

CAPITAL

كابتال

media kit 2009



CAPITAL MAGAZINE SECOND TO NONE!

NEOPROMO's Business Islamica & CAPITAL Magazines came in number 1 and 2 respectively in contest with 9 other leading business & economy magazines (monthlies & in English) in the latest findings by Ipsos-Stat- NMA UAE 2008.

MAKING YOUR BUSINESS OUR BUSINESS



CONTENT

CAPITAL Magazine is a highly-respected English-language monthly business and finance publication established and accredited by the Dubai International Financial Centre (DIFC). It features articles contributed by certified financial and business experts (strategic partners include SHUAA CAPITAL, GLOBAL INVESTMENT HOUSE, and DIFC) on a broad spectrum of topics, ranging from banking, technology, human capital and risk management to treasury, corporate finance and cash management.

REACH

CAPITAL Magazine's distribution targets the most powerful decision-makers throughout the GCC and the Middle East each month, with an estimated readership of 40,000.

AUDIENCE PROFILE

The reach for the magazine can be segregated as follows:

President/Chairman/CEO/Board Members	35%
CFO/VP Finance/ Financial Controller	30%
Vice Presidents/Senior Managements	20%
Consultant	6%
Procurement/IT/Human Resources Managers	9%



GEOGRAPHICAL SEGREGATION

Below is a segregation of the 15,000 copies distributed within GCC, with the rest of the distribution through paid subscription in MENA, EUROPE and ASIA:

United Arab Emirates	30%
Saudi Arabia	30%
Kuwait	25%
Oman	5%
Bahrain	5%
Qatar	5%



MAILING LIST

CAPITAL Business Magazine is mainly distributed by paid subscription to high profile executive business people. Being media partners with many business conferences organised by IIRME, IQPC and Terrapin, CAPITAL is also distributed to speakers and attendees with a paid subscription.

AD RATES (IN US DOLLARS)

Full Page	US\$ 5,750	OBC	US\$ 13,000
1st DPS	US\$ 13,225	IBC	US\$ 6,900
DPS	US\$ 11,500	FC gate fold	US\$ 14,950
IFC spread	US\$ 13,800	Thick page	US\$ 9,200
IFC	US\$ 8,625		



TECHNICAL SPECIFICATIONS

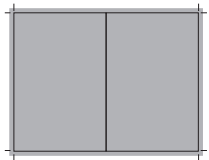
1. File Formats accepted:

- High resolution PDF file with embedded fonts (PostScript-fonts) and high-resolution pictures. (300dpi).
 - Print optimized, high resolution Eps-file with embedded fonts (PostScript-fonts).
- (300 dpi) ICC or Color Profile:

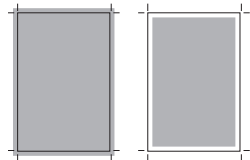
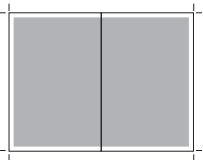
Please, check these up, before sending:

Screen 150 lpi, cropmarks, bleedmarks,
 3 mm or 6mm bleed (respectively), high resolution (300 dpi),
 CMYK-mode images, Postscript-fonts embedded.

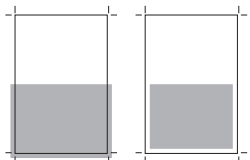
2. Ad sizes:



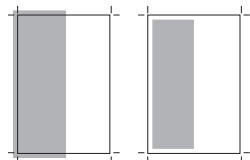
Double Page Spread:
 Trim Size: 42 x 28 cm
 Bleed Size: 42.6 x 28.6 cm
 Printed area: 40 x 26 cm
 Please take into consideration the 5mm for binding.



Full Page:
 Trim Size: 21 x 28 cm
 Bleed Size: 21.6 x 28.6 cm
 Printed area: 19 x 26 cm



Half Page - Horizontal:
 Trim Size: 21 x 14 cm
 Bleed Size: 21.6 x 14.3 cm
 Printed area: 19 x 12 cm



Half Page - Vertical:
 Trim Size: 10 x 21 cm
 Bleed Size: 10.3 x 21.6 cm
 Printed area: 8 x 19 cm