



# *First* Avenue

MEDIA KIT

Classy, glamorous and trendy, FIRST AVENUE is a complete lifestyle magazine published exclusively for the affluent and influential contemporary women in the United Arab Emirates. This bimonthly English magazine inspires and encourages the refined tastes of urban women, who embrace originality, and have great passion for fashion, quality and style.

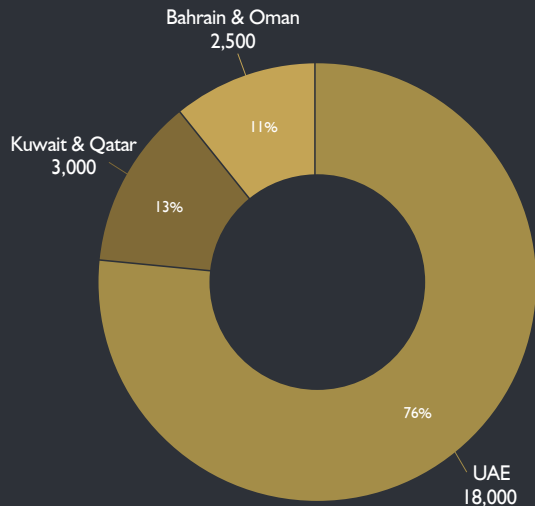
A one-stop lifestyle guide, FIRST AVENUE covers all aspects of urban women's lives. With its vast and comprehensive features, FIRST AVENUE readers will find themselves attending the hottest society parties, checking out celebrity news and runway coverage, analyzing health and beauty tips, visiting studios of the best fashion designers, chatting with eminent personalities, dining at the most exquisite restaurants, shopping at the exclusive stores and travelling to the most exotic destinations.

FIRST AVENUE also has a dedicated segment to check out what's happening in the high streets of Dubai - one of the fastest emerging fashion capitals of the world. Each issue of this elegantly crafted magazine reveals elegant images, inspirational trendy looks, and selective advertisements from class-leading names.

An advertiser's delight, FIRST AVENUE offers guaranteed exposure to the affluent & style conscious women who have the purchasing power and passion for world class brands. Its readers are mostly young, fashionable and educated women, achievers who are constantly on the lookout for the latest products and trends. The magazine is a rewarding vehicle for promoting designer wear, fashion accessories, perfumes, watches, jewelry, automobiles, home décor, fine dining, health and fitness, luxury accommodations and electronic gadgets.

## TOTAL CIRCULATION

23,500



## DISTRIBUTION

VIP List, Hotels, Spas  
Direct Mail, Newsstands  
Malls, Coffee Shops  
Hair Salon  
Major Supermarkets

## READERSHIP PROFILE

**Sex:** Male 15% - Female 85%

**Age:** 17-25 years old 35%

26-37 years old 40%

38+ years old 25%

# LIFESTYLE WITHOUT COMPROMISE



## ADVERTISING RATES

	US\$
Front Cover & 8 Advertorial pages .....	15,000

## REGULAR POSITIONS

	US\$
Front Gatefold .....	12,000
Reverse Gatefold .....	9,000
Outside Back Cover .....	11,000
Inside Front Cover .....	9,000
Inside Back Cover .....	7,000
Inside Front Cover Spread .....	12,000
Full Page (Facing Index) .....	8,000
Facing Editorial Page .....	8,000
Double Page Spread .....	10,000
Full Page .....	5,500
Half Page .....	3,000
Quarter Page .....	2,000

### AGENCY DISCOUNTS

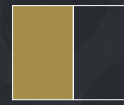
1-3 Ads	4-5 Ads	6 Ads
15%	20%	25%

## TECHNICAL DATA

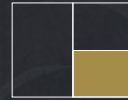
W x H (mm)



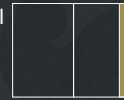
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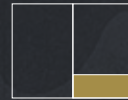
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Trim: 235 x 300



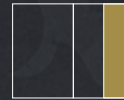
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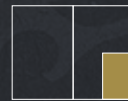
1/4 Page Vertical  
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1/4 Page Horizontal  
Trim: 235 x 75



Half Page Vertical  
Trim: 120 x 310



1/4 Page Portrait  
Trim: 120 x 150

## ADDITIONAL INFORMATION & PRODUCTION DATA

Frequency: Bimonthly  
Published: Dec- Jan, Feb-Mar, Apr-May, Jun-Jul, Aug-Sep, Oct-Nov.  
Cancellation date: 12 weeks before publication date  
Guaranteed special positions: 20% extra  
Inserts/special operations: Rates available on request.  
Paper: 250 gsm cover & inside 150 gsm

## MATERIALS

Artwork must be supplied digitally in any of the following formats:  
PDF (press quality), Adobe Illustrator (AI or EPS format type in created outline or embedded links.)

Photoshop or (EPS format with no colour profiles embedded, EPS options: JPEG (maximum quality encoding)

Please note that all the artwork must be in CMYK (colour mode) at 300dpi (resolution) on final output preferably with a colour printout to cross-check.



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