bazaar

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bazaar magazine 2019 Rate Card

Circulation 10,000 copies, free of charge, to over 250 locations

10,000(3*)= 30,000	+	20,000	=	50,000
Circulation (RPC)		Digital Edition Readers		Total Monthly Readership

bazaar is a lifestyle magazine for influential, artistic, young at heart professionals, eager to be in the know about everything that matters locally. As the only bi-lingual magazine in Kuwait, publishing in both English and Arabic as our many writing contributors submit, we cover everything from what's new in the worlds of art and technology, to the latest in fashion and fashionistas alike. **bazaar**'s unique nearly two decades - old brand heritage remains cutting edge in the midst of a rapidly evolving publishing landscape. From our continued investments in top-quality writers, high-end design, and forward looking web and applications technology, we continue to maintain our unique and captivating voice to a brand-loyal audience. **bazaar** is published every month of the year, with a noted special issue for July/August, and delivered free of charge to a large subscriber database, as well as free throughout Kuwait in over 250 retail, fashion, and dining outlets.

bazaar readers

Gender: Female 55% Male 45%
Nationality: Arab 65% Expat 35%
Age: 21-45
Education: Over 85% university graduates

members of:
BPA WORLDWIDE
www.bpaww.com

2019 ADVERTISING RATES

Sit back and relax while **bazaar** does the work for you! If you want to reach an affluent international readership of hip professionals with high purchasing power, then bazaar is the magazine for your advertisements. With a ROPI of 3.2**, print magazines remain the best way to get your ad seen by an engaged audience; and with our incomparable reputation in the market – **bazaar** is the most effective spend for your money!

Effective from January 2019. All prices in Kuwaiti Dinars:

Inside Page	KD 850
Double Page Spread (DPS)	KD 1400
Outside Back Cover	KD 3000
Inside Front Cover Spread	KD 3000
Second DPS	KD 2750
Third DPS	KD 2500
Fourth DPS	KD 2250
Fifth DPS	KD 2000
Inside Back Cover	KD 2000
Facing Intro	KD 2000
Facing Index	KD 1750
Facing bazaar Connect	KD 1500
Stick-on (material provided by client)	KD 3000
Insert up to 8 pages	KD 3000
Belly Band (including production)	KD 4000
Outside Front Cover Gatefold	KD 4000
Thick Paper Divider	KD 4000
Single page advertorial	KD 850
Double page advertorial	KD 1400

Single Page: Trim size (wxh) 26x31cm
NOTE: Bleed size: (wxh) 26.5x31.5cm

DPS: Trim size (wxh) 52x31cm
NOTE: Bleed size: (wxh) 52.5x31.5cm

- CD and color proof to be supplied by advertiser
- Material deadline – 22nd of each month
- General conditions: advertisers and their agencies shall assume full responsibility for advertisement copy and contents
- bazaar reserves the right to decline any advertisement deemed not suitable for print
- Full design of advertisement by bazaar: KD 250

CANCELLATION POLICY

For inside pages: written notification at least 10 days before publication date
For prime positioning: cancellation will not be accepted 30 days before publication date
In case of cancellations not within our set parameters, a 50% charge will be billed to client

*RPC: Readers Per Copy refers to the fact that most copies are read and passed on to others. By most metrics this figure varies wildly from 2-47, based on a host of factors. An RPC metric of 4 is conservative, and regionally appropriate.
Our RPC is a conservative estimate based on an amalgam of NA/UK/MENA statistics. (Source: PMB & Mediamark)

**ROPI: The Reading Occasions Per Issue metric refers to the fact that most people do not sit and read a magazine in one sitting, but rather over several occasions throughout the month. (Source: Magazine Page Exposures, Audits & Surveys)

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