

# البادية Al Badia

فروستية بولو لايفستايل Racing Polo Lifestyle

*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

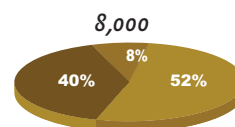
### Total circulation

19,000

#### UAE

VIP LIST + DIRECT MAIL + STUD  
FARMS + RACING CLUBS  
NEWSTANDS  
HOTELS

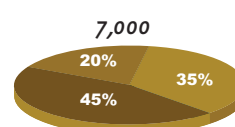
52%  
40%  
8%



#### KINGDOM OF SAUDI ARABIA

VIP LIST + DIRECT MAIL  
NEWS STANDS  
RACING CLUB

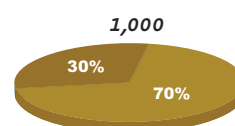
45%  
35%  
20%



#### KUWAIT

VIP LIST + DIRECT MAIL +  
NEWS STANDS  
RACING CLUBS

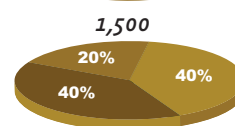
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30%



#### BAHRAIN AND QATAR

VIP LIST + DIRECT MAIL  
NEWS STANDS  
RACING CLUBS

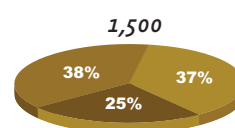
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20%



#### OMAN + EGYPT

VIP LIST + DIRECT MAIL  
NEWS STANDS  
RACING CLUBS

37%  
38%  
25%



### Readership profile

#### Age

18-24 years old 15%  
25-35 years old 30%  
36-46+ years old 55%

#### Sex

Male: 70%  
Female: 30%