

media kit & rate card



AWAKENINGS Middle East is a quarterly magazine in print and digital formats. It is *the* guide to holistic and healthy living in the UAE.

The mind, body and wellness market is one of the fastest growing markets globally. Also called wellbeing, self-help, and personal growth, research shows that the type of person to spend money on holistic products and services is affluent and educated.

*** In the UK, people spend £670 million (AED 3.8 billion) per year on 'pampering', eg, yoga, spa days, health farms and complementary therapies.**

*** By 2015, the global organic trade market will reach \$104 billion by 2015 (almost double its value in 2010)**

*** Ecotourism is the fastest growing sector of the tourism industry, expanding 20% to 34% per year. (UNWTO)**

*** By 2017, global health and wellness is forecast to hit a record high of \$1 trillion. In 2013 alone, it grew by \$27 billion. (Euromonitor)**

*** By 2018, global demand for organic beauty and personal products will reach over \$13 billion. (Transparency Market Research)**



www.awakeningsme.com

 facebook.com/AwakeningsME

ADVERTISING DETAILS 2014 RATE CARD

Print display

| SIZE | US\$ | (AED) |
|--------------------------|---------|--------------|
| Inside front cover (IFC) | \$3,640 | (AED 13,468) |
| Inside back cover (IBC) | \$3,900 | (AED 14,430) |
| Outside back cover (OBC) | \$5,200 | (AED 19,240) |
| Double page spread (DPS) | \$3,640 | (AED 13,468) |
| IFC DPS | \$5,200 | (AED 19,240) |
| Full page | \$2,600 | (AED 9,620) |
| Half page | \$1,800 | (AED 6,734) |

Online display

| NAME | SIZE | RATE CARD CPM |
|-------------|-----------------------|---------------------|
| Leaderboard | 728 x 90 px (100kb) | \$1,500 (AED 5,500) |
| Full banner | 468 x 60 px (100kb) | \$800 (AED 2,900) |
| Skyscraper | 160 x 600 px (100 kb) | \$1,500 (AED 5,500) |
| MPU | 300 x 250 px (100kb) | \$1,500 (AED 5,500) |
| Wallpaper | 1652(w) x 770(h) px | Contact sales team |
| Brand Logo | 150 x 150 px | \$750 (AED 2,750) |
| Rich Media | | Contact sales team |

All banners are Run of Site (ROS)

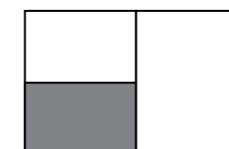
Print page specifications



Double page spread
Trim: 42cm x 27cm
Bleed: 43cm x 28cm



Single page
Trim: 21cm x 27cm
Bleed: 22cm x 28cm



Half page horizontal
Trim: 13.5cm x 21cm
Bleed: 14.5cm x 22cm



Half page vertical
Trim: 10.5cm x 21cm
Bleed: 11.5cm x 22cm

Print file specifications

- The artwork should be a press ready PDF file generated through Illustrator or InDesign, 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.
- A colour print out of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD.
- For bleed size add 1cm extra on all four sides after trim marks.
- Image loss on the edges 1cm on all sides.
- For full page ads ensure that the text is 1cm away from the crop marks on all four sides.
- If text runs across a DPS please ensure that the text is 1cm away from the gutter on either side.

For advertising queries, email

tamara@awakeningsme.com or call 050 8433262



A first-of-its-kind UAE magazine, the idea behind AWAKENINGS magazine, as well as its website, Facebook group and other platforms, is to provide a focal point for the rapidly-growing wellbeing, fitness, sustainable and eco-friendly business, organic and alternative health community in the UAE.

Reasons to advertise in AWAKENINGS:

- The magazine is read by your target audience – affluent, health-conscious people who are quick to adopt new ideas, concepts and technologies
- It contains unique editorial for the UAE and fills a rapidly growing market niche - people are hungry for this type of information.
- By partnering with AWAKENINGS magazine, you align yourself with our brand values - intelligent discussion, social consciousness, and sustainable business practises.

AWAKENINGS is produced to the highest standards by professional editors and designers.

It's time to awaken.

