

PROFILE & FACT SHEET 2012



Discover ME

GERMAN CULTURE & BUSINESS
DEUTSCHES KULTUR- & WIRTSCHAFTSMAGAZIN

MAGAZINE IN THE MIDDLE EAST
IM NAHEN OSTEN



BUSINESS

CULTURE

SPORT

LIFESTYLE

ABOUT US

DiscoverME is the first German language culture and business magazine in the Middle East. It is edited by German journalists and distributed in the United Arab Emirates as well as in Germany. Through professional reporting on the scene, up to date and authentic information flow is guaranteed. We track down new trends in the Middle East, analyze facts and present an in-depth view for our readership. The bi-monthly issues help German speaking readers to get an objective insight into life in the Middle East.

TARGET GROUP

German-speaking residents of the UAE: Germans, Austrians and Swiss Nationals (around 17,000); other German speaking Nationals

German-speaking tourists visiting the UAE (2010: 1,100,000 tourists from Germany)

German-speaking business travelers commuting between Europe and the UAE

MISSION

The German team of DiscoverME delivers extensive information about life in the Gulf States and Middle East. DiscoverME describes the multifaceted aspects of the Middle East through objective reporting from a German point of view. We consider ourselves as ambassadors between the cultures and we try to facilitate the start for new arrivals in the United Arab Emirates. Our aim is to bridge the gap between East and West through intercultural dialogue.



READERS

The bi-monthly editions of DiscoverME do mainly address the German speaking community within the UAE, business travelers and tourists. Our emphasis is on the German market where there is a great need for trustworthy and factual reporting about the Middle East. DiscoverME is read by business men as well as tourists and private persons having a great interest in the region.



TOPICS

Business

Latest information in the field of economy, trade and finance in the Middle East is delivered in every issue. DiscoverME reports about German companies that are already successfully engaged in the region and also shows ways for such companies that prepare to enter the market in the Middle East. Dubai as Asia's largest trade and economy hub is forming the center of reporting.



Sports

Since long time ago Dubai is host for spectacular sport events such as Horse Racing Dubai World Cup or the Dubai Tennis Open. The whole Middle East is getting more important for sports competitions. The Formula 1 found its way into the desert with great success. DiscoverME informs about important sport events in the region and also portraits typical Arab sport competitions.

Culture

We explain Arabic traditions and historical backgrounds in the cultural chapter of DiscoverME. The magazine considers itself as a mediator between the Western and Arab World and is aiming to present cultural differences in an objective way. Arabic language training as well as essays about intercultural dialogue shall motivate our readers to deal open mindedly with the culture in the Middle East.



Lifestyle

DiscoverME reports about life in the Middle East from the perspective of German business men, tourists and expatriates. Central topics are reports about experiences, travel reports and anecdotes. Special attention is given to the field of healthcare. Beside that, DiscoverME delivers a list of the best hotels, restaurants and night-clubs. The magazine considers itself to be a practical and up to date reference book for German speaking business travelers and tourists.

CIRCULATION

- **16,500** copies bi-monthly within the UAE, GCC and Germany
- Daily on all **Lufthansa** flights between Germany - UAE (First & Business class) and Germany – Saudi Arabia, Qatar, Kuwait, Jordan, Oman, Sudan, Bahrain (First & Business class)
- Daily on all **airberlin** flights between Berlin – Dubai and Berlin – Abu Dhabi
- Daily on all **Etihad** flights between Frankfurt, Munich, Hamburg, Dusseldorf and Abu Dhabi – Available in Business Class Lounge in Frankfurt and Abu Dhabi
- 3,000 copies are circulated under the controlled free distributions with the volume of distributions concentrating on top German-speaking and local business decision makers, young urban professionals, students, homemakers and tourists who are interested in the Middle East's newest developments.

- The magazine is sold since January 2008 at selected Carrefour, Spinneys, Choitram and Geant Hypermarkets within the UAE. DiscoverME is also available at Mall based bookstores like Magrudy's and Books Plus, News Centre and Kinokuniya.
- DiscoverME is available in the German International Schools Abu Dhabi, Dubai, Sharjah and via the German Ladies Associations in the UAE
- The magazine is in close cooperation with German speaking organizations like German, Swiss and Austrian Embassies, Consulates and Business Councils, Goethe Institute Gulf Region
- Copies are available through Early Bird Home Delivery.

