



**MIDDLE EAST COUNCIL  
OF SHOPPING CENTRES**

# RETAIL PEOPLE MAGAZINE

## MEDIA KIT



### Background

The **Middle East Council of Shopping Centres (MECSC)** is a not-for-profit, retail-industry association with over **950 members** across **17 countries** in the Middle East and North Africa and 13 countries outside MENA region.

The magazine is distributed to its members through mailings, MECSC-hosted events and other partnerships. The e-magazine is available on the MECSC website and will also be promoted via the MECSC's 9000+ database and 4000+ social media followers.

**Raise your profile in our  
quarterly magazine**



**The official magazine of the Middle East  
Council of Shopping Centres**

*Are you a Shopping Centre looking to lease space?*

*Are you a Retailer interested to enter the market or expand your operations?*

*Are you a Service Provider looking to market a product or your services?*

**BOOK YOUR AD NOW!!!  
AD SPACE SELLING FAST!**

**Contact MECSC office today:**



Mariz Matocdo at [customercare@mecsc.org](mailto:customercare@mecsc.org)



+971 4 359 7909



[www.mecsc.org](http://www.mecsc.org)



MECSC Database



Pinterest



Twitter



Facebook



LinkedIn



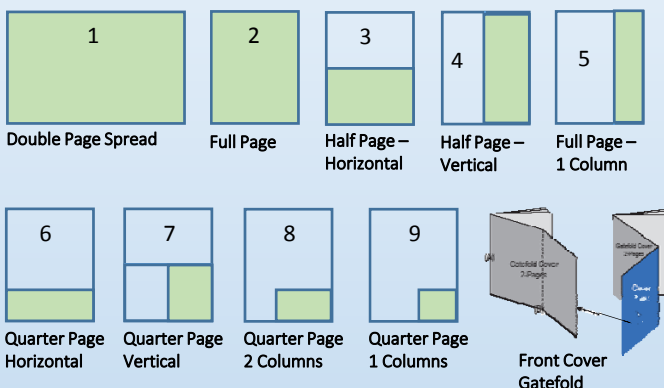
Instagram

# ADVERT RATES & SPECIFICATIONS

ADVERTISING RATES	RATES		TECHNICAL DATA	
	Member	Non-Member	Trim	Bleed
<b>PREMIUM POSITIONS</b>	<b>(AED)</b>	<b>(AED)</b>	<b>HxW mm</b>	<b>HxW mm</b>
<b>FRONT COVER</b> (Includes photo on cover, a double page 600 words UPFRONT feature article and up to maximum of 100 complimentary copies of the magazine carrying the feature)				
1	50,000.00	55,000.00	290x216	290x216
2 Full Page Outside Back Cover	30,000.00	35,000.00	284x210	290x216
3 Full Page Inside Front Cover	20,000.00	25,000.00	284x210	290x216
4 Full Page Inside Back Cover	20,000.00	25,000.00	284x210	290x216
<b>REGULAR POSITIONS</b>	<b>(AED)</b>	<b>(AED)</b>	<b>HxW mm</b>	<b>HxW mm</b>
1 Double Page Spread	20,000.00	25,000.00	284x420	290x426
2 Full Page Advertisement	12,000.00	15,000.00	284x210	290x216
3 Half Page - Horizontal	9,000.00	10,000.00	124x183	124x183
4 Half Page - Vertical	8,500.00	9,500.00	252x88	252x88
5 Full Page - One Column	6,000.00	7,000.00	285x70	
6 Quarter Page Horizontal	5,000.00	6,000.00	70x210	
7 Quarter Page Vertical	5,000.00	6,000.00	124x90	124x90
8 Quarter Page - two columns	4,800.00	5,800.00	70x135	
9 Quarter Page - one column	4,000.00	5,000.00	70x65	
10 Full Page Advertorial - 220 words plus image	10,000.00	13,000.00	285x210	290x216
<b>SPECIAL REQUEST</b>	<b>(AED)</b>	<b>(AED)</b>	<b>HxW mm</b>	<b>HxW mm</b>
1 Front Cover Gatefold	65,000.00	70,000.00	284x414	290x420
2 Inside Front Cover Spread	35,000.00	40,000.00	284x420	290x426
3 Center Spread Page	25,000.00	27,000.00	284x420	290x426
4 Book Mark Horizontal (available only on Q4 Issue)	25,000.00	30,000.00	200x150	206x156
5 Outside Insert	20,000.00	25,000.00	230x170	236x176
6 Inside Insert	20,000.00	25,000.00	230x170	236x176
7 Belly Band	10,000.00	15,000.00	155x450	161x456

## ADVERT IMAGE

Size - HxW mm



## SERIES DISCOUNT:

- ❖ 3-4 insertions 7%
- ❖ 5-8 insertions 15%
- ❖ 9+ insertions 17%

## \*SUMMER SPECIAL PROMO:

- ❖ Book 2 insertions - you'll get free Quarter Page on Q1 2017 Issue
- ❖ Book 3 Insertions - you'll get free Half Page on Q2 2017 Issue
- ❖ Book 4 Insertions - you'll get free Full Page on Q3 2017 Issue
- ❖ Book 5-8 Insertions - you'll get free DPS on Q4 2017 Issue
- ❖ Book 9+ Insertions - you'll get discount of 20%

\*The Summer Special Promo mentioned free ads is offered for ads starting from AED 12,000+ for Member and AED 15,000+ for Non-Member. Offer valid until 15 August 2016. The above-mentioned Series Discount do not apply on this promo.

