

Advertising Guide

2011



The National. *Time well spent.*

Profile

The National, Abu Dhabi Media's first English newspaper was born out of a vision recognizing the key role that a free, professional and enlightened press plays in national development. Launched in 2008, The National is a 68- page quality broadsheet put together by a team of more than 250 reporters and writers based in the UAE and in foreign bureaux throughout the world.

Leading the region in analytical content and comment, editorial staff have been drawn from leading publications in the UK, America and around the world. Editor in chief Hassan Fattah was formerly the Middle East correspondent for The New York Times and he is supported by section editors who hail from the New York Times as well as Reuters, The Press Association and UK broadsheets.

In just three years, The National has established itself as the newspaper of record for the UAE and has attracted a local audience of loyal readers from all nationalities residing here. It has won multiple design awards (Society Newspaper Design Awards) and has twice been awarded gold in newspaper printing (Dubai International Print Awards, 2009 and 2010).

Circulation

Emirate	Subscriptions	Bulk	Retail	Total
Abu Dhabi	12,409	2,653	4,027	19,089
Al Ain	1,103	660	2,536	4,299
Dubai	16,670	5,238	4,643	26,551
Sharjah	3,509	1,143	2,243	6,895
Ajman	306	0	1,877	2,183
Umm Al Quwain	112	0	963	1,075
Ras Al Khaimah	835	0	1,663	2,498
Fujairah	548	0	1,862	2,410
Overseas				5,000
Total	35,492	9,694	19,814	70,000

Readership

The National is read by a broad range of nationalities and across all age ranges

Asian expatriates form the largest component of our readership, all of whom have been residing in the UAE for at least one year

Our readers are here to stay

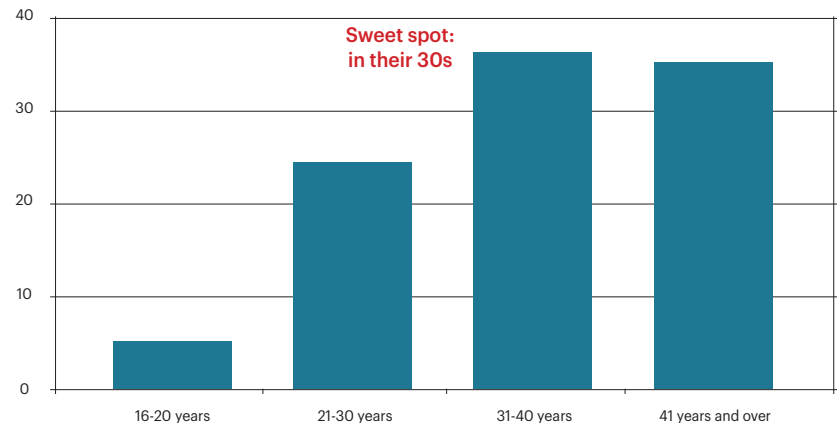
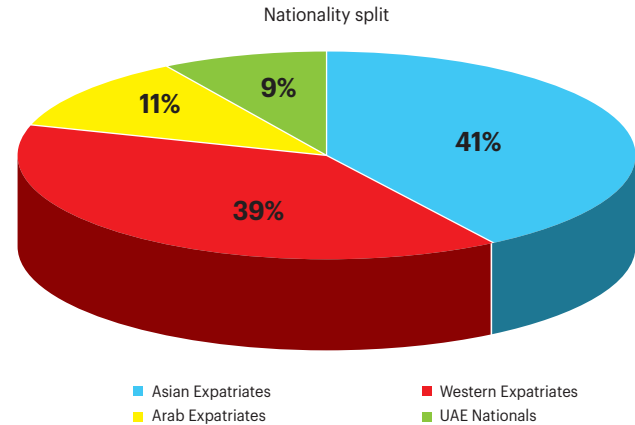
74% have lived in the UAE for five years or more

They fall within the affluent classes

More than half (55%) belong to income groups that exceed the “national” average monthly income of AED 18,200 (*source UAE Ministry of Economy)*

