

الفارس العربي

ARABIAN KNIGHT



2012 Media Information

Introduction

Arabian Knight, the exclusive quarterly magazine for the Arab world, is the pre-eminent publication for political, business and cultural leaders of the Middle East. Featuring keynote interviews with leading personalities drawn from the Arab world's elite, *Arabian Knight* covers private banking, aviation, motoring, arts and culture, yachting to watches and jewellery.

Arabian Knight is circulated by hand and delivered by courier to business and political leaders of the Arab world, individuals who by definition shape the destiny of the Middle East through their influence and wealth.

Our Arabian Knight may be a King, Prince, Sheikh, Minister, Chairman or CEO. He may also be a technocrat, academic, philosopher or philanthropist who has achieved the highest level of success in his chosen field. His sophisticated tastes and highly discerning interests in the very best products and services available is respected in the magazine's rich and varied content, which is always illustrated with stunning photography.

A minimum quantity of 8,000 copies of each edition is printed. 6,000 of which are delivered by hand, via courier, with the balance distributed individually by selected organisations to their own premium clients.

The net worth of the Arabian Knight is impossible to quantify, however our own conservative estimates are that *Arabian Knight* reaches individuals whose combined net worth exceeds US\$200 billion.

In view of the high retention value or long shelf life of each edition, our readership estimate is in excess of 50,000 for each issue.



Editorial Philosophy

In addition to select interviews, *Arabian Knight's* features calendar provides a rich and varied range of topics to excite our readers' interest and involvement. Regular features and themes complement the select interviews. Highlights of the features programme are available for perusal in this document.

Arabian Knight's interviewees come from all walks of life. They are members of Ruling Families, government officials as well as leading businessmen, professionals, technocrats, sportsmen and famed entertainers.

Editorial themes are selected to portray and reflect the wide range of interests, services products and destinations that will excite and involve the reader. *Arabian Knight* is truly a lifestyle magazine.

Arabian Knight has established a unique reputation and a welcomed access to the commercial and political leaders of the Middle East.



Editorial Contents & Calendar

Publication Schedule – 2012

Regular features

Antiques, Architecture, Art & Culture, Aviation, Banking & Investment, Interior Design, Jewellery, Luxury Hotels, Luxury Products and Services, Motoring, Property, Watches and Timepieces, Wealth Management, Yachting.

Select features

Winter

- *Kingdom of Bahrain in Focus*

Spring

- *Kingdom of Saudi Arabia in Focus*
- *EBACE 2012 – Luxury & Business Jets*

Summer

- *Qatar in Focus*
- *Monaco Yacht Show*

Autumn

- *United Arab Emirates in Focus*
- *MEBAA – Middle East Business Aviation Expo Preview*
- *Jewellery Arabia – Jewellery & Luxury Brands Expo*

Geographical Breakdown

Circulation figures based on average 2010/2011 editions

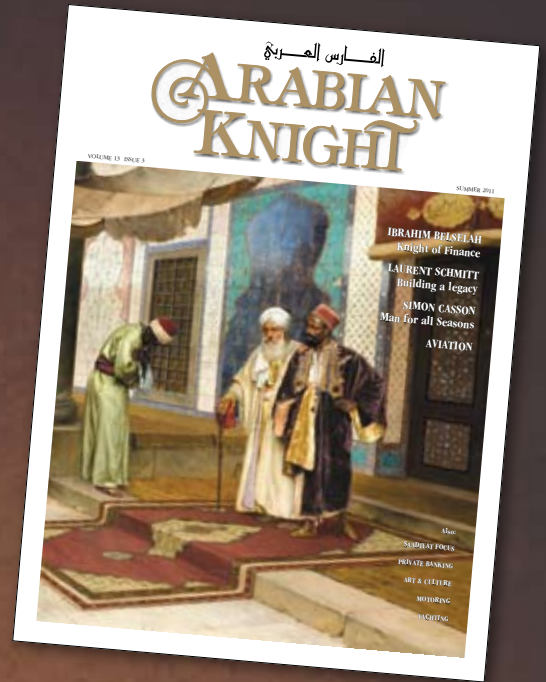
Individual Circulation	
GCC Countries	
Bahrain	931
Kuwait	306
Oman	329
Qatar	459
Saudi Arabia	1,606
United Arab Emirates	1,611
Europe/Americas	759
Rest of World	49
	6,050
Institutions & Corporate	1,000
Promotional Copies	600
Total	8,000 *

* Including additional promotional copies for Monaco Yacht Show, Jewellery Arabia, MEBAA and EBACE



Rates & Data

	US\$	BD OR	SR Dhs QR	KD
Back cover	15,840	5,940	59,400	4,540
Inside cover	14,040	5,280	52,800	4,030
Double page spread	23,900	9,000	90,000	6,875
Full page	11,950	4,510	45,100	3,450
Half page	7,140	2,700	27,000	2,060
Requested position Inserts			15% extra By arrangement	
Company Profile (Special offer)				
4-page colour	31,032	11,700	117,000	8,940
8-page colour	56,400	21,300	213,000	16,270

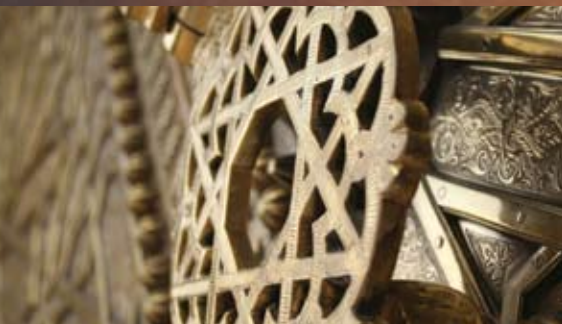


Ad Size	Height / Width
Full page (trim size)	297 x 220 mm
Full page (type area)	265 x 190 mm
Double page spread (trim size)	297 x 440 mm
Double page spread (type area)	265 x 412 mm
Half page horizontal	130 x 190 mm
Half page vertical	265 x 92 mm

Please note: For inside front cover allow 10 mm loss on right edge, and for page one and inside back cover allow 10 mm loss on left hand edge, due to glueing of cover.

Mechanical Data

Bleed	Allow 5 mm on each edge.
Digital Artwork	Please supply digital artwork as complete EPS or PDF files in high-resolution (300 dpi), CMYK, non-compressed format.
Copy	To reach publisher's office 30 days prior to cover date.
Cancellation	30 days prior to cover date.
Advertising material	15 days prior to cover date.



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