

the edge

Qatar's Business Magazine


Media Kit 2013



The Edge Overview

The Edge Magazine is an independently produced business magazine located in the Qatari capital Doha, covering a wide spectrum of commercial activity across the dynamic, thriving and fast-growing business landscape of Qatar, in both the private and public sectors. *The Edge* was launched in July 2009 to provide the business community with

information and insight into latest trends and market developments in the country and the rest of the world. *The Edge* is delivered monthly to more than 12,000 influential and affluent senior managers and executives in the capital Doha and throughout the Middle East, making it the ideal solution for brands wishing to reach this important and affluent market.

 Every edition of *The Edge* contains a unique and original mix of business and industry news and analysis, including specialist insights and exclusive interviews with prominent newsmakers from Qatar's business circles.

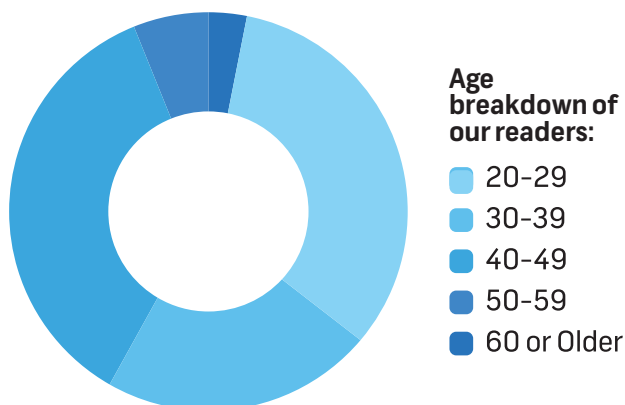
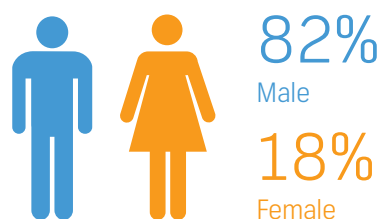
The Edge Aims

***The Edge* aims:**

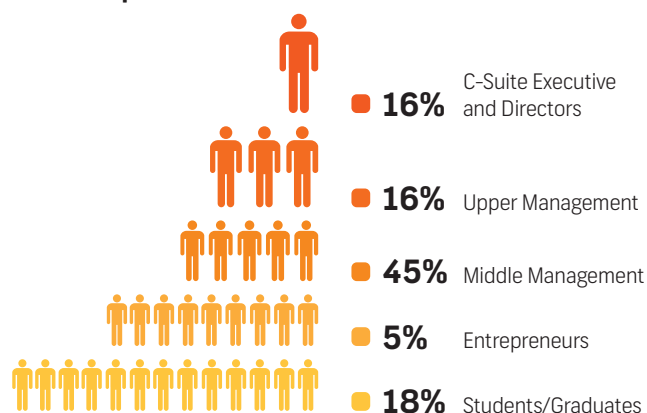
- To be the most credible business media outlet in Qatar across print and digital
- To impart exclusive news, analysis, specialist knowledge and business insights
- To report on the latest and breaking monthly business developments in Qatar
- To highlight new business and investment opportunities in Qatar and the GCC
- To provide Qatari businessmen and entrepreneurs with useful intelligence
- To provide advertisers a powerful tool to reach an affluent, influential audience



Readership at a glance



Readership breakdown



Standout Figures

12,000
TOTAL DISTRIBUTION

77%

C-Suite, Middle and Upper Management as % of readership

Readership

The Edge readership consists of 60% Qatari nationals and 40% expatriates. Readership is positioned as premium, aimed at high-profile Qatar-based business leaders, including C-Suite executives, shareholders, directors, managers, entrepreneurs and investors.



Content Breakdown



The product of four years in the Qatari market and more than 40 issues, thanks to a redesign and revision of direction and content, **The Edge Magazine's** editorial is completely focused in meeting the needs of its core readership, Qatar's businessmen.

Business News

This section focuses on breaking news and recent facts and figures relating to Qatari and regional business, as well as important events and conferences.

Country Focus

Each month *The Edge* focuses on the business and trade relationship between Qatar and a specific country.

Sectors

Every edition contains four to six pages of news, analysis and insight into the four broad business sectors with the most combined market activity in Qatar:

- Finance & Markets: including financial services, banking and investment.
- Energy & Sustainability: including oil, gas, power, water and green energy.
- Construction & Real Estate:

including retail, development and infrastructure.

- Tech & Communications: including all business related IT devices etcetera.

Business Interviews

Exclusive and detailed one-on-one interviews with headline Qatari and Qatar-based C-suite executives, company directors, business owners and entrepreneurs.

Features

In-depth exclusive and original articles by professional journalists covering various aspects of a wide range of private and public sector business in Qatar and the GCC.

