

THE UAE'S BIGGEST-SELLING MAGAZINE

WHAT'S ON

ATTACK OF THE DUBAI FILM FESTIVAL



CONTENT

What's On is something of an institution in the UAE. Launched almost 30 years ago, we were the country's first ever magazine, with our pages providing the low-down on the region's fledgling entertainment and leisure scene.

A lot's happened in the UAE since then and, like the country itself, *What's On* has transformed from its humble beginnings to become a leader in its field; when it comes to living life in the UAE there is no better guide.

And the UAE's oldest magazine is also the nation's favourite, too. Since we launched in 1979, *What's On* has maintained its position as the region's biggest-selling magazine, with a readership base that continues to rise.

But don't just take our word for it. Our circulation figures are backed up by independent auditors BPA, who provide clear and honest results. The simple fact is, our readers return every month because they know *What's On* is the place to get the latest news on life in the emirates, on everything from camel racing to kite surfacing, fine dining to back street brunches – we know everything there is to know about the UAE, and we want to spread the knowledge.



IN EVERY ISSUE

Features

The foundations on which the magazine was built our features are our pride and joy. Each month we tackle the big events, issues and interviews relating to what is happening in the area that month. Festivals, sports tournaments, exhibitions, it's all in here and covered in detail

Recommendations and Reviews

It's a dirty job but someone has to do it. We venture into every restaurant, every theme park and spa, and find out which are the very best in the UAE. Then, we simply tell our readers.

Travel

We're super keen to ensure *What's On* doesn't sit on it's Dubai and Abu Dhabi-based laurels. We venture into the region and far beyond to bring the best of the international entertainment scene.

Nightlife

The thriving nightlife of the region hasn't gone unnoticed. No sir. *What's On* is out every night painstakingly experiencing the best venues, sounds, sights, bites and drinks, after hours. Like we said, it's a tough life.

At home

But we do rest. And when we do, we're on the hunt for the best music, DVDs, TV and gaming the market has to offer.

Motoring

Cars, cars, cars. If there's one thing the UAE is big on it's motors and we test drive everything from top of the range two-seaters to people carriers the size of concorde.

CIRCULATION

Frequency Monthly

Print-run 38,000 copies*

BPA 31,055 (June 2008)

DISTRIBUTION

United Arab Emirates

DISTRIBUTION PROFILE

- Retail Outlets
- Hotels
- Commercial
- Sponsored Copies
- Subscriptions
- Airlines

*Publishers own data

TARGET MARKET

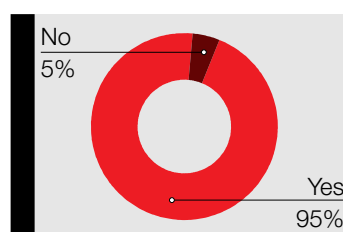
What's On is aimed at people looking to make the most out of their time in the UAE.

ADVERTISING BENEFITS

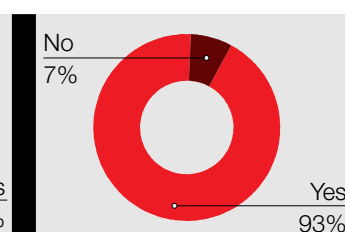
- 30 years strong, *What's On* is the premium source of information for leisure, sports, entertainment and lifestyle in-and-around the emirates.
- The authoritative and respected editorial environment for your message
- Official magazine to high profile, international events including the Dubai Rugby 7s, Dubai International Film Festival & the Dubai Desert Classic

WHAT OUR READERS SAY...

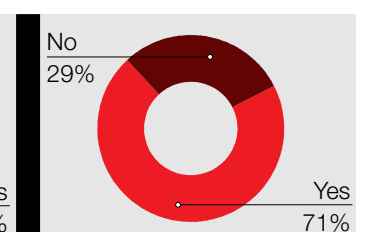
THE ADVERTISING FITS WITH THE CONTENT OF THE MAGAZINE



THE ADVERTISING PROVIDES INFORMATION ON BRANDS



THE ADVERTISING HELPS INFORM MY PURCHASING DECISIONS



Source: *What's On* readership survey 2008

WHAT'S ON

mpmediakits.com

ADVERTISING RATES

REGULAR POSITIONS	US\$
Double Page Spread	7,000
Full Page	3,750
Half Page	2,750
Third Page	2,000
Quarter Page	1,500
PREMIUM POSITIONS	US\$
Outside Back Cover	6,750
Inside Front Cover	5,750
Page-1	5,750
Inside Back Cover	5,000
SPECIAL REQUESTS	US\$
Full Page (before contents)	4,500
Full Page (opposite contents)	4,250
Full Page (first 25 %after contents)	4,750
Double Page Spread (before contents)	8,250
DPS (first 25% after contents)	8,500
CREATIVE SOLUTIONS	US\$
Front Cover Reverse Gatefold (2 pages)	12,500
Inside Front Cover Gatefold (3 pages)	15,250
ROP Gatefold	11,500
Bookmark	10,000
Belly Band	8,500
Advertorial – Full Page	4,500
Advertorial – DPS	8,250

TECHNICAL DATA

(mm) H x W



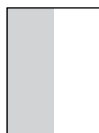
DPS
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Type: 245 x 390



Full Page
Trim: 270 x 206
Type: 245 x 182



Half Page Horizontal
Type: 123 x 182



Half Page Vertical
Type: 245 x 88

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 (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
- For full page ads 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:** 15th of month prior to publication
- Material:** 18th of month prior to publication
- Cancellation:** 18th of month prior to publication

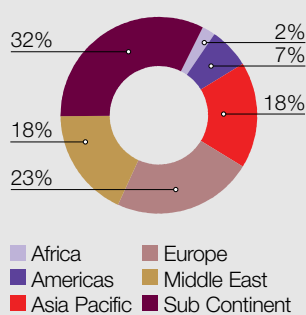


31,055
June 2008

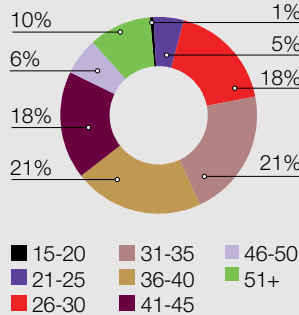


ABOUT OUR READERS...

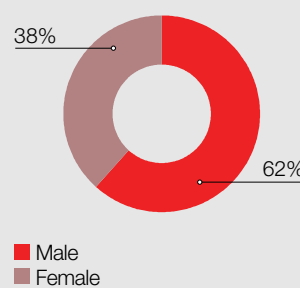
REGION OF BIRTH



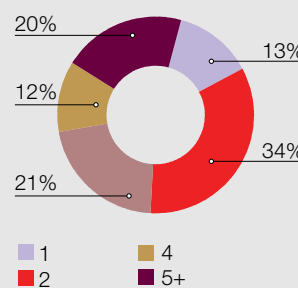
AGE



GENDER



READERSHIP



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

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