

# MEDIA KIT

## Rate card 2010 Riyadh / Jeddah

Description	Price
Full Page	SAR 15,000
Double Page Spread	SAR 20,000
Page Facing Content	SAR 20,000
Inside Front Cover	SAR 25,000
Inside Front Cover DPS	SAR 32,500
2nd DPS	SAR 25,000
3rd DPS	SAR 25,000
Outside Back Cover	SAR 35,000
Inside Back Cover	SAR 22,500
Inside Back Cover DPS	SAR 27,500
Book Mark	SAR 20,000

*For bookings ( 2-5) insertion 10% discount on the above rate  
For bookings ( 6+ ) insertion 15% discount on the above rate*

## Distribution Points\*

- VIP lounges at selected Airports in the Kingdom.
- Jeddah Chamber of Commerce.
- Grandest hotels and most exclusive resorts.
- Private banking sector at leading banks.
- Private Colleges & Educational Institutes
- Elite Brands, Fashion and accessory stores.
- The superlative saloons and beauty centers.
- High-end restaurants and cafes.
- Starbucks chain of coffee shops
- Leading construction & real estate companies.
- Trendy Malls and Shopping Centers.
- Targeted events across the Kingdom.

*\* Detailed list of distribution can be requested*

## What's Up Circulation

What's up Jeddah	20,000 copies
What's up Riyadh	20,000 copies

## Release Dates

Issue	Deadline
January -February	15 <sup>th</sup> December
March - April	15 <sup>th</sup> February
May – June	15 <sup>th</sup> April
July – August	15 <sup>th</sup> June
September – October	15 <sup>th</sup> August
November – December	15 <sup>th</sup> October

## Targeted audience\*

The majority of our readers are young aspiring, uber trendy, talented professionals, who are always on the lookout for the latest and greatest products that hit the market.

### **Gender:**

Females	60%
Males	40%

### **Age:**

-20	15%
20 - 30	45%
30 - 45	30%
45 +	10%

*\* Based on 2009 circulation statistics.*