



*simply*  
**ABU DHABI**  
THE WORLD'S FINEST

**PRINT & DIGITAL RATE CARD 2018**  
LUXURY AT YOUR FINGERTIPS

# RATE CARD

## THE FACTS

Print Distribution: 7,800 (5,800 UAE/GCC + 2,000 Global)  
Average Net Worth per individual: \$25 million +  
Electronic Circulation Via Email 500,000+  
Readership Estimate 500,000  
Women 260,000 52%  
Men 240,000 48% Median Age 30-55  
Average household income Unavailable  
Facebook 325,000+ Organic Likers.  
Instagram 130,000+ Organic Followers



## ADVERTISING RATES

Gift Box Sponsorship	£65,000
Inside Front Cover	£32,000
DPS 1	£24,000
DPS 2	£20,000
DPS 3	£17,000
DPS 4	£15,000
Page Facing Contents	£24,000
Page Facing Editors Letter	£24,000
Full Page	£10,000
Double Page Spread	£13,000
Inside Back Cover	£17,000
Outside Back Cover	£36,000

## 2018 DISTRIBUTION DATES

March 17th  
June 17th  
October 17th  
December 17th

## TECHNICAL INFORMATION / MECHANICAL DATA:

### Single Page

Bleed Size: 276mm x 339mm (Portrait)

Trim Size: 270mm x 333mm (Portrait)

Text Area: 258mm x 321mm (Portrait central to page)

**Optional Creep consideration add 8mm to text area on gutter side** Image size: 300dpi

Adverts to be supplied as press ready PDF's including bleed and with crop marks (No Spot Colours)

### DPS

Bleed Size: 546mm x 339mm (Landscape)

Trim Size: 540mm x 333mm (Landscape)

Text Area: 516mm x 321mm (Landscape central to page)

**Optional Creep consideration add 8mm to text area on gutter side** Image size: 300dpi

Adverts to be supplied as press ready PDF's including bleed and with crop marks (No Spot Colours)

### Gift Box Outer (UPP)

Trim Size 272mm x 336mm (Portrait)

Image colour: C.M.Y.K. (No Spot Colours) Image format adverts supplied: Ti  
uncompressed Image format articles: Ti uncompressed / Jpeg High Resolution  
Adverts to be supplied as press ready PDF's including bleed and with crop marks

### Gift Box Outer (Printwell)

Please see Next Page for full Specification

Image colour: C.M.Y.K. (No Spot Colours) Image format adverts supplied: Ti  
uncompressed Image format articles: Ti uncompressed / Jpeg High Resolution  
Adverts to be supplied as press ready PDF's including bleed and with crop marks

Advertise & Partner With Us:

pa@simplyabudhabi.com

Te l : + 4 4 161 903 8665

C e l l : + 4 4 7921 649 672 or + 44 7525 625 146

<http://www.simplyabudhabi.com>

## INSTAGRAM / FACEBOOK ADVERTISING RATES:

Instagram Account:

Audience: 122,000

<http://www.instagram.com/simplyabudhabi>

@simplyabudhabi

Minimum 4 posts at the rate of £1000 per post.

Includes 1 Insta Story

Instagram Account:

Audience: Circa 54,000

<http://www.instagram.com/amazingabudhabi>

@amazingabudhabi

Minimum 4 posts at the rate of £500 per post.

Includes 1 Insta Story

Instagram Account

Audience: Circa 75,000

<http://www.instagram.com/simplydubai>

@simplydubai

Minimum 4 posts at the rate of £650 per post.

Includes 1 Insta Story

Facebook post rate:

Audience Circa 500,000

<http://www.facebook.com/simplyabudhabi>

Minimum 1 post at the rate of £2000 per post

Facebook Account Going Live Take Over

Maximum 2 hours

Cost £10,000

Advertising on the following Instagram accounts:

@sheikhmansour @alnahyan @abudhabinews

@abudhabihotels is not allowed.



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# GIFT BOX OUTER

## CREATIVE ELEMENTS



## TECHNICAL SPECIFICATION - DIE CUT PDF AVAILABLE FOR DOWNLOAD



### GIFT BOX COVER

#### ARTWORK SIZE:

WIDTH: 284MM  
HEIGHT: 346MM  
WITH MOUNTING AREA: 309MM X 396MM  
TRIM: 309MM X 396MM  
BLEED: 5MM  
WITH BLEED: 319MM X 406MM



### OPENING DPS

#### ARTWORK SIZE:

WIDTH: 559MM  
HEIGHT: 346MM  
TRIM: 559MM X 346MM  
BLEED: 5MM  
WITH BLEED: 569MM X 356MM



### SINGLE PAGE

#### ARTWORK SIZE:

WIDTH: 277MM  
HEIGHT: 341MM  
TRIM: 277MM X 341MM  
BLEED: 5MM  
WITH BLEED: 287MM X 351MM



# ADVERTISING & AFFILIATE TERMS & CONDITIONS.

In these conditions Simply Abu Dhabi as publisher of an online and offline magazine carrying advertising is referred to as 'Simply AD'. The 'Advertiser' means the person or entity booking advertising space whether an advertising agency or client. The 'Publication date' means the date on which a magazine is digitally distributed via electronic communications, specifically in this case, via email.

