

الفارس العربي

# ARABIAN KNIGHT

[arabianknightonline.com](http://arabianknightonline.com)



2017 MEDIA INFORMATION

# INTRODUCTION

The success of *Arabian Knight*, the quarterly magazine for the Arab world's elite, has been built upon solid foundations since the publication was launched in the late 1990s. This unique publication has attracted the loyal interest of our discerning readers and the continuing support of a select group of advertisers.

*Arabian Knight*, with its amalgam of exclusive interviews, special features and reports, highlights a wide range of influential personalities, from business to culture, who have achieved success and contributed to the economic and social developments shaping the Arab world.

*Arabian Knight* is published by Al Hilal Group, Bahrain's leading publisher, whose portfolio of trade and industrial publications, websites, trade portals and newsletters provides diverse opportunities to engage with business leaders throughout the region.

*Arabian Knight* is circulated to the business and political leaders of the Arab world. These are the individuals who by definition shape the destiny of the Middle East through their influence and wealth.

The Arabian Knight will be a King, Prince, Sheikh, Minister, Chairman or CEO. He may be a technocrat, academic, philosopher or philanthropist who has achieved the highest level of success in his chosen field. His sophisticated tastes and highly discerning interest in the very best products and services available is respected by the magazine's rich and varied content, which is always illustrated with stunning photography.

A minimum quantity of 8,000 copies of each edition are printed. Of these, 6,000 are delivered directly, with the balance distributed individually by selected organisations to their own premium clients.

The net worth of the individual Arabian Knight is impossible to quantify, however our own conservative estimates are that *Arabian Knight* magazine reaches individuals whose combined net worth exceeds US\$250 billion. In view of the high retention value or long shelf life of each edition, our readership estimate is in excess of 50,000 for each quarterly issue.

Meanwhile, a dedicated website – [www.arabianknightonline.com](http://www.arabianknightonline.com) – keeps its readers informed with updates on noteworthy events and news about business aviation, banking, property, motoring, yachting, art and culture, hotels, lifestyle and luxury brands.

In addition, a weekly newsletter highlighting top stories of the week is sent out to thousands of our interested readers, extending our reach even further.



# EDITORIAL PHILOSOPHY

In addition to select interviews, *Arabian Knight's* features calendar provides a rich and varied range of topics to excite our reader's interest and involvement. Regular features and themes complement the select interviews of the elite.

*Arabian Knight's* interviewees have come from all walks of life. They are members of Ruling Families, government officials as well as leading businessmen, professionals, technocrats, sportsmen and those with interests in the arts and culture.

Editorial themes are selected to portray and reflect the wide range of interests, services, products and destinations that will excite and involve the reader. *Arabian Knight* is the definitive lifestyle magazine for the discerning reader.

*Arabian Knight* has established a unique reputation and is welcomed by the commercial and political leaders of the Middle East.

# EDITORIAL CONTENTS & CALENDAR

## Publication Schedule – 2017

- Winter - February
- Spring - April
- Summer - July
- Autumn - October



## Themes and Regular Features

Antiques, Art & Culture, Aviation, Banking & Investment, Destinations, Interior Design, Investor Profiles, Luxury Products & Services, Luxury Hotels & Resorts, Motoring, Real Estate & Property, Jewellery, Timepieces, Yachting, Yachting.

## Select Features

### Winter

- Aircraft – Personal & Corporate
- Cars & Racing
- Luxury Choices
- Yachts & Charters
- Property

### Spring

- Aircraft – Luxury and Business – Ebace 2017
- Cars & Concours
- Yachts & Charters
- Luxury Choices
- Property

### Summer

- Aircraft – Personal and Corporate
- Cars & Concours
- Luxury Choices
- Yachts & Charters – Monaco Yacht Show 2017
- Property

### Autumn

- Aircraft - Luxury and Business – Dubai Airshow 2017
- Cars & Racing
- Luxury Choices
- Yachts and Yacht Charters
- Property



# GEOGRAPHICAL BREAKDOWN

Circulation figures based on 2015-2016 average of 4 issues

Bahrain	827
Kuwait	243
Oman	213
Qatar	396
Saudi Arabia	2,480
UAE	1,457
Europe/Americas	416
Rest of the World	155
Institutions	1,200
Promotional Copies	700
<b>TOTAL</b>	<b>8,000</b>



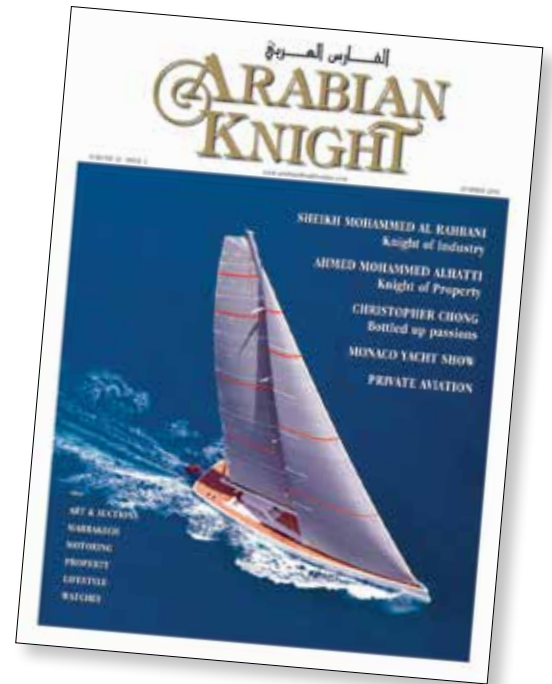
# RATES & DATA

	US\$	BD OR	SR Dhs QR	KD
Back cover	15,840	5,940	59,400	4,540
Inside cover	14,040	5,280	52,800	4,030
Double page spread	23,900	9,000	90,000	6,875
Full page	11,950	4,510	45,100	3,450
Half page	7,140	2,700	27,000	2,060

Requested position 15% extra

## Company Profile (Special offer)

4-page colour	31,032	11,700	117,000	8,940
8-page colour	56,400	21,300	213,000	16,270



## Ad Size

Ad Size	Height / Width
Full page (trim size)	297 x 220 mm
Full page (type area)	265 x 190 mm
Double page spread (trim size)	297 x 440 mm
Double page spread (type area)	265 x 412 mm
Half page horizontal	130 x 190 mm
Half page vertical	265 x 92 mm

**Please note:** For **inside front cover** allow 10 mm loss on right edge, and for **page one** and **inside back cover** allow 10 mm loss on left hand edge, due to glueing of cover.

## Mechanical Data

Bleed	Allow 5 mm on each edge on all sides.
Digital Artwork	Please supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with fonts converted to outlines, and all file information outside of the bleed area.
Copy	To reach publisher's office 30 days prior to cover date.
Cancellation	30 days prior to cover date.
Advertising material	15 days prior to cover date.

Online Banner rates available on request.



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**Al Hilal Group**