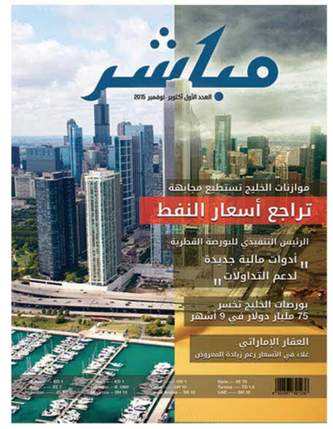
مباشر TM

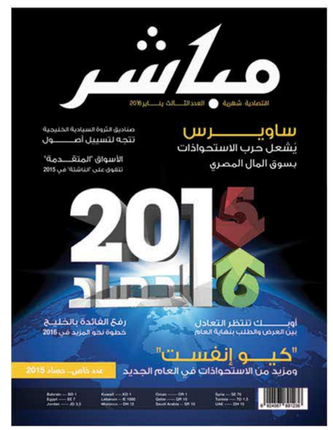
MAGAZINE MEDIA KIT 2016

ARABIC EDITION

65,000

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	Leisure

CIRCULATION & READERSHIP

Monthly Print Circulation*	10,000
Digital Reach	15,000
eNewsletter	30,000
TOTAL BRAND REACH	**65,000**

* Readership Print Multiplier (2.0 per copy)

COUNTRY BREAKDOWN
OF PRINT CIRCULATION

eNewsletter BREAKDOWN
PER COUNTRY

TARGET AUDIENCE

- Local MENA and GCC Arab Local Nationals
- 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
- Embassies

RATES AND SPECIFICATIONS

Position		SINGLE ISSUE PRICE ($)	Trim Size W x H	With Bleed W x H
Full Page		**$7,000**	205x275 mm	215x285 mm
Double Page Spread		**$12,000**	410x275 mm	420x285 mm
Inside Front Cover		**$9,000**	205x275 mm	215x285 mm
Inside Front Cover Double Page Spread		**$17,000**	410x275 mm	420x285 mm
Inside Back Cover		**$8,000**	205x275 mm	215x285 mm
Outside Back Cover		**$14,000**	205x275 mm	215x285 mm
Half Page		**$4,000**	165x118 mm	---

Magazine File Formats

Color: **4 Color (CMYK)**

File Type: **JPEG, PDF**

Resolution: **300Dpi**

MUBASHER MEDIA™

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