

Stuff

GADGETS • GEAR
TECHNOLOGY

MPMEDIAKITS.COM



THE BEST GADGETS IN THE WORLD

Men who buy stuff, buy **Stuff**

CONTENT

Stuff combines premium design with dazzling photography and editorial insight to reach over a million readers each month. The Middle East edition is the first place potential buyers in the region look for gadgets, gear and technology.

Our respected features and in-depth reviews inform the purchase decision of seven out of 10 readers, while over 90 per cent claims the magazine steers their opinion on brands. That's because only Stuff carries expert tests, trusted opinion and the region's best buyer's guide: the Top 10 of Everything.

Loyal readers return to Stuff for regular product exclusives, up-to-date listings and engaging, independent features. Stuff readers pick up the magazine frequently, are heavily involved in each issue and 80 per cent pass it on to others (nearly half our copies are read by three or more people).



TARGET MARKET

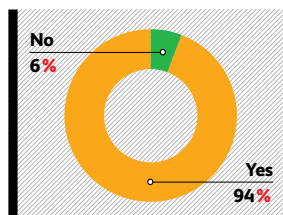
Stuff's truly international readership is dominated by well-educated men between the ages of 25 and 40, with a high net worth and an interest in gadgets, sports and lifestyle. Men who buy stuff, buy Stuff.

ADVERTISING BENEFITS

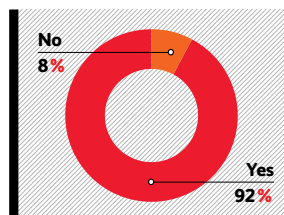
- The world's best selling gadget magazine
- Reach an affluent demographic
- Appear alongside cutting-edge editorial and premium design

WHAT OUR READERS SAY...

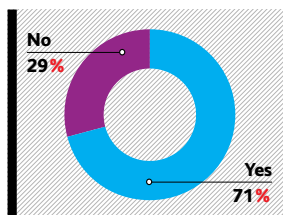
The advertising fits with the content of the magazine



The advertising provides information on brands



The advertising helps inform my purchasing decisions



Stuff readership survey, 2008



IN EVERY ISSUE

Hot Stuff

Rammed to the virtual rafters with the world's latest gear – computers, home cinema, games consoles, watches, MP3 players, hi-fi, sports kit, phones, cameras, cars and other men's lifestyle products are brought to life in a fast-paced, newsy, design-led front section.



Features

Beautiful photography, informed opinion and a witty tone are the imprint of Stuff's trademark feature style. Subjects as diverse as the world's most expensive gadgets, adrenalin sports, classic design icons, future lifestyle and gadget hacking have all been given the Stuff treatment.



Tests

Trained, experienced testers work in controlled conditions to bring our readers in-depth head-to-head reviews of the latest products available on the market. All Stuff tests are 100 per cent impartial, honest and fair. And it shows.



CIRCULATION

Frequency Monthly
Print-run 15,000 copies*

DISTRIBUTION

- United Arab Emirates
- Bahrain
- Jordan
- Qatar
- Sultanate of Oman

DISTRIBUTION PROFILE

- Retail Outlets
- Sponsored Copies
- Subscriptions
- Airlines

* Publisher's own data



Stuff





MPMEDIAKITS.COM

MOTIVATEPUBLISHING.COM

Advertising Rates

REGULAR POSITIONS	USD
Double Page Spread	6,500
Full Page	4,000
Half Page	2,500
Strip Adverts	1,250
PREMIUM POSITIONS	USD
Outside Back Cover	8,000
Inside Front Cover	7,750
Page One	7,750
Inside Back Cover	7,500
SPECIAL REQUESTS	USD
Full Page (first 25%)	5,750
Double Page Spread (first 25%)	7,500
CREATIVE SOLUTIONS	USD
Front Cover Reverse Gatefold (2 pages)	16,500
Inside Front Cover Gatefold (3 pages)	20,250
ROP Gatefold (3 pages)	11,500
Advertorial - Full Page	4,750
Advertorial - Double Page Spread	8,750

Technical Data

	(mm)	H	x	W
	Double Page Spread	Trim:	297	x 440
		Type:	252	x 410
	Full Page	Trim:	297	x 220
		Type:	252	x 190
	Half Page Horizontal	Trim:	135	x 200
	Data Strip	Trim:	65	x 200

SERIES DISCOUNT
■ 3-5 insertions 5% ■ 6-9 insertions 10%
■ 10+ insertions 15%

GENERAL INFORMATION
■ 12 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 (1.3 version) 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 crop marks
 - Image loss in the gutter 3mm either side
 - All text to be within type area or at least 10mm away 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

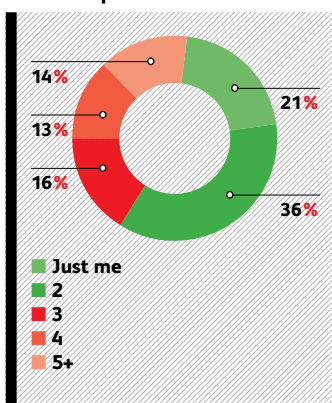
- DEADLINES**
- **Booking:** 15th of month prior to publication
 - **Material:** 20th of month prior to publication
 - **Cancellation:** 20th of month prior to publication

BPA membership applied for March 2008

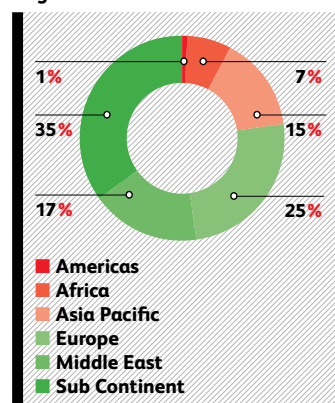


ABOUT OUR READERS...

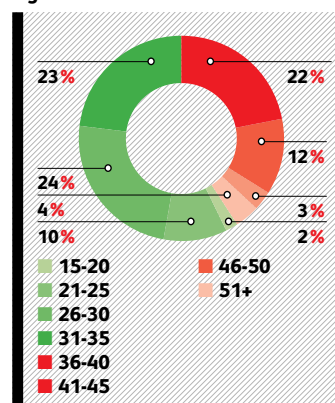
Readership



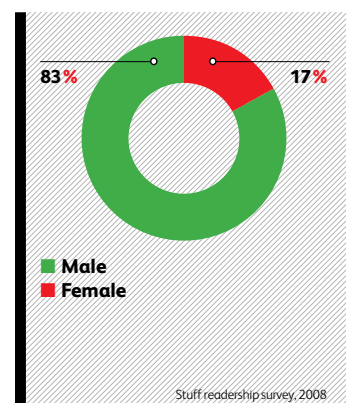
Region of birth



Age



Gender



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