



Awakenings

MIDDLE EAST

MEDIA KIT 2017

YOUR GUIDE TO WELLNESS AND HEALTHY LIVING IN THE UAE

About Awakenings

Awakenings Middle East is a quarterly magazine in print and digital formats. Ten thousand copies are distributed throughout the UAE to individual subscribers as well as into the public arena via medical clinics and alternative medical and holistic healing centres; mind & body-related businesses and shops; spas, hotels and resorts; yoga and Pilates studios; fitness centres; health food shops and organic cafes. Subscription is available through the website and via the Facebook page. We also feature and partner at the major Wellness related exhibitions both in the UAE and Internationally.

The idea behind launching **Awakenings** magazine is to provide a focal point for the fast-growing wellbeing and alternative health community in the UAE. The magazine, as well as its website, Facebook group and other platforms, gives exposure to practitioners, healers and mind-body service providers as well as provide a resource for people who are looking for these kinds of services and products.

Reasons to advertise in **Awakenings**:

- The magazine is read by your target audience - affluent, health-conscious and quick to adopt new ideas and technologies
- It contains unique editorial for the UAE and fills a rapidly growing market niche
- **Awakenings** is produced to the highest standards by professional editors and designers

PUBLISHED BY:

MBS Group FZLLC

Registered at Fujairah Media Freezone

Head Office, P.O. Box 4422, Fujairah, U.A.E.

Tel: +971 (0)50 4507149

Approved by the Abu Dhabi National Media Council - License number 2190

- Where are the best Retreats?
- Does the Law of Attraction really work?
- What is Pranic healing?
- Where can I do a meditation class?
- What's alternative medicine?
- How do I choose a life coach?
- Where can I buy local, organic food?
- What is hot yoga?
- Will moving my furniture really make me richer?

Addressing questions like these is what **Awakenings** Middle East magazine is about.

A first-of-its-kind local magazine, **Awakenings** is the UAE guide to holistic and healthy living in the Emirates. Every issue features the latest concepts from the world's thought leaders and philosophers, local interviews and real life stories, as well as local information and listings on everything from finding a hypnotherapist in Abu Dhabi to buying organic produce online in Dubai.

The mind, body and spirit market is one of the fastest growing markets globally. Also called wellbeing, wellness, self-help, self-enrichment and personal growth, it is a relatively new concept to the UAE, yet one which has broad appeal across the varied demographics of the nation's diverse population.

Research has shown that the type of person to spend money on holistic products and services are reasonably affluent. A UK study revealed that this group spends £670 million (AED 3.8 billion) per year on 'pampering' including yoga, spa days, health farms and complementary therapies.

TO ADVERTISE:

email: sharon@awakeningsme.com

Tel: +971 (0)50 4507149



In the UAE, the wellbeing industry has recently gained traction and there is significant scope for a number of products to exist side by side both complementing one another and to provide choice and diversity for the consumer.

It's time to Awaken!

The following are just some of the topics covered in AWAKENINGS magazine:

Wellness Travel
Spas and Retreats
Wellness and Health
Acupuncture
Alternative medicine
Angel therapy
Aromatherapy
Astrology
Ayurveda
Beauty & cosmetics
Complementary therapy
Colour therapy
Crystal therapy
Energy healing
Feng shui & Vastu
Fitness
Hypnotherapy
Kinesiology
Life coaching
Meditation
Neuro Linguistic programming
Nutrition
Organic food
Reflexology
Reiki
Spas and wellness
Yoga & Tai Chi

