

OutdoorUAE Magazine

OUTDOOR, ADVENTURE, TRAVEL AND LIFESTYLE

About OutdoorUAE

Now in its 7th year, the **OutdoorUAE** monthly magazine is a unique product, along with its online counterpart www.outdooruae.com. We support and cover adventure from pursuits, activities, events, people, services, operators, products, listings, locations, destinations and much more, here in the UAE, Middle East and the rest of the world.

We Are More Than Just Magazine

Here at **OutdoorUAE** we pride ourselves on being different. We are much more than just a publication. Thinking outside the box, we take that extra step to get involved with the outdoor community and our target audience whilst building the connecting bridge between the community and the industry. Our content covers entry to expert levels and is always based on honest and credible experience. Whilst keeping a connection to the region, the editorial platform features inspirational, thought-provoking and informative first-person adventure, combined with practical and technical articles to educate readers on how to get involved with different adventure pursuits. Our "Experts," specialist writers, photographers, trendsetters, decision makers and leaders of the outdoor community here in the UAE and Middle East share their outdoor adventures in the form of stories and photography within the magazine and online. Regular and one-off contributions are also selected each month to give writers a chance to get their works published. This keeps the content fresh, diverse and filled with new experiences. The magazine is split up into the following sections:



BEST SHOTS

Monthly, brand-sponsored photography competition.



EVENTS, REVIEWS, REPORTS

Highlighted event listing, pre/post write-up of events; the on-goings in the outdoor community, the Off-Roaders Corner and Car reviews.



TRAVEL AND ADVENTURE

World-class articles and photography by contributors based in the Middle East, who travel around the world



LIFESTYLE

We are all for an active, sporty and outdoorsy lifestyle and this section covers a wider scope encompassing health and well-being directly linked to the outdoors.



ROUTES AND LOCATIONS

The best of the new and yet-to-be explored or uncovered locations and routes in in UAE and the whole region.



INTERVIEWS WITH OUTDOOR PEOPLE IN UAE

Exclusive interviews and profiles of outdoor athletes, outdoor ambassadors, movers and shakers in the industry and the people to watch out for.



OUR EXPERTS

Columns from our pool of experts at any given time on varied outdoor adventure and activities.



COMMERCIAL DIRECTORY

Information hub for operators, services, equipment and groups.



PRODUCTS, TRIED AND TESTED

Product and equipment listing; product testing by OutdoorUAE contributors and experts.

Sales and Distribution

We believe that our readers are special and selective, therefore, it is important that we place the magazine where our readers will be, rather than waiting for them to find us. Aside from the copies for sale, we also provide complimentary copies to many locations of interest, directly to our target groups. Our complimentary distribution locations or industries include the following: malls, airlines, gyms, clubs, schools, universities, hotels, cafe, clinics, salons and many more.

The list will not stop here and as we partner with Gulf News distribution we are continuously adding to it. As a result, our distribution is unique to most publications on the market, and in some retail locations, **OutdoorUAE** is the only magazine you will find on display, since we deliver directly there.

OutdoorUAE eMagazine can be read in any of the following:



Everyone can read the eVersion of magazine online for free, they only need to sign up their email address. This platform allows subscribers to read the copy on any medium - mobile or web. This convenient platform was launched earlier this year. www.outdooruae.com/subscribe/

Our monthly newsletter with updates is send separately to have a clear differentiation which infos our readers want to receive.

Other Important Numbers

-  25,700+ organic likes on Facebook
-  60,000 monthly website visit
-  15,000 qualified email database as of January 2017
-  6,000 eMagazine reads

Fast Facts - Printed copies

Circulation	10,000-12,000
Content	Outdoor and Adventure
Pages	68-72
Frequency	Monthly
Price	10 AED

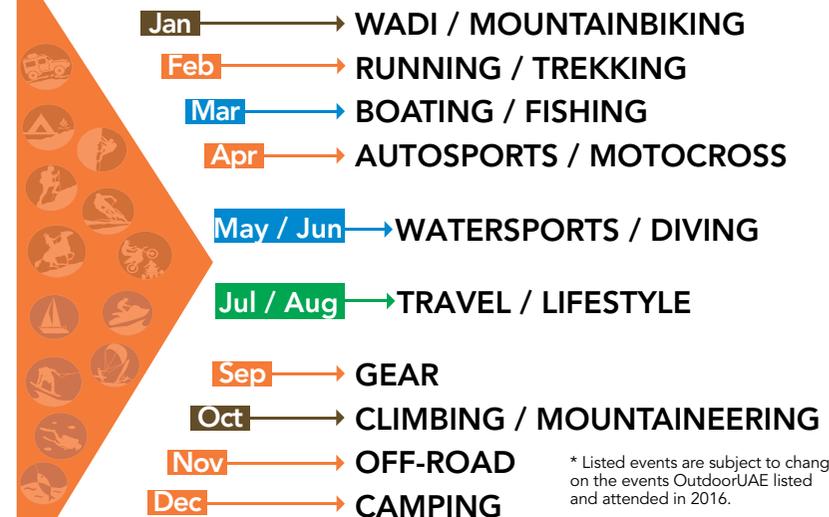
70% ■ Complimentary Distribution

- Airport launches and inflight
- Clubs and Universities
- Hotels & Hospitality
- Events and Promotions

30% ■ Paid Distribution

- Retail distribution
- Subscriptions
- Own retail distribution

MAGAZINE MAIN THEMES



* Listed events are subject to change and are based on the events OutdoorUAE listed and attended in 2016.

An event schedule is available on request from the current date up to three months in advance.

