

A black and white close-up portrait of a man with dark hair and a goatee, looking directly at the camera with a serious expression. The lighting is dramatic, highlighting his facial features.

Jumeirah

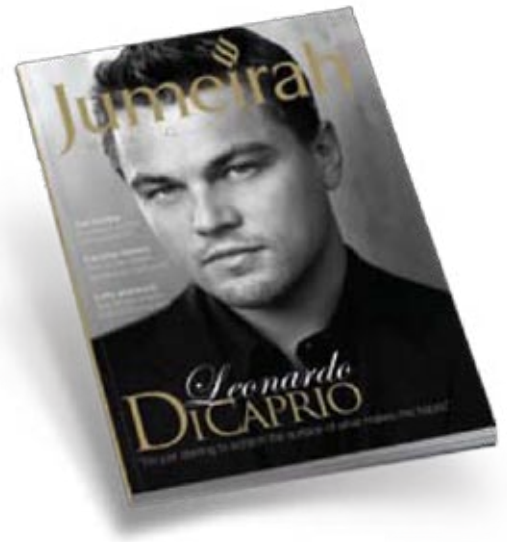
M A G A Z I N E

WELCOME TO LUXURY

CONTENT

Jumeirah magazine exudes wealth and luxury. Circulated to exclusive hotel rooms in Dubai, London and New York, there's no better way for advertisers to target a truly international audience. Distribution is set to increase further with properties due to open in Shanghai, Bermuda, Paris and Phuket, as *Jumeirah* continues to expand.

The use of iconic figures and gold lettering on the cover of this bi-monthly glossy is a powerful and recognisable motif which acts as a magnet for new and existing readers. The editorial also reflects the magazine's style with features on fashion, sport, business, arts & culture, travel, property and investment. A plethora of writers from around the world help to ensure that *Jumeirah* keeps its finger on the pulse by providing the reader with a wealth of information and current affairs.



IN EVERY ISSUE



City Watch

City Watch provides the reader with a chance to find out what's happening on their doorstep in Dubai, London and New York. Here the reader will find details on the very best events that are taking place throughout the month from exhibitions and auctions to designer shop openings and concerts. It's all there for the readers to discover.



Monitor

The Monitor pages provide short snippets of information on a variety of subjects. From Versace designer helicopters to the world's first underwater car, every topic is covered and readers are enlightened with fresh information and will be the first to hear it.



High Society

Every month *Jumeirah* reviews a luxurious region that the readers may like to explore. The High Society page is compiled through well-informed questions and answers and aimed solely at keeping the reader up-to-date with wonderful locations which are worth a visit.



Features

From fashion and travel to business and motoring, a variety of fascinating topics are covered. *Jumeirah* also includes a profile on a celebrity, athlete or artist who is prominent in today's society.



Circulation

Frequency Bi-monthly

Print-run 17,500 copies*

Distribution

- Burj Al Arab
- Jumeirah Beach Hotel
- Jumeirah Emirates Towers
- Madinat Jumeirah
- Bab Al Shams
- Jumeirah Carlton Tower, UK
- Jumeirah Lowndes Hotel, UK
- Jumeirah Essex House, USA

*Publisher's own data

TARGET MARKET

Guests and residents of *Jumeirah's* luxurious hotels such as the Burj Al Arab in Dubai or Essex House in Manhattan. They are in essence worldly, informed and affluent.

ADVERTISING BENEFITS

- Reach an affluent and sophisticated audience which is brand conscious and prepared to pay for recognised luxury goods and services
- Influence the buying decisions of high-spending individuals
- Enjoy a high quality environment for your advertising with award-winning editorial and design



Jumeirah

M A G A Z I N E

ADVERTISING RATES

REGULAR POSITIONS	US\$
Double Page Spread	10,000
Full Page	5,250
Half Page	3,500
PREMIUM POSITIONS	US\$
Outside Back Cover	9,500
Inside Front Cover	8,500
Page-1	8,500
Inside Back Cover	7,250
CREATIVE SOLUTIONS	US\$
Advertorial – Full Page	6,250
Advertorial – Double Page Spread	11,500

TECHNICAL DATA

(mm) H x W



Double Page Spread

Trim: 300 x 450
Type: 270 x 420



Full Page

Trim: 300 x 225
Type: 270 x 195

SERIES DISCOUNT

- 2 insertions 5% ■ 3-4 insertions 10%
- 5+ insertions 15%

GENERAL INFORMATION

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

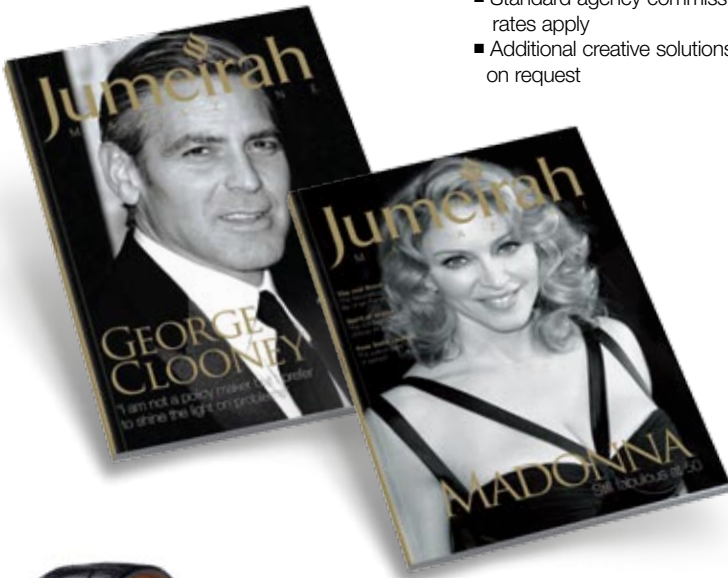
DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/Quark Xpress 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
- Please 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
- A colour printout of the saved artwork should be sent for reference along with the CD. 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

DEADLINES

- **Booking:** 16th of month prior to publication
- **Material:** 18th of month prior to publication
- **Cancellation:** 5th of month prior to publication



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