## DIGITAL MEDIA FORMAT

PDF (Portable Document Feeder)

- ❖ The artwork should be a press ready PDF file (version 1.3) generated through Illustrator or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks
- ❖ All files must be CMYK format and all black text as over print
- ❖ For bleed size add 3mm extra on all four sides after trim marks
- ❖ Image loss in the gutter 3mm either side
- ❖ Please ensure that text is at least 10mm inside from the crop marks
- ❖ If text runs across a DPS, please ensure that the text is 10mm away from the gutter on either side
- ❖ A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD
- ❖ All advertisements and insert placements to be determined by the MECSC
- ❖ All advertisements are sold on a first-come, first-served basis

## PUBLICATIONS & DEADLINES 2016

COVER DATE	PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
3 <sup>rd</sup> Quarter Edition Specialty Retail	1 Sep 2016	15 July 2016	31 July 2016
4 <sup>th</sup> Quarter Edition (RECon MENA Special Edition)	1 Nov 2016	15 Sep 2016	30 Sep 2016

Cancellation: 16<sup>th</sup> of the month prior to publication

Premium Position & Special Request Cancellation } 3 months prior to publication

## GENERAL INFORMATION

- ❖ 4 issues per year
- ❖ Print run of 1,500 copies per edition
- ❖ Retail value of AED 15 per issue copy, For MECSC members, complimentary
- ❖ E-version is circulated to our database and social media which has over 9,000 contacts from 45 countries
- ❖ Printed copies are distributed to target list of contacts in the Retail Industry and MECSC Events

**HURRY, BOOK YOUR AD NOW!!!**  
Limited offer only...

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Physical Address: \_\_\_\_\_

PO Box: \_\_\_\_\_ City: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile No: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_ MECSC Member ID: \_\_\_\_\_

**PLEASE BOOK THE FOLLOWING FOR:**

**A. Premium Positions**

1. **Front Cover Options** – includes photo on cover, a double page 600 words UPFRONT feature article and up to maximum of 100 complimentary copies of the magazine carrying the feature

AED 50,000 – Member  AED 55,000 – Non-Member

2. **Full Page Outside Back Cover**

AED 30,000 – Member  AED 35,000 – Non-Member

3. **Full Page Inside Front Cover**

AED 20,000 – Member  AED 25,000 – Non-Member

4. **Full Page Inside Back Cover**

AED 20,000 – Member  AED 25,000 – Non-Member

**B. Regular Positions**

1. **Double Page Spread**  AED 20,000 – Member  AED 25,000 – Non-Member

2. **Full Page Ad**  AED 12,000 – Member  AED 15,000 – Non-Member

3. **Half Page-Horizontal**  AED 9,000 – Member  AED 10,000 – Non-Member

4. **Half Page -Vertical**  AED 8,500 – Member  AED 9,500 – Non-Member

5. **Full Page-1 Column**  AED 6,000 – Member  AED 7,000 – Non-Member

6. **Quarter Page-Horizontal**  AED 5,000 – Member  AED 6,000 – Non-Member

7. **Quarter Page-Vertical**  AED 5,000 – Member  AED 6,000 – Non-Member

8. **Quarter Page-2 Columns**  AED 4,800 – Member  AED 5,800 – Non-Member

9. **Quarter Page-1 Column**  AED 4,000 – Member  AED 5,000 – Non-Member

10. **Full Page Advertorial- 220 words plus image**  AED10,000 – Member  AED 13,000 – Non-Member

**C. Special Request**

1. **Front Cover Gatefold**  AED 65,000 – Member  AED 70,000 – Non-Member

2. **Inside Front Cover Spread**  AED 35,000 – Member  AED 40,000 – Non-Member

3. **Center Spread Page**  AED 25,000 – Member  AED 27,000 – Non-Member

4. **Book Mark (for Q4 only)**  AED 25,000 – Member  AED 30,000 – Non-Member

5. **Outside Insert**  AED 20,000 – Member  AED 25,000 – Non-Member

6. **Inside Insert**  AED 20,000 – Member  AED 25,000 – Non-Member

7. **Belly Band**  AED 10,000 – Member  AED 15,000 – Non-Member

**QUOTED COST**

By signing below I acknowledge that I have read, agreed to the quoted cost above and confirm the booking and payment will be done immediately.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

**PAYMENT DETAILS: Please tick preferred option**

Bank Transfer  Cheque  Credit Card

Please deduct the cost of my advertisement/s from  Visa  Master  Amex

Card No. \_\_\_\_\_ Expiry Date \_\_\_\_\_ CCV \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_