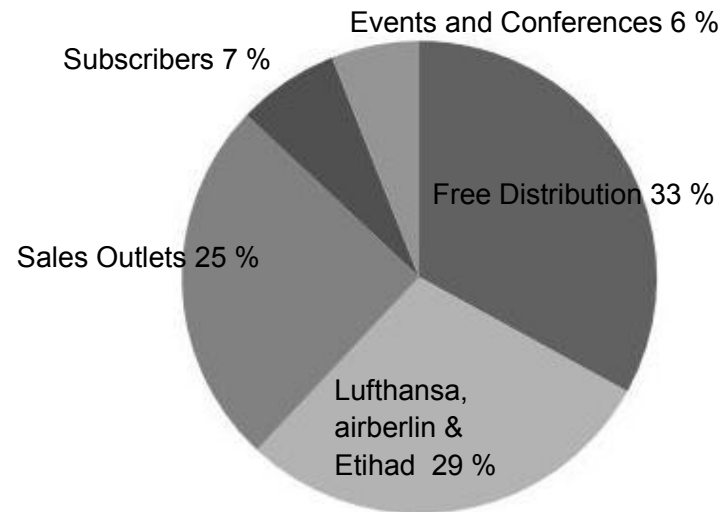
Subscription fees (yearly / 6 issues)

- AED 210 within the UAE
- AED 300 within GCC
- AED 410 within Europe

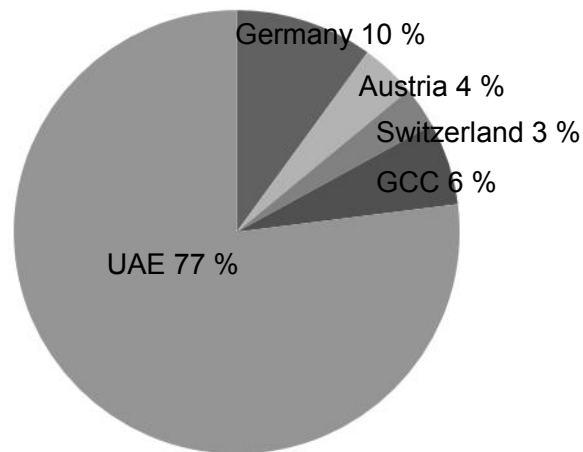
DISTRIBUTION

DiscoverME is distributed in the United Arab Emirates as well as in Germany. The magazine is available in large shopping malls, book stores and hotels. In virtue of the close cooperation with German-speaking organizations and authorities DiscoverME is constantly available wherever Germans are – inside and outside Germany.

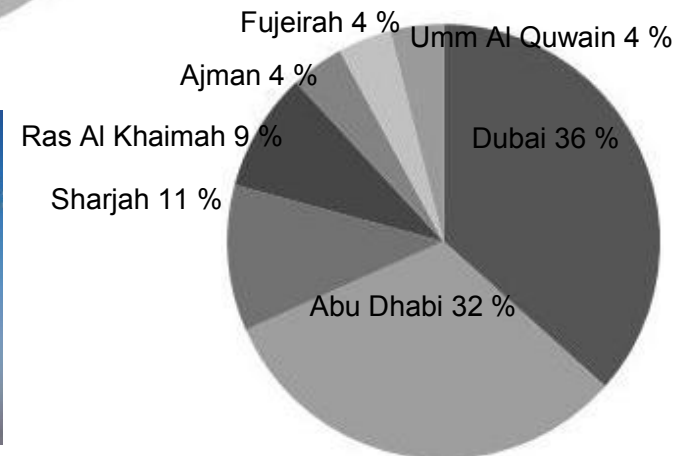
DiscoverME distribution (general)



Distribution per Country



Distribution per Emirate



OUR PARTNERS




Lufthansa · airberlin · Glashütte Original · Schaeffler Middle East · Emirates Palace Abu Dhabi · Mercedes-Benz · Jumeirah Group · German-Emirati Joint Council for Industry & Commerce · Swiss Business Council · Klinikum Stuttgart · Cedars J.A. International Hospital · German Medical Center Abu Dhabi · Technopark · Grand Hyatt Dubai · Le Royal Meridien Abu Dhabi · etc.

