

GULF BUSINESS - Destination Report - Japan

Gulf Business is the region's first and leading business magazine.

The magazine promotes informed business debate – and is the preferred choice for senior decision-makers, corporate leaders and high-ranking government executives.

Gulf Business offers unparalleled insight, as well as a brave vantage point on the region's corporate matters amid a changing world.

It provides local intelligence in a global context and is the focal point for business in the GCC.

In February 2014, **Gulf Business** is bringing out a *Japan Report*.

Japan is the third largest economy in the world, in terms of nominal GDP - and the fourth largest, in terms of purchasing power parity. Japan is also a leading nation in scientific research, particularly technology, machinery and biomedicine.

The *Japan Report* will include interviews with key officials of Japan, bilateral trade relations between the UAE & Japan, tourism, Japanese culture and cuisine, investment opportunities, infrastructure, electronics, manufacturing - and many other vitally important topics.

ADVERTISING RATES

PREMIUM POSITIONS US\$

Inside Front Cover - 7,500

Inside Back Cover - 7,000

Outside Back Cover - 9,000

REGULAR POSITIONS US\$

Full Page - 5,500

Double Page Spread - 8,500

TECHNICAL DATA (mm) H x W

DPS

Trim: 270 x 412 Bleed: 276 x 418 Type: 245 x 390

Full Page

Trim: 270 x 206 Bleed: 276 x 212 Type: 245 x 182

DEADLINES

Booking: 7th January 2014. **Material:** 15th January 2014

DIGITAL MEDIA FORMAT

PDF (Portable Document Format)

- ⌋ The artwork should be a press-ready PDF file (version 1.3) generated through Illustrator/Quark Xpress 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 four sides after trim marks
- ⌋ Image loss in the gutter, is 3mm either side
- ⌋ For full-page ads, ensure that the text is 10 mm away from the gutter
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- ⌋ A colour printout of the saved artwork should be sent for reference along with the CD. However, please note that colour prints/digital proofs supplied, will only be used as a guideline and the advertisements will be reproduced as per the data/specifics supplied on the CD

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GULF BUSINESS - FACTS & FIGURES

41% of readers are in the age group 33-44

44 % of readers are working as mid to senior level employees

96% of readers have a university degree

28% of readers earn more than \$82,000 annually

Monthly print-run of over 31,000 copies throughout the GCC countries

READER PROFILE

Male: 89 per cent Female: 11 per cent

Gulf Business - intelligent, accomplished, connected - and totally committed to supporting business in the region.

Gulf Business is read and enjoyed each month, by Managing Directors, Corporate Leaders, General Managers and Senior Government Executives.