

# ARABIAN HOMES

# Editorial Calendar 2019

**IN EACH ISSUE, ARABIAN HOMES AIMS TO COVER A VARIETY OF SUBJECTS, LISTED IN DETAIL BELOW.**

## INTERIORS

Arabian Homes covers a wide range of topics relating to interiors, including the following:

Paint and wallpaper \* Flooring \* Curtains and blinds \* Home office \* Home broadband \* Living rooms \* Aquariums \* Fire safety and security \* Home automation systems \* Cupboards \* Bedrooms \* Children's rooms \* Entertainment room

## KITCHENS

The bimonthly kitchens page visits a chef or cook in their kitchen. Additional kitchen-related material may cover:

Silverware \* Chinaware \* Cookware \* Organising your kitchen \* Kitchen safety \* Kitchen cleaning \* Different looks for a kitchen \* High-tech gadgets \* Ventilation \* Breakfast tables \* Kitchen tiles \* Maximising storage

## BATHROOMS

The magazine considers how to equip bathrooms:

Bathtubs \* Showers \* Mirrors \* Non-slip tiles \* Bathroom safety \* Spa bathrooms \* Lighting for bathrooms \* High-tech bathrooms \* Water heaters \* Renovating your bathroom on a budget \* Different looks for your bathroom

## ELECTRONICS

Arabian Homes assesses useful home electronics and appliances, such as:

Washing machines and dryers \* TVs \* DVD players \* Air conditioners \* Dishwashers \* Irons \* Vacuum cleaners \* Ovens \* Refrigerators \* Food processors \* Microwaves \* Water heaters

## GARDENS

The regular "Cuttings" page supplies tips and tricks, and information about plants, for your outdoor space:

Fountains \* Swimming pools \* Gazebos and garden furniture \* Garden lighting \* Garages \* Car parking shades \* Paving stones \* Automated sprinkler systems \* Landscaping firms

## HOME VISIT

Arabian Homes visits local buildings – flats, houses and other beautifully designed spaces, including gardens, that offer inspiration. Other regular features include a focus on craftsmanship in Bahrain and the furniture and accessories shopping feature, as well as hundreds of homes listings

## REAL ESTATE

The magazine publishes information about new property developments and ownership laws, and the latest real-estate news, on subjects like the following:

Insulation \* Building materials \* Windows \* Doors \* Wrought iron \* Contractors \* Architects \* Consultants \* Roofing \* Exterior paint and wall treatments \* Insurance \* Renovating old structures

## 2019 SPECIAL EDITIONS

- ❖ February - Gardens
- ❖ March - Swimming pools
- ❖ April - Furniture & Interiors
- ❖ June - Kitchens & Bathrooms
- ❖ August - Eco & Smart home technology
- ❖ October - Real-estate issue
- ❖ December - Seasonal issue



\* 2018 Covers

### ADVERTISING SPACES & RATES

REGULAR LOCATIONS	BD
Full Page	1,035
Dps	1,380
Half Page	625
PRIME LOCATIONS	
Gatefold (Front)	2,875
Gatefold (Back)	2,645
Outside Back Cover	2,070
Inside Front Cover Dps*	1,725
Inside Back Cover Dps*	1,580
Inside Back Cover	1,380
First Dps	1,495
Full Page Opp. Content 1**	1,265
Full Page Opp. Content 2	1,208
Full Page Opp. Editors Letter	1,150
CLASSIFIED LOCATIONS	
Half Page	345
Quarter Page	230

### PRESS RELEASES / EDITORIAL / ADVERTORIAL

1/2 Page Max words up to 200 Max Pictures up to 1	(BD 150)
Full Page Max words up to 300 Max Pictures up to 2	(BD 300)
Two Page Max words up to 700 Max Pictures up to 4	(BD 600)
Four Page Max words up to 2000 Max Pictures up to 6	(BD 1,000)
Six Page Cover Story Max words up to 3000 Max Pictures up to 8	(BD 4,000)
1/2 Page Max words up to 200 Max Pictures up to 1	(\$ 398)
Full Page Max words up to 300 Max Pictures up to 2	(\$ 796)
Two Page Max words up to 700 Max Pictures up to 4	(\$ 1,592)
Four Page Max words up to 2000 Max Pictures up to 6	(\$ 2,650)
Six Page Cover Story Max words up to 3000 Max Pictures up to 8	(\$ 10,613)

### CIRCULATION (PRINT & DIGITAL)

Bahrain.....	67%
GCC (Gulf Community countries) .....	28%
International.....	5%

### DISTRIBUTION

1. Monthly Print 13,500 copies; Digital 6,000
2. 3,000 print copies go aboard Gulf Air flights and UK, UAE and Bahrain lounges.
3. 3,000 print copies are sent to all Daily Tribune newspaper.
4. 2,540 print copies are sent to our subscribers and mailing list including senior managers, traders, chamber of commerce, executives, manufacturers, suppliers, researchers, contractors, developers, real estate agents, interior designers, architects, 4 & 5 - star hotels etc.
5. 5,060 digital subscribers.
6. 2,000 at point of sales.
7. 3,900 print and digital copies go GCC (Gulf Community Countries)

For any prime location or special operation please contact us on [sales@maxmediaco.com](mailto:sales@maxmediaco.com)

**Special offers:** flyers on the advertising page, distribution of catalogue with the magazine, interactive ads, bellybands and many more.

**Magazine comes out on the 1<sup>st</sup> of every month**

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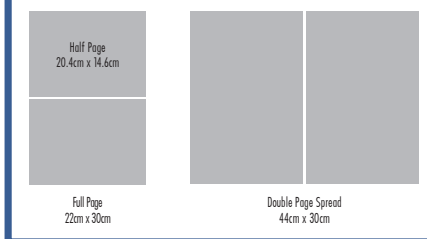
 @arabianhomes

Please include a 5mm bleed on all sides Please provide material artwork in high-res PDF or PDF x/1a

**Resolution:** 300 dpi

**Colours:** CMYK (no Pantone or Spot colour, no 4/c black type)

### TECHNICAL SPECS & DIMENSIONS



**General advertising policy:**

Material deadlines are on the 22<sup>nd</sup> of any given month  
**Payment terms:** Net 30 days cancellations or changes must be 20 days prior to print deadline