- MOUNTAIN
- WATER
- DESERT
- TRAVEL

ADVERTISING WITH OUTDOOR UAE

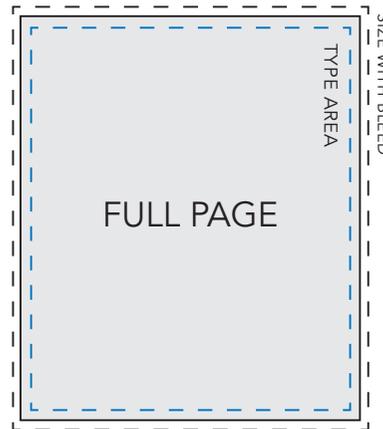
The knowledge of our target group and flexibility as a tight-knit company give us the freedom to discuss with you your very own individual solution to ensure you the best benefit for your budget and business. Advertising with us gives you the unique opportunity to get access to the outdoor community. We are a small company focused on providing the best service to our stakeholders who are our target group (readers), our advertisers and supporters. We are not a common publication house with a series of magazines, we focus on what we do best; which is to serve our well-defined target group.

PRINT AND ON-LINE	
Magazine Advertisement	AED
Double-Page Spread Ads (DPS)	17,000
Back Cover Ad	14,000
Inside Cover/Inside Back Ads	12,500
Full Page	11,000
Half Page	6,500
Quarter Page	4,500
Editorial Coverage	AED
Content Generated Full Page	7,500
Content Supplied Full Page	5,000
Commercial Section	AED
Large (40x145 mm or 83x70 mm)	1,200
Medium (40x70 mm)	800
Website Banners	AED
Pop UP Banner (400x240px)	4,500
Leaderboard Top (728x90px)	3,500
Square (250x250 pixel) (Homepage only)	3,000
E-Newsletter	AED
Self-branded one time send	7,000
Main banner (600x200pixel)	3,000
Banner or content (100x200pixel)	1,500
Youtube / Instagram - HD Video Production	
Tried & Tested, How-to-video	12,000

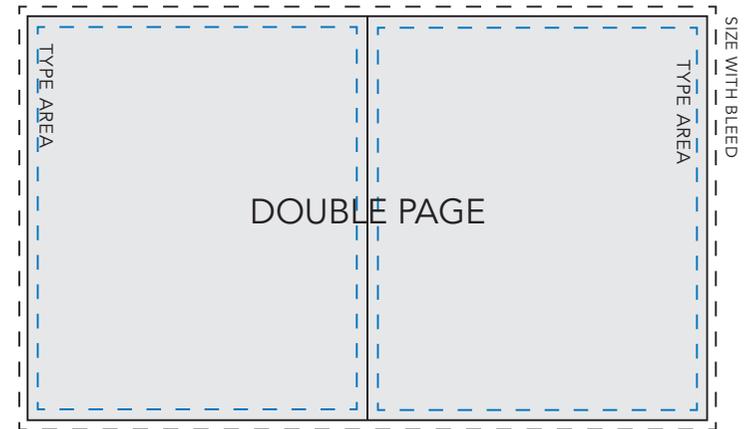
DIGITAL

Technical Details

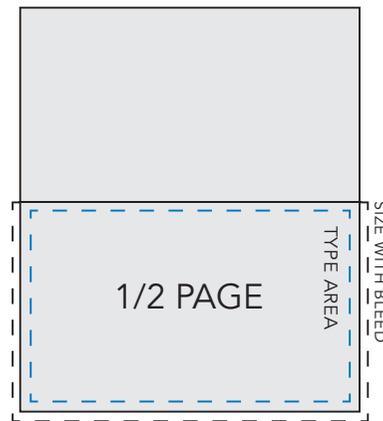
Trim Size	225mm (w) x 300mm (h)
Printing Process	4-colour offset
Pagination	68 pages or more
Binding	Perfect Binding
Bleed	Please allow 3mm overlap all sides (see mechanical specs)



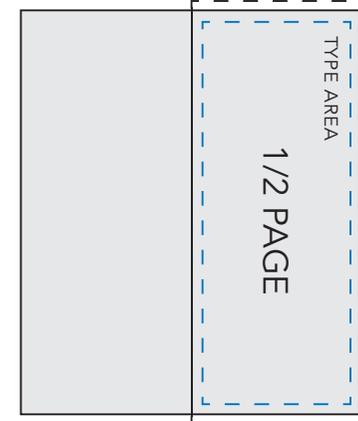
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Size with bleed: 235x310mm
Type Area: 215x280mm



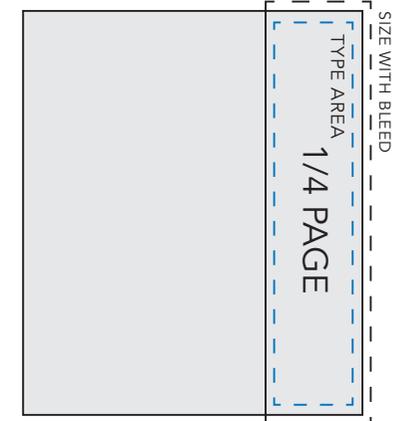
Trim Size: 450x300mm
Size with bleed: 460x310mm
Type Area: 215x280mm + 215x280mm



Trim Size: 225x150mm
Size with bleed: 235x155mm
Type Area: 215x125mm



Trim Size: 112.5x300mm
Size with bleed: 117.5x310mm
Type Area: 100x280mm



Trim Size: 57x300mm
Size with bleed: 62x310mm
Type Area: 45x280mm

Artwork must be applied digitally in hi-resolution or as vector graphic (EPS or PDF document) or Illustrator (outlined). PDF format must be of press quality. Any images used should be 300 dpi and converted to CMYK. (No pantone colors)
Note: 7mm on the inner side of each page will be lost through perfect binding process

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