

GETTING MORE PEOPLE OUTDOOR, ACTIVE, HEALTHY AND HAPPY

MIDDLE EAST'S OUTDOOR, ADVENTURE, TRAVEL & LIFESTYLE MAGAZINE

OUTDOORUAE

SINCE 2010



MEDIA KIT SEASON

PRINT ONLINE DIGITAL VIDEO

ONLY 4 ISSUES INSTEAD of 12 EACH YEAR

After 8 years of publishing monthly we have decided to reduce the copies to only 4 issues a year, not because of readership or following, it is simply an economic decision, since budgets for print advertisement (our only source of income) have reduced over the past few years and some companies don't advertise in print at all.

For the market in the Middle East and our loyal readers, we know that there is still a demand for printed media and with digital advertising you can only cover a part of the market but not everything. Some of our readers don't even have a social media account and can be reached only through traditional media. Also the perception that print is expensive is not true, if you consider the lifetime of a printed advert in a magazine compared to digital adverts which sometimes last only for minutes, it is still worth spending some of the marketing budget on print advertisements.

But we are not rebels trying to work against the market, we see trends and follow them therefore we will offer much more on digital channels this season and focus more on our website and social media.



OutdoorUAE Magazine

OUTDOOR, ADVENTURE, TRAVEL AND LIFESTYLE

About OutdoorUAE

Now in its 9th year, the OutdoorUAE 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. From Q4 2018 onwards you will also be able to book your local adventures directly through our website.

We Are More Than Just A 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.

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 loaded with new experiences. The magazine is split up into the following sections:

**EVERY
ISSUE
LOADED
WITH**



PHOTO COMPETITION



TRAVEL AND ADVENTURE



INTERVIEWS



TRIED & TESTED / PRODUCTS



ACTIVE & HEALTHY LIVING



OUR EXPERTS COLUMNS



OFF-ROADERS CORNER



OUTDOOR EVENTS REPORTS



COMMERCIAL DIRECTORY

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, cafes, clinics, salons and many more.

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

Some locations you can find us



* for some brands with multiple outlets, not all locations are supplied

** availability depending on stock level

Circulation	7,000-10,000
Content	Outdoor, Adventure Lifestyle & Travel
Frequency	4 issues per season
Price	Complimentary & in retail 15 AED

80% ■ Complimentary Distribution 20% ■ Paid Distribution

Some details about our readers:

Gender:	Female 25% Male 75%
Average age:	37 years (age below 21 years not considered)
Marital Status:	72% single 25% married 3% in a relationship
Education:	primary 2% high school 19% bachelor 54% master 24% doctoral 1%
Income:	
below AED 10,000	20%
AED 10,000-20,000	27%
AED 20,000-30,000	15%
AED 30,000-45,000	21%
AED 45,000-60,000	8%
more than 60,000	9%
average income: AED 26,750	
Ethnic Groups:	
Asian	42%
European	25%
Middle Eastern	8%
African	8%
Emirati	5%
Eurasia	5%
North American	5%
South American	2%

The eMagazine can be read on:



you can find apps in app-store or google-play from our service providers:

free reader: <http://outdooruae.com/magazine/>

free reader: <https://issuu.com/outdooruae>

paid app: <https://www.magzter.com/AE/OutdoorUAE/OutdoorUAE/>







Everyone can read the eVersion of magazine online for free, they only need to sign up with their email address and receive the email in their inbox. This platform allows subscribers to read the copy on any medium - mobile, tablet or PC
www.outdooruae.com/subscribe/

> 6,000 eMagazine reads per issue*

*(avr. reads / season 2017/2018 sum on all digital platforms)

OutdoorUAE Digital Service

Other Important Numbers

-  **26,000+** organic likes on Facebook
-  **10,000+** followers on Instagram
-  **30,000** monthly website visit
-  **15,000** qualified email database
-  **6,000** eMagazine (avr. reads per issue)
-  **230,000** youtube channels views (avr. 6300 video views)

Newsletter social media schedule:

- weekly** event of the week or upcoming events
- weekly** special offer 18 external offers / 18 AdvHut.com
- weekly** company highlightS from our commercial directory
- weekly** tip = 36 tips
- biweekly** one new route = 18 routes
- biweekly** one new location = 18 loctions



We also offer:

Video Production, Photo Shoot & Content Creation



In nowadays content is key. With the increasing popularity of digital and social media, a new challenge for brands is born especially for such a small and specific market as the UAE (and the Middle East). It is not only about quality or quantity, key is to get a combination of both at a feasible cost.

