

البادية Al Badia

Racing Polo Lifestyle فروستية بولو لايفستايل

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.



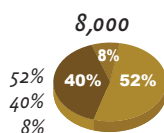
CIRCULATION

Total circulation

19,000

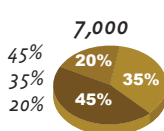
UAE

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



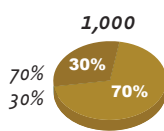
KINGDOM OF SAUDI ARABIA

VIP LIST + DIRECT MAIL
NEWS STANDS
RACING CLUB



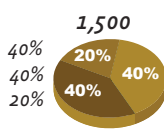
KUWAIT

VIP LIST + DIRECT MAIL +
NEWS STANDS
RACING CLUBS



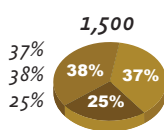
BAHRAIN AND QATAR

VIP LIST + DIRECT MAIL
NEWS STANDS
RACING CLUBS



OMAN + EGYPT

VIP LIST + DIRECT MAIL
NEWS STANDS
RACING CLUBS



Readership profile

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

Advertising rates

Size		Size	
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			
Web Banner Advertising			\$2,000
Editorials / Press Release + Photos	(1000 Words)		\$400
Editorials / Press Release + Photos	(2000 Words)		\$600
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

Materials

Artwork must be supplied digitally in any of the following formats: PDF (press quality), Adobe Illustrator (AI or EPS format type in created outline or embed links.) Photoshop or (EPS format with no colour profiles embedded, EPS options: JPEG (maximum quality encoding) Please note that all the artwork must be in CMYK (colour mode) at 300dpi (resolution) on final output preferably with a colour printout to cross-check.