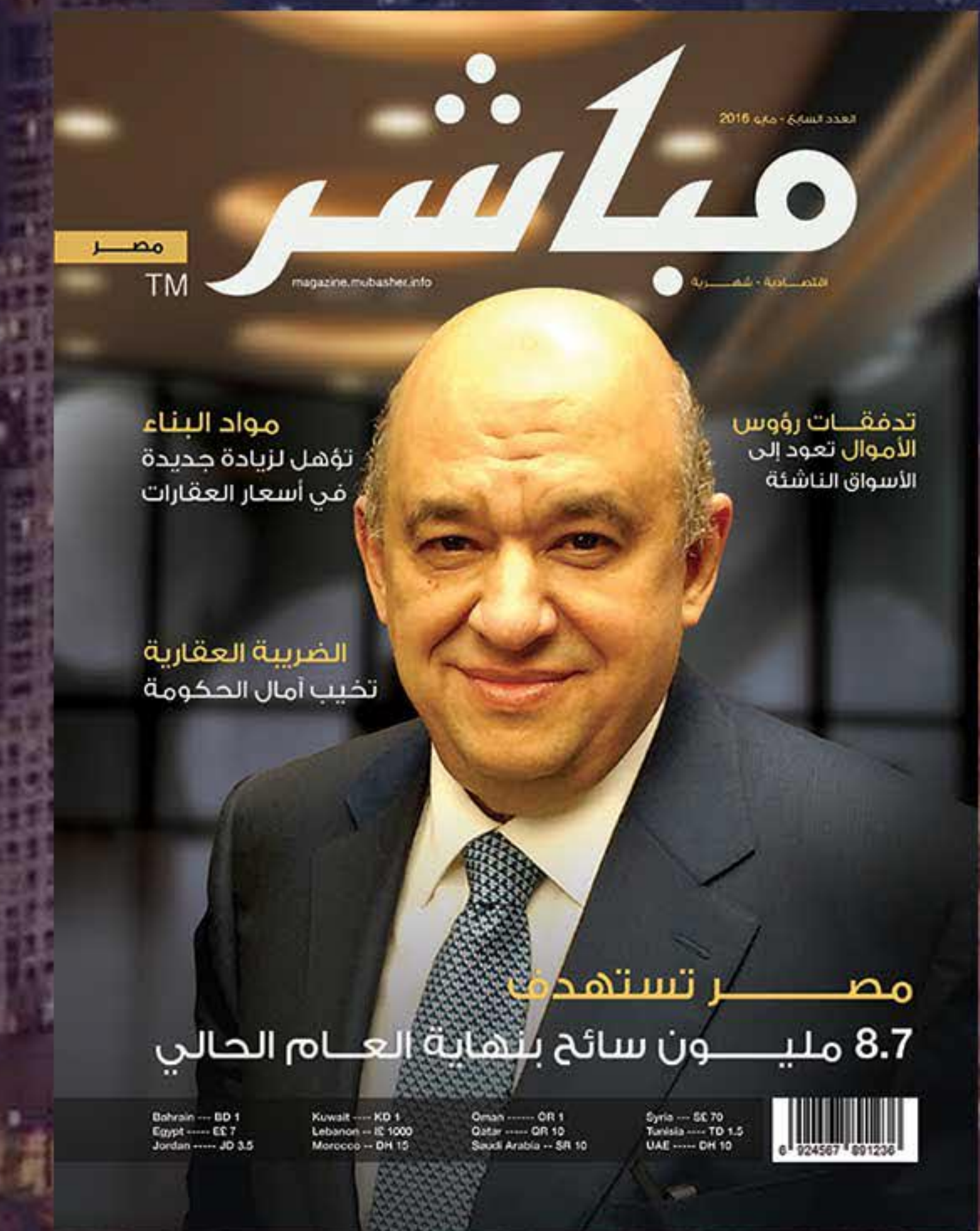


TM
مباشر

MAGAZINE
MEDIA KIT
2016

ARABIC EDITION



72,000
TOTAL MAGAZINE REACH

ABOUT MUBASHER MAGAZINE

Mubasher Magazine utilizes Mubasher's extensive resources of journalists and insights in the region, with reporters across 13 markets and many years of being the industry leaders in the region. Mubasher Magazine is a must to have for all mid/senior level management to top-level CEOs and C-level executive professionals in their respective sectors of business.