There is certainly plenty of material worldwide but only very little is relevant to the local market and with that, it lacks credibility and authenticity. Influencers seem to be the key to this problem but in a market so small and yet so divers like our region it is hard to find competent and reliable people who can ensure the desired ROI. Videos often have great visuals but lack a storyline - we combine both.

OutdoorUAE with its heritage of almost a decade in the outdoor industry and in publishing locally generate, honest and credible content took on the challenge to creating concepts which will give you interesting, educational, entertaining and locally relevant content.



Advertising with OutdoorUAE

The knowledge of our target group and flexibility as an independent company gives us the freedom to discuss with you, your very own individual solution to ensure 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 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.

Magazine Advertisement	AED
Back Cover Ad (OBC)	12,500
Double-Page Spread Ads (DPS)	12,000
Inside Cover/Inside Back Ads	10,000
Full Page	9,500
Half Page	6,500
Editorial Coverage	AED
Content Generated Full Page	7,500
Content Supplied Full Page	5,000
Commercial Section	AED
Large (40x145 mm or 83x70 mm)	1,000
Medium (40x70 mm)	750

Website Banners	AED
Leaderboard Top (728x90px)	2,500
Square (250x250 pixel) (Homepage only)	1,500
Directory Premium Listing (3months)	900
E-Newsletter	AED
Banner or content (100x200pixel)	1,500
Social Media Post	AED
Facebook (content supplied)	1,500
Instagram (content supplied: image only + post text)	1,500
HD Video Production - YouTube	AED

Tried & Tested, How-to-video etc **starting at 7,500**

* 5% VAT applicable to all prices

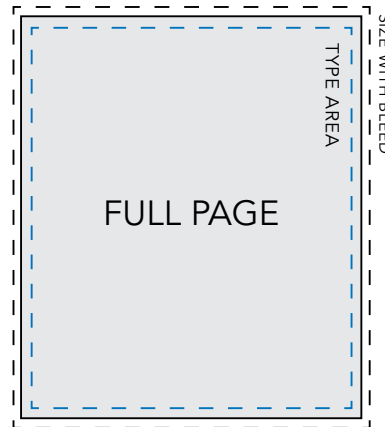
MAGAZINE ISSUES AND THEME

Oct / Nov	→	THE GEAR ISSUE (publishing date: 14. Oct. 2018 Sun.)
Dec / Jan	→	MOUNTAIN (publishing date: 16. Dec. 2018 Sun.)
Feb / Mar	→	DESERT (publishing date: 10. Feb. 2019 Sun.)
Apr / May	→	SEA (publishing date: 7. Apr. 2019 Sun.)

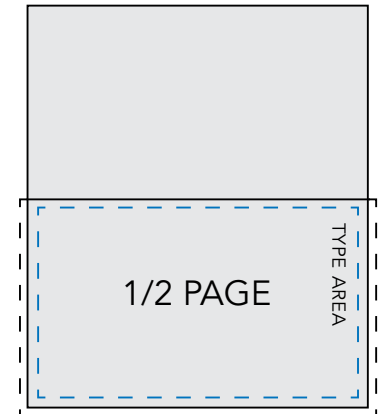
Material deadline one week before publishing date!

Technical Details

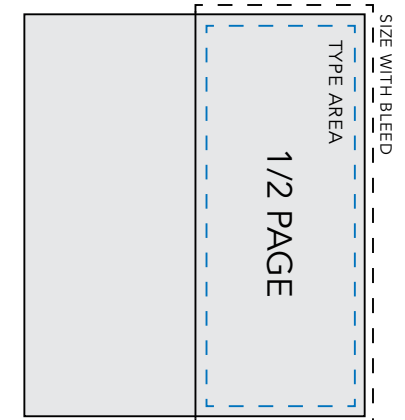
Trim Size	225mm (w) x 300mm (h)
Printing Process	4-colour offset
Pagination	68 pages or more
Binding	Perfect Binding
Bleed	Please allow 3mm overlap all sides (see mechanical specs)



Trim Size: 225x300mm
Size with bleed: 235x310mm
Type Area: 215x280mm



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



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

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

Contact details:

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