



MEDIA KIT

2016-2017

KUWAIT'S LEADING LIFESTYLE & FASHION MAGAZINE



KUWAIT • BAHRAIN • QATAR • POLAND • CANADA • RUSSIA • UK • USA • CYPRUS



ADVERTISING RATES & SPECS

Position	Trim Size h x w (cm)	Rate (KD)
Cover / Back Cover Full Gatefold	30 x 48	2750
Cover Half Gatefold	30 x 24	1750
Outside Back Cover	30 x 24	2500
Inside Cover / Back Cover Inside DPS	30 x 48	2000
DPS - Prime Section	30 x 48	1550
Insertion /Folded (4 Face)	30 x 48	2200
Insertion (2 Face)	30 x 24	1550
Inside DPS	30 x 48	1200
Full Page - Prime Section	30 x 24	1175
Full Page - Inside	30 x 24	850
Belly Band (Including Production)	Up to 5cm Height	4000
Inserts Flyer / Booklet (12 to 24 pages)		2000
Fashion Shoot (Includes Director, Model+Location +Stylist+Publication)	6 Pages	3500
Live Event Coverage (8 Posts on Instagram + Half Page in Magazine)		700
Advertorial	Full Page Double Page	650 1000
Interview	Cover Inside (2 Pages)	3000 850

Artwork Specifications:

The artwork should be a press ready PDF file (version 1.3 or higher) generated through Illustrator/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 5mm extra on all four sides after trim marks
- Ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 3 to 4mm away from the gutter on either side

TARGET AUDIENCE

CityPages is for anyone wanting to get the most out of their time in Kuwait, appealing to a broad range of Kuwaiti residents and visitors.

READER PROFILE Middle-Upper and Upper Social Strata

GENDER: Female: 60% , Male: 40%

NATIONALITIES: Arabs: 60% , Expats: 40%

AGES: 18 and Above

ISSUES: 12 Issue per year

COPIES: 10,000 printed copies per month

DISTRIBUTION POINTS: 280+ Locations in Kuwait

AVERAGE READERS PER COPY: 4



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Deadlines: • Publication Date: **15th of every month** • Booking: **25th of the month prior to publication** • Material: **30th of month prior to publication** • Cancellation: **In written 10 days prior to the publication date.**

Agency Commission: 15% on the Rate Card Prices.