50% have an investment portfolio

Nearly a quarter (24%) claim to own more than one car for their own use



They are cultured

45% visit cultural and heritage sites

64% enjoy the theatre, dramatics, live musical concerts

44% visit art galleries and exhibitions and enjoy the fine arts

44% have enrolled in educational programmes to learn something new

And early adopters of new technology

46% own smart phones

77% will upgrade their mobile handset purely to enjoy the latest new features offered

33% own more than one mobile handset: 18% own a basic and a smart phone

25% own an iPad with a further 19% planning to purchase one in the next 12 months

Time spent with The National

The National enjoys a high average issue readership

4.7 issues are read in an average week

Significant time is spent reading the paper, “not a flick through”

Average reading time on a weekday is 19 minutes




Average reading time on a weekend is 24 minutes

Quality time is spent reading

69% spend time reading the paper at home

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Main / Business / Personal Finance / Arts & Life / Travel / House & Home / Motoring

Inside pages	Size (h X w)	Cm-Col	Main Section	Business/ Personal Finance	Arts&Life/Travel/ House & Home/Motoring
Front Page Small Strip 	62.33mm X 325mm	6 X 6	Dh22,000	6X6 = Dh20,000 8X6 = Dh24,000 20X3 = Dh30,600	Dh18,000
Back Page 	535mm X 325mm	53.5 X 6	Dh85,000	Dh76,500	Dh68,000
Inside Back 	535mm X 325mm	53.5 X 6	Dh69,000	Dh62,100	-
Centre Spread 	535mm X 675mm	53.5 X 12	Dh110,000	Dh99,000	-
Half Centre Spread 	267.5mm X 675mm	26 X 12	Dh89,760	Dh80,784	-

* Special operation rates available on request

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Main / Business / Personal Finance / Arts & Life / Travel / House & Home / Motoring

Inside pages	Size (h X w)	Cm-Col	Main Section	Business/ Personal Finance	Arts&Life/Travel/ House & Home/Motoring
Page 2 (1st Quarter Page) 	267.5mm X 160.3mm	26 X 3	Dh28,000	Dh25,200	Dh22,400
Page 3 Medium Strip  Half Page 	(Medium Strip) 84.67mm X 325mm (Half Page) 267.5mm X 325mm	8 x 6 26 x 6	(Medium Strip) Dh17,500 (1st Half Page) Dh49,875	(Medium Strip) Dh16,065	(Medium Strip) Dh14,280
Page 4 Quarter Page  Full Page 	(Quarter Page) 267.5mm X 160.3mm (Full Page) 535mm X 325mm	26 X 3 53.5 X 6	(2nd Quarter Page) Dh21,000	(2nd Quarter Page) Dh18,900	(1st Full Page) Dh39,900
Page 5 Half Page  Full Page 	(Half Page) 267.5mm X 325mm (Full Page) 535mm X 325mm	26 X 6 53.5 X 6	(2nd Half Page) Dh32,340 (Full Page) Dh51,870	(1st Full Page) Dh44,887	-
Page 7 (2nd Full Page) 	535mm X 325mm	53.5 X 6	Dh47,880	-	-
Page 9 (3rd Full Page) 	535mm X 325mm	53.5 X 6	Dh43,890	-	-

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



Main / Business / Personal Finance / Arts & Life / Travel / House & Home / Motoring

Inside pages	Size (h X w)	Cm-Col	Main Section	Business/ Personal Finance	Arts&Life/Travel/ House & Home/Motoring
Full Page 	535mm X 325mm	53.5 X 6	Dh39,900	Dh35,910	Dh31,920
Killer Page 	346.72mm X 215.25mm	35 X 4	Dh28,637	Dh25,773	Dh22,909
Half Page Horizontal 	267.5mm X 325mm	26 X 6	Dh26,950	Dh24,255	Dh21,560
Half Page Vertical 	482mm X 160.37mm	48 X 3	Dh26,950	Dh24,255	Dh21,560
Strip 2 Col Vertical 	482mm X 105.5mm	48 X 2	Dh22,750	Dh20,475	Dh18,200
Quarter Page 	267.5mm X 160.3mm	26 X 3	Dh15,050	Dh13,545	Dh12,040

