

Al Badia البادية

Racing Polo Lifestyle

فروسية بولو لايفستائل

Al Badia, the prestigious Arabic venture is devoted to bringing the latest news and views on the equestrian world, Polo sporting and lifestyle. In fact it is a tribute to the age old passion for the thoroughbred, an integral part of the rich Arabian culture.

Al Badia focuses a gamut of information on the highly valued sport of horseracing, including information about events taking place in the Arab world and about organizations and services sought by equestrians of all disciplines.

Besides being a specialized lifestyle magazine to meet the refined taste of the equestrian community, it features a wide range of information including very exclusive coverages like interviews of the Sheikhs and the who's who of the Arab world. It targets the crème de la crème of the society and is widely circulated across different regions of the Gulf & Middle East.

Al Badia is a good platform to showcase premium brands, as it has a wide readership comprising sports enthusiasts, socialites, eminent personalities, celebrities and the royalty.

Circulation

TOTAL CIRCULATION		51,100
UAE 17,000		
VIP LIST +DIRECT MAIL+STUD FARMS + RACING CLUBS	52%	40% 52%
NEWSTANDS	40%	
HOTELS	8%	
KINGDOM OF SAUDI ARABIA 17,500		
VIP LIST+ DIRECT MAIL	45%	20% 35%
NEWS STANDS	35%	45%
RACING CLUB	20%	
KUWAIT 2500		
VIP LIST+DIRECT MAIL+		30% 70%
NEWS STANDS	70%	
RACING CLUBS	30%	
BAHRAIN AND QATAR 6,600		
VIP LIST+DIRECT MAIL	40%	20% 40%
NEWS STANDS	40%	40%
RACING CLUBS	20%	
LEBANON+SYRIA+JORDAN+EGYPT 6,500		
VIP LIST+DIRECT MAIL	37%	38% 37%
NEWS STANDS	38%	25%
RACING CLUBS	25%	

Readership profile

Sex	
Male:	70%
Female:	30%
Age	
18-24 years old	15%
25-35 years old	30%
36-46+ years old	55%



ADVERTISING RATES

Size	Price	Size	Price
Front Gatefold	\$14,000	DPS	\$12,000
Reverse Gatefold	\$11,000	OBC	\$15,000
Full page	\$6,000	IFC	\$9,000
1/2 page	\$4,000	IBC	\$7,500
Page 3	\$8,900	IFCS	\$13,000
Facing Editorial in Chief	\$8,500	Facing Index	\$8,500
Agency Discounts			
	1-3 Ads	4-5 Ads	6 Ads
	15%	15+5	25%

ADDITIONAL INFORMATION & PRODUCTION DATA

Frequency: Bi-monthly; Published: Jan/Feb, Mar/Apr, May/Jun, July/Aug, Sep/Oct, Nov/Dec.
Cancellation date: 12 weeks before publication date
Guaranteed special positions: 20% extra
Inserts / special operations: Rates available on request.

TECHNICAL DATA (IN MM) – DEPTH X WIDTH

Bleed DPS Colour	: 326 x 466mm
Bleed FP Colour	: 326 x 236mm
Trim DPS Colour	: 320 x 460mm
Trim FP Colour	: 320 x 230mm
Type Area DPS	: 280 x 430mm
Type Area FP	: 280 x 200mm
1/2 page DPS (Trim Size Only)	: 140 x 460mm
1/2 page (Trim Size Only)	: 140 x 230mm

CMYK colours only

Screen	: 150dpi	Column length	: 280mm
Column width	: 60mm (3 column)	Gutter Space	: 10mm

MATERIALS

Artwork must be supplied digitally in the following formats:
PDF (press quality) **Adobe Illustrator** (AI or EPS format with links.)
Photoshop (EPS format with no color profiles embedded. EPS options: JPEG maximum quality encoding) Please note that all the artwork must be in CMYK (color mode) at 300dpi (resolution) on final output with a colour print-out to cross-check. Pictures used within the artwork must not be JPEGS.