The following are the kinds of subjects regularly covered in AWAKENINGS magazine

Alternative medicine, Ayurveda, Beauty & cosmetics, Complementary therapies, Feng shui & Vastu, Gyms & Fitness, Sport & exercise, Strength training/bootcamp etc, Executive coaching, Corporate sustainability, Environmental investment, Sustainable business, Physical therapies, Eco-friendly products, Eco-friendly services, Eco-motoring & hybrid vehicles, Hypnotherapy, Life coaching and counselling, Massage, Meditation, NLP, psychology, Nutrition, Detox and Diet, Organic food, Spas and salons, Weight-loss and obesity, Vegan and vegetarianism, Wellness travel, Yoga, Pilates, Tai Chi, etc



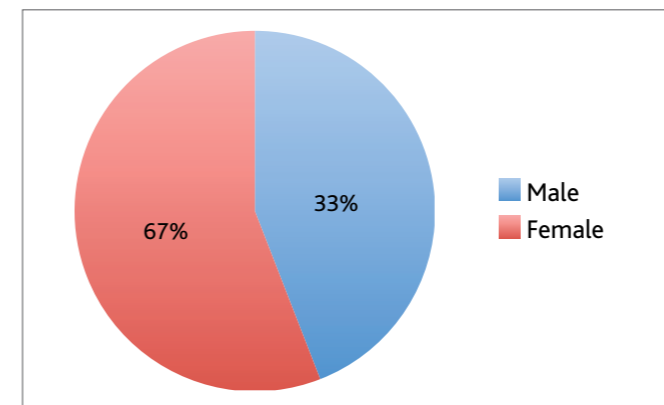
READER DEMOGRAPHICS AND CIRCULATION

10,000 copies of AWAKENINGS magazine are distributed throughout the UAE each quarter, the breakdown is as follows:

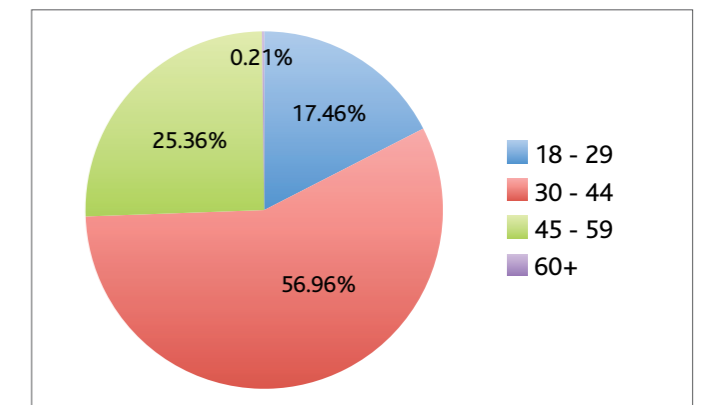
- * 5,000 print copies are posted to individual subscribers - subscription is available via the website.
- * 2,000 are distributed for sale in the retail space (supermarkets, book shops etc)
- * 3,000 are distributed for sale or to give-away via medical clinics and alternative health centres; mind & body-related businesses and shops; spas, hotels; yoga and Pilates studios; fitness centres; health food shops, etc. Some specific businesses that stock the magazine are Holland & Barrett, SpaDunya, Holistic Institute, Third Eye, Organic Glow Lounge, Illuminations Wellness Centre, Bikram Middle East, Yoga Ashram, Gems of Yoga...

SUBSCRIBER BREAKDOWN

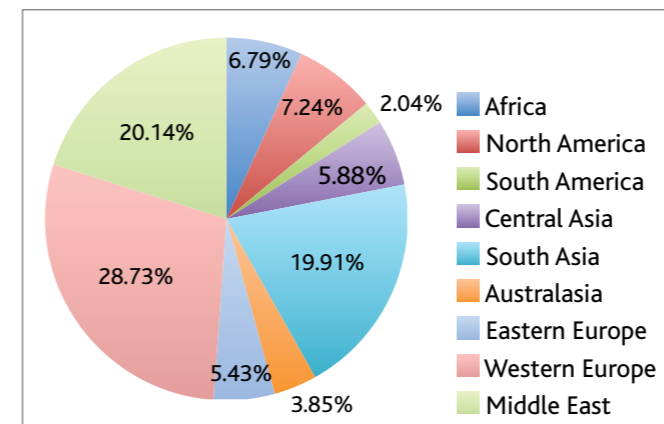
Gender



Age



Region of origin



Emirate resident

