



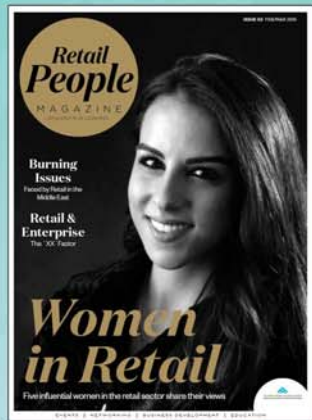
MIDDLE EAST COUNCIL  
OF SHOPPING CENTRES

# RETAIL PEOPLE

MAGAZINE

Raise your profile in our magazine

MEDIA PACK 2017



# RETAIL PEOPLE MAGAZINE

## RAISE YOUR PROFILE IN OUR QUARTERLY ISSUE MAGAZINE!

### Background:

The **Middle East Council of Shopping Centres (MECSC)** is a not-for-profit retail-industry association with almost a thousand members across **17 countries** in the Middle East & North Africa.

**Retail People Magazine** is for all members of the retail world. The MECSC wants *Retail People* to be the foremost source of knowledge and information for the retail industry, where our members can have an active voice in the activities of our organization. *Retail People Magazine* will fill a vital gap and provide a channel of communication to all our members.

The magazine is a tool for bringing people together, educating, discussing and enhancing our industry and showcasing the retail industry locally, regionally and globally.

### Frequently Asked Question:

- **How often is the magazine published?**  
*Quarterly (February, May, August, November)*
- **What is the magazine circulation?**  
*1,500 printed copies per quarter*
- **How it is distributed?**  
*Printed copies are distributed to members, MECSC hosted events and other partnerships*  
*With readership in 45 countries, e-version is circulated to our database which has over 10,000 contacts in the Middle East and North Africa region, available on MECSC website and also promoted via MECSC Social Media Platform and Issuu.com website which reach more readers*
- **Target Market**  
*Shopping Centre looking to lease a space*  
*Retailer who's interested to enter the market or expand their operations*  
*Service Provider Industry Professionals looking to market a product or services*
- **What is the cost to purchase the Retail People Magazine**  
*MECSC Members - Complimentary Copy, Non-Members – AED 20 + shipping cost*



# RETAIL PEOPLE MAGAZINE

## **Benefits for Advertising in the Magazine**

- *Target a dedicated market – shopping centre and retailer industry professionals in the MENA region*
- *Printed copies are distributed to MECSC members and MECSC hosted events and other partnerships*
- *With readership in 45 countries, e-version is circulated to our database which has over 10,000 contacts in the Middle East and North Africa region, available on MECSC website and also promoted via MECSC Social Media Platform and Issuu.com website which reach more readers*
- *Longer Shelf Life*
- *Display higher quality images that gives a clearer picture of your product, giving the public a better idea of your company*
- *Drive Traffic to your website*
- *Brand Recognition*
- *Company logo posted on RPM page with link to your company website*
- *Complimentary copies to be delivered at your office*
- *Provide a unique channel for bringing new ideas to the professional community*

# RETAIL PEOPLE MAGAZINE

## Rate Card & Magazine Specifications

POSITION	TRIM SIZE HxW (mm)	BLEED SIZE HxW (mm)	SINGLE ISSUE PRICE	
			AED	USD
<b><i>PREMIUM POSITION</i></b>				
Front Cover (includes photo on cover, DPS Article for 500 words feature article, maximum of 100 complimentary copies of the magazine carrying the feature)	265 x 205	271 x 211	55,000	15,000
Outside Back Cover	265 x 205	271 x 211	35,000	9,530
Inside Front Cover	265 x 205	271 x 211	25,000	6,810
Inside Back Cover	265 x 205	271 x 211	23,000	6,260

### ***REGULAR POSITION***

Full Page	265 x 205	271 x 211	15,000	4,100
Double Page Spread	265 x 410	271 x 416	25,000	6,810
Half Page Horizontal	115 x 178	n/a	10,000	2,725
Half Page Vertical	242 x 85	n/a	9,500	2,600
Quarter Page	115 x 85	n/a	6,000	1,650
Strip Horizontal	35 x 205	n/a	5,000	1,400