Mubasher Financial and Economic Magazine strives to be the most influential business magazine in the GCC and Egypt, connecting its readers with up-to-date Arab and International markets news, insights and reports.

MUBASHER NEWS EDITORIAL SECTIONS



Editorial



In-Brief



Markets & Trends



Macroeconomics



Financial Institutes



Real Estate



Interviews



Islamic Finance



Profile



Global Economy



Oil & Energy



Commodities & Metals



Studies & Research



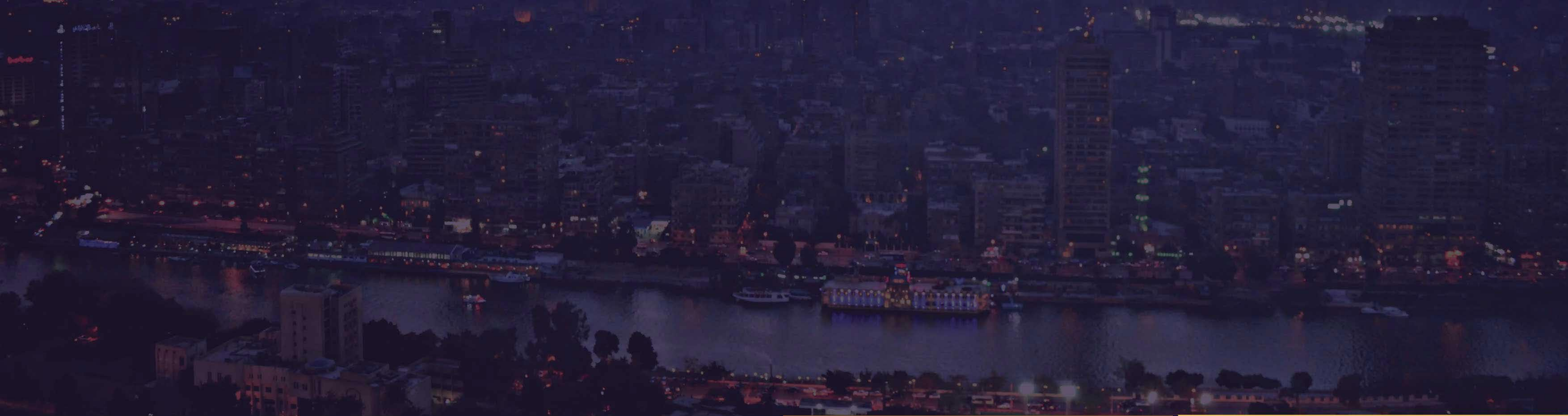
Tourism & Travel



Automotive



Luxury



CIRCULATION & READERSHIP

Monthly Print Circulation*	6,000
Digital Reach	15,000
eNewsletter	45,000
TOTAL BRAND REACH	72,000

* Readership Print Multiplier (2.0 per copy)



TARGET AUDIENCE

- > Business Decision Makers
- > High Net Worth Mid, Senior C-level Executives



DISTRIBUTION

- > Banks
- > Stock Exchange
- > Financial Institutes
- > Government Entities
- > Hotels and Airports
- > Real Estate and Developers
- > High End Cafes and Malls

RATES AND SPECIFICATIONS

Position		SINGLE ISSUE PRICE (EGP)	Trim Size W x H	With Bleed W x H
Full Page		12,000	205x275 mm	215x285 mm
Double Page Spread		20,000	410x275 mm	420x285 mm
Inside Front Cover		22,000	205x275 mm	215x285 mm
Inside Front Cover Double Page Spread		30,000	410x275 mm	420x285 mm
Inside Back Cover		20,000	205x275 mm	215x285 mm
Outside Back Cover		34,000	205x275 mm	215x285 mm
Half Page		6,000	165x118 mm	---

Magazine File Formats

 Color: **4 Color (CMYK)**

 File Type: **JPEG, PDF**

 Resolution: **300Dpi**



MUBASHER MEDIA™

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