## 1. RATES AND COSTS

(a) Rates are quoted excluding of VAT and may be increased at any time upon three months' written notice. VAT is defined as Value Added Tax. A value added tax (VAT) is a form of consumption tax. It is a tax on the estimated market value added to a product or material at each stage of its manufacture or distribution, ultimately passed on to the consumer. It differs from a sales tax, which is levied only at the point of purchase.

(b) In addition to the rates quoted in the Rate Card, if the advertiser requires artwork, sketches, layout, photography or processing, or other design services or requirements (collectively 'production work') it shall pay Simply AD for the same at the cost plus VAT quoted at the time of request.

(c) Copyright in any production work provided by Simply AD shall vest in Simply AD.

(d) All gross advertising rates (except classified lineage and semi-display) are subject to a 0.1 per cent Advertising Standards Board of Finance surcharge, payable by advertisers to help finance the self-regulatory control system administered by the Advertising Standards Authority.

(e) Retail rates are only available to retailers who are not making references to brands, manufacturers' names or trademarked goods of any kind in their advertising save for merchandise available from a single outlet.

## 2. PURCHASE ORDERS

(a) Agencies and Agents must disclose the name of their clients and nature of the advertising at the time of booking. Any misrepresentation or mistaken disclosure or failure to disclose entitles Simply AD to void, reject or terminate the order.

(b) Cancellations cannot be accepted from Advertisers within three months of Publication date. All Covers (front, back and inside) and promotions cannot be cancelled. Advertisers will be charged in full for their booking if it is cancelled within three months of the Publication date.

(c) Orders for next or facing positions can only be accepted subject to availability at the time of going to press.

(d) The Rate Card is not an offer to contract or binding agreement. A contract is made only by Simply AD's acceptance of the Advertiser's order and, in the case of the Financial Services Act 1986, only when the copy is signed by an authorised person.

(e) It is the Advertiser's responsibility to notify Simply AD within seven calendar days of receipt of any order acknowledgement if the booking details are not correct.

## ARTWORK AND MATERIALS

(a) All copy, artwork and materials, ("copy") must comply with the mechanical specifications set out on the rate card.

(B) If the advertiser does not provide finished copy by the scheduled press date Simply AD is allowed with discretion, but not obligated to re-use copy held for the preceding period.

(C) Simply AD is not responsible for corrections or amendments to copy after the scheduled date, nor for key numbers.

(D) All copy supplied by the advertiser is held at the owner's liability and should be insured against loss or damage by the Advertiser. Copy may be collected after seven days following publication date on the giving of reasonable notice. If it remains uncollected for six months, Simply AD is entitled to destroy it. None of the above shall be deemed to have any value other than the cost of materials.

## 4. PAYMENT

(a) Payment shall be made on a pro-forma basis.

## 5. GENERAL

(a) The customer/advertiser accepts that the customer/advertiser is a principal in law and assures that all content and copy (and its constituent parts) when submitted to Simply AD for production and upon publication shall:

(5i) will not be defamatory nor rude or obscene and comply in all respects with the requirements of the European code of advertising practice and other relevant industry codes, and

(5ii) comply with, and not contravene, the requirements of (a) any act of political statutory instrument code of practice or regulation promulgated there under, including any law of the European community for the time being in force or applicable in the United Kingdom and (b) any acts, decrees, regulations or authorities in those markets in which the advertisement (and in particular comparative advertising) may be accessed.

(5iii) comply with the Financial Services Act in the case of financial advertising

(5iv) not violate any contract or infringe or breach any copyright trademark or any other personal or intellectual proprietary right of any person or entity or hold Simply AD or any of its officers liable to any proceedings whatsoever, wheresoever.

(5v) Simply AD is allowed to refuse or exclude any advertisement submitted or previously accepted for publication.

(c) The customer/advertiser will indemnify Simply AD fully in respect of any expenses, costs, damages or losses suffered by Simply AD arising directly or indirectly from the production or publication of an advertisement conformed with the copy instructions and or approval given by or on behalf of the advertiser or which is in breach of any of the warranties above.

(d) All complaints concerning the production or publication of an advertisement must be lodged in writing at Simply AD within three weeks of publication date.

(e) Simply AD will exercise reasonable care in preparing and publishing an advertisement but if such advertisement is not published in accordance with the accepted order (other than through the act or default of the advertiser) or pursuant to Simply AD's rights under clause 5v, Simply AD's maximum liability shall be limited to the amount of any payment made for the advertisement. No compensation or damages shall be payable for any error, misprint or omission which does not materially detract from an advertisement. Simply AD may (subject to clause 5v above), at the advertiser's request, carry a further corrective advertisement of a similar type and standard to the advertisement which has not been published in accordance with the accepted order in lieu of any monetary claim by the advertiser.

(f) The advertiser may not re-sell to a client for advertising space at an increased rate without Simply AD's written consent.

(g) For advertising, including a sponsorship competition or special offer, the advertiser must provide all details when placing its order.

(h) These conditions shall be construed under, and governed by, the law of England and the parties submit to the exclusive jurisdiction of the English courts.



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