL OTHER DIMENSIONS ARE SUBJECT TO PRIOR AGREEMENT

Mechanical Requirements

Print size: 224mm x 296mm
 Trim size: 230mm x 302mm
 Bleed or page size: 236mm x 308mm
 Printing: Rotative on glossy paper
 Closing dates: 25 days before issue date

Cancellations: Two months for inside pages, 6 months for cover.

Screen: 133 inches for full colour and 110/ inch for black and white.

Inking sequence and ink density weight of paper:

54gm for inside pages and 80gm for covers

Split Run Rates (In USD)

	GCC	LEVANT	LEBANON	EGYPT
Page	3,500	2,500	1,500	1,200
Central Double Page	7,300	5,200	3,100	2,700
Double Page	6,900	4,800	2,700	2,100
Half Central Double Page	4,000	3,000	2,000	1,500
Half Double Page	3,700	2,700	1,600	1,500
half Page	2,000	1,500	1,100	900
Page Two Colors	3,200	2,400	1,300	1,050
B&W Page	3,100	2,200	1,200	1,000

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Circulation

YEAR 2009- 76192 WEEKLY COPIES

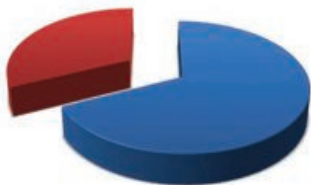
COUNTRY	COPIES	% OF TOTAL
Saudi Arabia	19206	
Kuwait	4018	
UAE	4432	
Bahrain	2768	
Qatar	2149	
Oman	1740	
Yemen	1380	
Sub Total	35693	48%
Lebanon	13842	
Syria	4000	
Iraq	981	
Jordan	4832	
Sub Total	23655	31%
Egypt	3640	
Sudan	825	
Morocco	1502	
Algeria	1212	
Tunisia	1601	
Libya	720	
Sub Total	9500	13%
Western Europe	2889	
USA & Australia	1907	
Central Africa	1304	
Sub Total	6100	8%
Grand Total	74948	100%

Source: DAS Research Dept.

Readership Profile

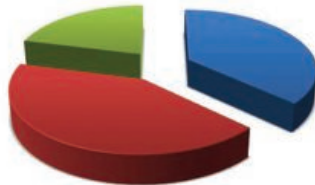
By Sex

Male	68%
Female	32%



By Age Group

15-24 Years	38%
25-39	49%
40 Years & above	13%



By Social Class

A	45%
B+	40%
C	12%
D	3%



By Education

Elementary	4%
Secondary	48%
University	48%



ASSAYAD at 36,000 feet

Algeria Bahrain Egypt Iraq Jordan Kuwait Lebanon Libya Morocco
Oman Qatar Saudi Arabia Sudan Syria Tunisia UAE Yemen

First class and club class passengers on leading airlines in the Arab world now receive complimentary in-flight copies of Assayad, the most distinguished illustrated news weekly magazine in the Middle East.



Kuwait Airways

Emirates

Egypt Air

Etihad Air

Singapore Airlines

Jordanian Airlines

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