

Advertising Guide

2014



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	Total
Abu Dhabi	19,089
Al Ain	3,209
Dubai	26,551
Sharjah	5,655
Ajman	1,443
Umm Al Quwain	1,099
Ras Al Khaimah	1,521
Fujairah	1,433
Overseas	5,000
Total	65,000



Avg. daily circulation of 60,000 copies across the U.A.E.

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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

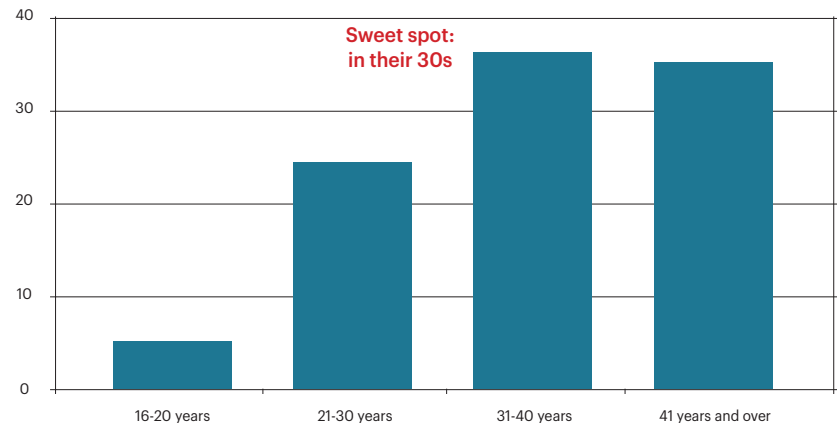
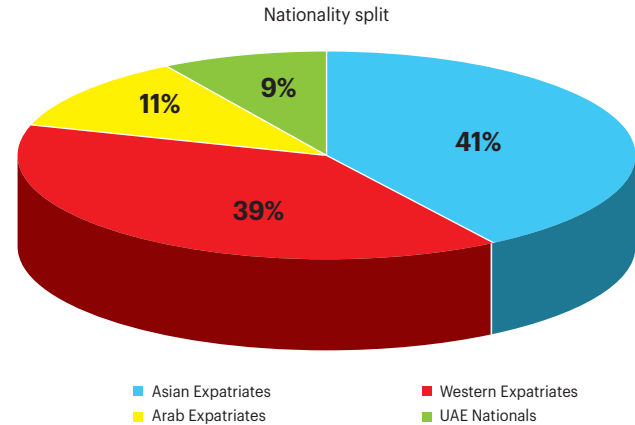
74% have lived in the UAE for five years or more

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

Copies are shared amongst family and friends and work associates

The National has an average reader pass on rate of 2.3

Section Schedule

Section	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Main	✓	✓	✓	✓	✓	✓	✓
Sports	✓	✓	✓	✓	✓	✓	✓
Business	✓	✓	✓	✓	✓	✓	
Arts & Life	✓	✓	✓	✓	✓		
Review							✓
Weekend						✓	

Rate Card 2014

Main / Business / Weekend

The National		Ear Panel	20 x 2	20 x 3	6 x 6	8 x 6	12 x 6	QP	HP	FP	Killer Page	Centre Spread	Half Centre Spread
Specifications (h x w) mm		63.50 x 94.31 (Main) 44 x 45.39 (Business)	200 x 94.31	200 x 143.23	62.30 x 290	84.67 x 290	126 x 290	265 x 143.23	265 x 290 (Horizontal) 482 x 143.23 (Vertical)	535 x 290	346.07 x 192.20	535 x 605	265 x 605
MAIN Section	Front Page	8,400	22,000		22,000								
	Page 2							28,000					
	Page 3					17,500			49,875	59,850			
	Page 4							21,000					
	Page 5								32,340	51,870			
	Page 7									47,880			
	Page 9									43,890			
	Inside		9,800	11,900	7,000	8,400	10,500	15,050	26,950	39,900	28,637	110,000	89,760
	Inside Back									69,000			
	Back Page									85,000			
BUSINESS Section	Front Page	5,600		30,600	20,000	24,000							
	Page 2							25,200					
	Page 3					16,065							
	Page 4							18,900					
	Page 5									44,887			
	Inside		8,820	10,710	6,300	7,560	9,450	13,545	24,255	35,910	25,773	99,000	80,784
	Inside Back									62,100			
	Back Page									76,500			
WEEKEND Section (Travel, House & Home, Motoring)	Front Page				18,000								
	Page 2							22,400					
	Page 3					14,280							
	Page 4									39,900			
	Inside		7,840	9,520	5,600	6,720	8,400	12,040	21,560	31,920	22,909		
	Back Page									68,000			

*Special operation rates available on request

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Sport /Arts&Life

The National		6 x 6	8 x 6	12 x 6	HP	FP	Killer Page	Centre Spread
Specifications (h x w) mm		62.30 x 290	84.67 x 290	126 x 290	265 x 290 (Horizontal) 482 x 143.23 (Vertical)	535 x 290	346.07 x 192.2	535 x 605
SPORTS/ARTS & LIFE Section	Front Page	11,900						
	Page 2	10,500						
	Page 3	9,100						
	Page 5					28,000		
	Inside		8,400	9,800	16,066	24,342	18,614	42,647
	Inside Back					31,500		
	Back Page					35,000		

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Material Specifications

*High resolution pdf at 300dpi
CMYK colours*

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CMYK colours*

Contact Details

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Circulation

Emirate	Subscriptions	Bulk	Retail	Total
Abu Dhabi	12,409	2,653	4,027	19,089
Al Ain	1,103	660	2,536	3,209
Dubai	16,670	5,238	4,643	26,551
Sharjah	3,509	1,143	2,243	5,655
Ajman	306	0	1,877	1,443
Umm Al Quwain	112	0	963	1,099
Ras Al Khaimah	835	0	1,663	1,521
Fujairah	548	0	1,862	1,433
Overseas				5,000
Total	35,492	9,694	19,814	65,000