

# The Emirates High Street

INSPIRATIONAL SHOPPING



## Premium Shopping.

This selection of the finest new items from around the world comprises a carefully chosen array of beautiful design objects, fashionable luxuries, cutting edge innovations and breathtaking experiences. Quite simply, things worth having.

  
Emirates



# The Emirates High Street

## Advertising Rates

Advertising Pages	US\$
Full Page	25,000
Inside Front Cover	34,500
Inside Back Cover	32,500

<b>Emirates High Street Product Suppliers</b>	<b>US\$</b>
Front Cover	50,000
Brand Page (Single Insert)	15,000
Brand Page (Double Page Spread)	30,000

- 10% discount for two inserts

## Frequency & Distribution

- Quarterly Publication
- Distribution: 150,000 copies per issue
- Readership : 1 million +
- Inflight, all Business and First Class and every 3rd Economy Class seat
- 17 Emirates International Lounges
- Airport terminals
- Emirates chauffeur-drive waiting area
- 30,000 catalogues are door dropped within the UAE
- Emirates Hotels & resorts
- Emirates International ticketing offices world wide
- Gold & Silver Skywards members (on request)
- Senior Emirates staff

## Loose Inserts for UAE Distribution

- Catalogue drop to strategic residential areas such as The Marina, Emirates Hills, The Greens and Arabian Ranches
- Inserts are available from US\$12,500
- Cost is only for distribution, the advertiser will need to provide a completed flyer at their cost
- Flyer size - 210mm(h) x 148mm(w)
- Paper weight 180 - 200 gsm
- A sample will need to be provided in advance for approval from Emirates

## Technical Data

	(mm)	H	x	W
Full Page				
Trim:	275	x	165	
Bleed:	281	x	171	
Type:	255	x	145	

## Advertising Benefits

- Limited advertising opportunities
- Premium feel and touch
- High-end luxury product catalogue

## General Information

- Advertising content subject to Emirates approval
- Agency commission rate is 15%
- Landscape oriented artwork will not be accepted

## Deadlines

Issue	Booking	Material
Feb - Apr	4th Jan	5th Jan
May - Jul	2nd Apr	5th Apr
Aug - Oct	2nd Jul	5th Jul
Nov - Jan	4th Oct	5th Oct

- Cancellation deadline is one month prior to publication

## Digital Media Format

### PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/ QuarkXpress 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
- For bleed size add 3mm extra on all four sides after trim marks
- Image loss in the gutter 3mm either side
- All text to be within the type area
- A colour print-out of the saved artwork should be sent for reference along with the CD



For advertising enquiries contact: +971 4 282 4060 or Email: sales@motivate.ae

## INTERNATIONAL MEDIA REPRESENTATIVES

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