AD SPECIFICATIONS AND RATES

Premium Double Page
 Cover Inside + First Page


Trim H 280 mm x W 464 mm
 Bleed H 286 mm x W 470 mm
 Print Area H 265 x W 449 mm*



AED 33,000.00 Code: DPC

Premium Single Page
 Cover Page Inside


Trim H 280 mm x W 232 mm
 Bleed H 286 mm x W 238 mm
 Print Area H 265 x W 217 mm



AED 18,000.00 Code: SPC2

Premium Single Page
 Content First Page


Trim H 280 mm x W 232 mm
 Bleed H 286 mm x W 238 mm
 Print Area H 265 x W 217 mm



AED 18,000.00 Code: SPI1

Double Page
 Content Part

Trim H 280 mm x W 464 mm
 Bleed H 286 mm x W 470 mm
 Print Area H 265 x W 449 mm*



AED 22,000.00 Code: DPI

Half Page
 Content Part

Trim H 140 mm x W 232mm
 Bleed H 146 mm x W 238 mm
 Print Area H 125 x W 217 mm




AED 9,000.00 Code: HPI

*It is inadvisable to place any critical information in the 20 mm gutter.

Cover Single Page
 Cover Last Page Inside


Trim H 280 mm x W 232 mm
 Bleed H 286 mm x W 238 mm
 Print Area H 265 x W 217 mm



AED 16,000.00 Code: SPC3

Magazine Back Side
 Cover Last Page Outside

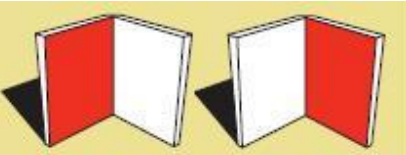
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 Print Area H 265 x W 217 mm



AED 20,000.00 Code: SPC4

Single Page
 Content Part

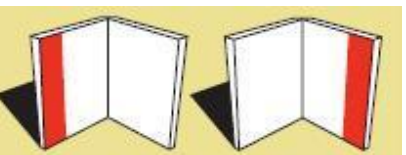
Trim H 280 mm x W 232 mm
 Bleed H 286 mm x W 238 mm
 Print Area H 265 x W 217 mm



AED 12,000.00 Code: SP1

2/5 Page Vertical
 Content Part

Trim H 280 mm x W 96 mm
 Bleed H 286 mm x W 102 mm
 Print Area H 265 x W 87 mm



AED 6,000.00 Code: 25PI

ADVERTISEMENT DATA DELIVERY

Data format: PDF, EPS, Indesign CS or CS2, TIF (No LZW compression!), JPG (Quality 12 only!)
 Resolution: Min. 300 dpi
 Bleed: Min. 3 mm additional to each advertisement edge
 Colour mode: CMYK or Grey scala only! No spot colours! No RGB!
 Fonts: Converted to paths
Not accepted: QuarkXPress, MS Office World, Excel, PowerPoint, Corel Draw, Adobe Illustrator

ARTWORK & EDITORIAL DEADLINES 2012

Issue - Months Covered	Editorial Deadline	Booking Deadline	Artwork Deadline	Release
Issue 32 - January/February 2012	10 th December 2011	13 th December 2011	15 th December 2011	1 st January 2012
Issue 33 - March/April 2012	10 th February 2012	13 th February 2012	15 th February 2012	1 st March 2012
Issue 34 - May/June 2012	10 th April 2012	13 th April 2012	15 th April 2012	1 st May 2012
Issue 35 - July/August 2012	10 th June 2012	13 th June 2012	15 th June 2012	1 st July 2012
Issue 36 - September/October 2012	10 th August 2012	13 th August 2012	15 th August 2012	1 st September 2012
Issue 37 - November/December 2012	10 th October 2012	13 th October 2012	15 th October 2012	1 st November 2012

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IM NAHEN OSTEN

5 YEARS OF SUCCESS



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