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Inside pages	Size (h X w)	Cm-Col	Main Section	Business/ Personal Finance	Arts&Life/Travel/ House & Home/Motoring
Large Box 	200mm X 160.3mm	20 X 3	Dh11,900	Dh10,710	Dh9,520
Small Box 	200mm X 105.5mm	20 X 2	Dh9,800	Dh8,820	Dh7,840
Large Strip 	126mm X 325mm	12 X 6	Dh10,500	Dh9,450	Dh8,400
Medium Strip 	84.67mm X 325mm	8 X 6	Dh8,400	Dh7,560	Dh6,720
Small Strip 	64.67mm X 325mm	6 X 6	Dh7,000	Dh6,300	Dh5,600
Front Cover Ear Panel  	(Main) 30mm X 70mm (Business) 44mm X 50mm	3 X 1 4 X 1	Dh8,400	Dh5,600	-

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Sport/Review - tabloid







Inside pages	Size (h X w)	Cm-Col	Sport/Review - tabloid
Front Page Small Strip 	62.33mm X 262.5mm	6 X 5	Dh11,900
Centre Spread 	330mm X 545mm	33 X 10	Dh42,647
Outside Back Cover 	330mm X 262.5mm	33 X 5	Dh35,000
Inside Back Cover 	330mm X 262.5mm	33 X 5	Dh31,500
Page 2 Small Strip 	62.33mm X 262.5mm	6 X 5	Dh10,500
Page 3 Small Strip 	62.33mm X 262.5mm	6 X 5	Dh9,100

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Sport/Review - tabloid






Inside pages	Size (h X w)	Cm-Col	Sport/Review - tabloid
Page 5 (1st Full Page) 	330mm X 262.5mm	33 X 5	Dh28,000
Full Page 	330mm X 262.5mm	33 X 5	Dh24,342
Killer Page 	289.72mm X 209.15mm	28 X 4	Dh18,614
Half Page Horizontal 	165mm X 262.5mm	16.5 X 5	Dh16,066
Large Strip 	126mm X 262.5mm	12 X 5	Dh9,800
Medium Strip 	84.67mm X 262.5mm	8 X 5	Dh8,400

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The National on Saturday magazine






Inside pages	Trim (h X w)	Bleed (h X w)	M magazine
Double Page Spread 	270mm X 470mm	276mm X 476mm	Dh20,000
Full Page 	270mm X 235mm	276mm X 238mm	Dh12,000
Half Page Horizontal 	135mm X 235mm	138mm X 238mm	Dh7,800
Back Cover 	270mm X 235mm	276mm X 238mm	Dh18,000
Double Truck/Gatefold 	270mm X 470mm	276mm X 476mm	Dh40,000

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The National on Saturday magazine

Inside pages	Trim (h X w)	Bleed (h X w)	M magazine
Inside Front Cover 	270mm X 235mm	276mm X 238mm	Dh16,500
Inside Back Cover 	270mm X 235mm	276mm X 238mm	Dh15,000
Killer Page 	187mm X 145.8mm	190mm X 148.8mm	Dh6,900
1/3 Page Vertical 	270mm X 82.8mm	276mm X 85.8mm	Dh4,900
Strip Advert 	50mm X 235mm	53mm X 238mm	Dh3,800

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Ultratravel magazine

	Insertions	1	2	3	4
	All rates in USD		-10%	-20%	-30%
Full page		8,500	7,650	6,800	5,950
DPS		15,000	13,500	12,000	10,500
1st right		9,950	8,955	7,960	6,965
IFC		12,500	11,250	10,000	8,750
IFC spread		21,000	18,900	16,800	14,700
IBC		10,500	9,450	8,400	7,350
OBC		15,000	13,500	12,000	10,500

Publishing schedule	Spring	Summer	Autumn	Winter
	24th March	26th May	22nd September	24th November

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Material Specifications

High resolution pdf at 300dpi in CMYK colours

Contact Details

The National newspaper sections

+971 4 444 4800
stephen.lee@thenational.ae

M magazine

Alison Towle
+971 50 617 9934
atowle@thenational.ae

Ultratravel magazine

Adam Portingale
+971 56 689 9005
adam.portingale@admedia.ae