www.awakeningsme.com

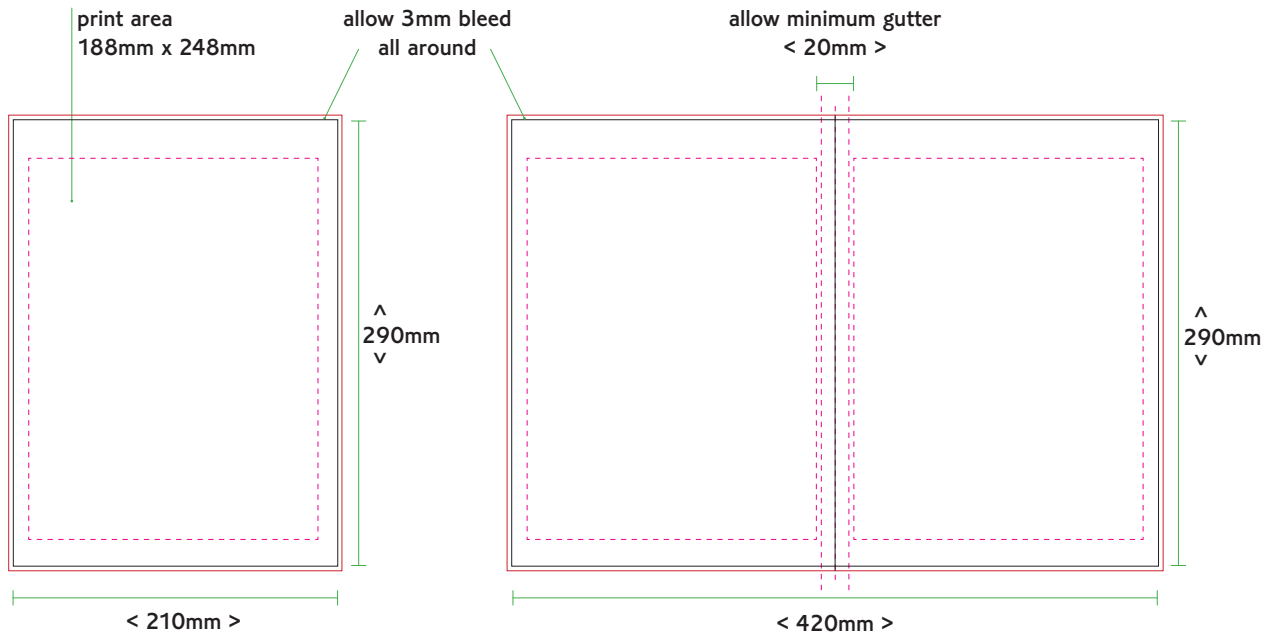
  @AwakeningsME

TechnicalData

TECHNICAL SPECIFICATION

Cover weight: 310 gsm with gloss lamination

Paper weight: 115 gsm glossy



PAGE LAYOUT SPECIFICATION: SINGLE PAGE

Trim: 210mm W x 290mm H

Bleed: 216mm W x 296mm H

Print area: 188mm W x 248mm H

PAGE LAYOUT SPECIFICATION: DOUBLE PAGE

Trim: 420mm W x 290mm H

Bleed: 426mm W x 296mm H

Print area: 400mm W x 248mm H (Allow min 20mm gutter)

MECHANICAL REQUIREMENTS

Only digital files are accepted. Supply all material as press quality PDF files (PDF/X1A or Press Quality PDF), native files will not be accepted. Please follow the SWOP Specifications for Web Offset Publications for four colour ads. All ads will be produced in four colour process only and must be supplied as such. All RGB, PMS or spot colours **must** be converted to CMYK. Images must be at 300dpi and embedded and text must be converted to outline. Please ensure all material has been run through a flightchecking application to ensure file and colour integrity. Please note that the file content remains the responsibility of the sender, Awakenings will not accept responsibility for the final printed result.

MATERIAL SUBMISSION

All material can be submitted by email to:

sharon@awakeningsme.com

TechnicalData

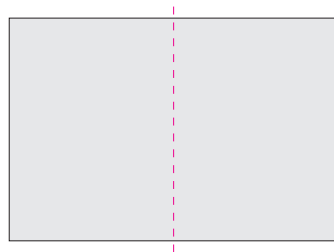
Rates

SIZES (IN MM)	TRIM		BLEED		PRINT		SPECIAL
	W	H	W	H	W	H	
A: Full page:	210 x 290		216 x 296		188 x 248		
B: Double page spread:	420 x 290		426 x 296		400 x 248		min. gutter 20mm
C: Half page horizontal:	210 x 136.5		216 x 142.5		188 x 119		
D: Half page vertical:	101.5 x 290		104.5 x 296		91.5 x 248		
E: Quarter page:	101.5 x 137		104.5 x 143		101.5 x 137		
F: Inside front cover (DPS only):	420 x 290		426 x 296		N/A		min. gutter 20mm
G: Inside back cover:	210 x 290		216 x 296		N/A		

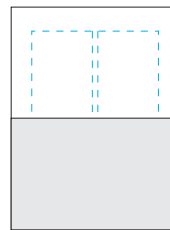
INSERTION	AED
Inside front cover	16,000
Inside front cover DPS	21,000
Outside back cover	20,000
Inside back cover	15,000
Double page spread	15,000
Full page	9,500
Half page	6,500
Quarter page	4,000



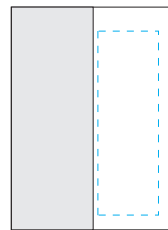
A: Full page



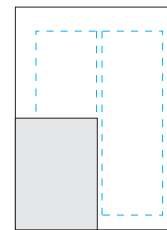
B: Double page spread



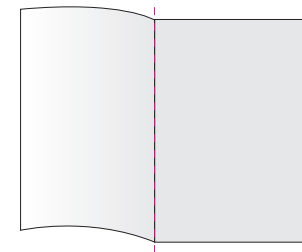
C: Half page horizontal



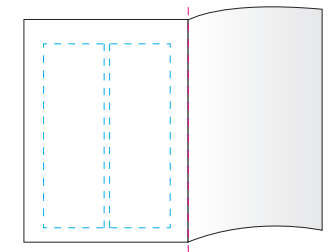
D: Half page vertical



E: Quarter page



F: Inside front cover DPS



G: Inside back cover