### ***SPECIAL REQUEST***

First Double Page Spread	265 x 410	271 x 416	29,000	7,900
Advertorial Full Page	265 x 205	271 x 211	13,000	3,550
Advertorial Double Page Spread	265 x 410	271 x 416	23,000	6,260
Front Cover Reverse Gatefold (2 pages)	265 x 410	271 x 416	65,000	17,700
Inside Front Cover Spread (2 pages)	265 x 410	271 x 416	40,000	10,900
Book Mark Horizontal	200 x 80	206 x 86	30,000	8,165
Outside Insert	250 x 190	256 x 196	20,000	5,445
Inside Insert	250 x 190	256 x 196	18,000	4,900
Belly Band	75 x 420	81 x 426	15,000	4,100

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## Digital Media Format

- ❖ The artwork should be a press ready PDF file generated through Illustrator/QuarkXpress 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 is 4 to 5mm on either side
- ❖ Please ensure that all text or logos are at least 10mm away from the trim on all sides
- ❖ 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

## Advertisement Page Size



## Book Your Ad Now!!!

Contact MECSC Office Today:

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

+971 4 359 7909 / +971 55 55 17605/ [www.mecsc.org](http://www.mecsc.org)

Upcoming Editorial Calendar			
2017 <b>FEB</b> Fashion and Lifestyle	2017 <b>APR</b> Men and Women in Retail	2017 <b>AUG</b> Education and Technology in Retail	2017 <b>NOV</b> Special RECon MENA Edition



## RETAIL PEOPLE ANNUAL SPONSORSHIP PACKAGES

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
	(AED 90,000) (USD 24,500)	(AED 75,000) (USD 20,500)	(AED 65,000) USD 17,500	(AED 50,000) (USD 13,600)
AD - Double Page Ad	YES - 3 issues	YES - 2 issues		
Full Page Ad		YES - 2 issues	YES - 4 issues	YES - 3 issues
Half Page Ad				YES - 1 issue
First Double Page Spread	YES - 1 issue			
Full Page Article (350 words + photos)		YES - 1 issue		
Half Page Article (250 words + photos)			YES - 1 issue	YES - 1 issue
*Double Page Spread Article (800 words + photos, short bio & photo of the author)	Y - 1 issue			
Company Logo on RPM page with link to company website (acknowledged as per level of sponsorship)	Y - 12 months	Y - 12 months	Y - 12 months	Y - 12 months
2018 MECSC Directory Expert Views Full Page / Full Page Ad	Full Page			N/A
2018 MECSC Directory Expert Views Half Page / Half Page Ad		Half Page	Half Page	N/A
Newsletter Banner	Y - 12 months	Y - 9 months	Y - 6 months	Y - 3 months
Website Banner	Y - 12 months	Y - 9 months	Y - 6 months	Y - 3 months
Social Media Platforms - offers promotion, announcements of company's new developments/events, news updates	Y - 12 months	Y - 12 months	Y - 12 months	Y - 12 months
Printed Complimentary Copies	20 copies	15 copies	10 copies	10 copies
Distributed at MECSC Events	Y	Y	Y	Y
Article will be featured on the MECSC Website under MECSC Highlights (Duration: 1 week, article need to submit one month in advance prior to posting on the website)	12 times	6 times	3 times	N/A

\*can be "featured mall" for the quarter subject to MECSC publication schedule on a first come, first serve basis  
Annual packages can be customized as per requirements & budget

## ADDITIONAL ADVERTISEMENT TYPE

AD TYPE	AED	USD
Front Cover (available - Feb, May, Sep 2018)	55,000	15,000
Inside Front Cover (available Aug & Nov 2018)	25,000	6,810
Advertorial Full Page (300 words + photos)	13,000	3,550
Advertorial Double Page Spread	23,000	6,260
Book Mark	30,000	8,165
Outside Insert	20,000	5,445
Inside Insert	18,000	4,900
Belly Band	15,000	4,085