Business Insight

Interviews with leading local and international business people across all sectors.

Products & Reviews:

The Edge reviews the latest business tools and executive gadgets.



Editorial Breakdown

A detailed list of editorial content featured regularly in *The Edge Magazine*:

- Finance and Economics
- Markets and Investment
- Banking and Insurance
- Trade and Manufacture

- Hydrocarbon and Green Energy
- Construction, Infrastructure and Real Estate
- Information Technology and Communications
- SMEs and Entrepreneurship
- Business Management and Human Resources

- Transport and Aviation
- MICE and Tourism
- Water and Food Security
- Retail and Commerce
- Law and Regulation
- Marketing and Media
- Healthcare and Sport
- Education and Socio-economics

Distribution

The Edge has a monthly print run of 12,000 copies direct to the business community in Doha and throughout selected areas within Gulf Cooperation Council countries.

The Edge distribution is divided into four tactical areas:

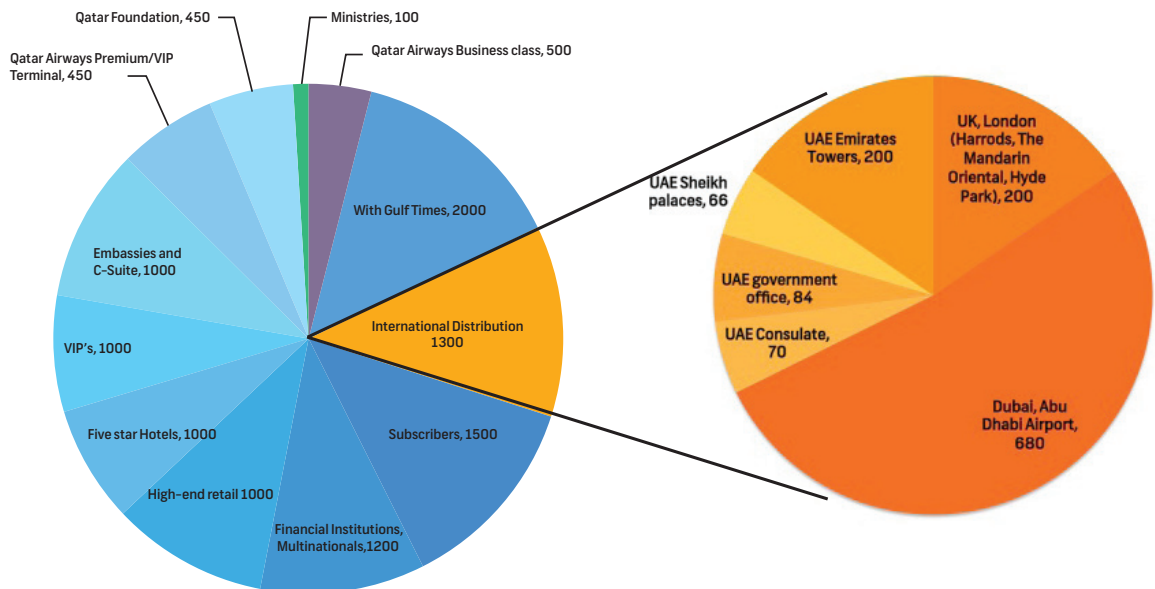
1. **Bulk supply**
2. **VIP hand delivery**
3. **Retail**
4. **UAE circulation**
5. **Global distribution on Qatar Airways, Business class**

In brief:

- *The Edge* magazine is distributed via The Gulf Times Newspaper.
- Delivered to five-star hotels, spas, and health clubs.
- Delivered to Qatar Airways VIP terminal and business class lounges and on board Qatar Executive private jets.
- VIP hand delivered to embassies, CEOs, top multinational companies, banks and financial institutions.
- *The Edge* provides retail advantages via selected outlets such as

Virgin Megastore, Spinney's and Woqod petrol stations dispersed throughout Qatar.

- UAE distribution targets elite, high-profile business hubs within The Abu Dhabi International Airport and its VVIP lounges.
- In Dubai *The Edge* can be found in The Emirates Towers, selected governmental offices, consulates and prominent embassies, including VIP hand deliveries to influential GCC nationals and decision makers.



 ***The Edge* has a monthly print run of 12,000 copies per month direct to the business community in Doha and throughout selected areas within the GCC.**

Media Rates

INSIDE GATEFOLD	QR 41,500
INSIDE FRONT COVER	QR 25,500
INSIDE BACK COVER	QR 25,500
ELITE BACK COVER	QR 30,000
1ST DOUBLE PAGE SPREAD	QR 30,000
2ND DOUBLE PAGE SPREAD	QR 24,000
STANDARD DOUBLE PAGE SPREAD	QR 22,500
STANDARD FULL PAGE	QR 14,000
PREMIERE FULL PAGE (1ST 30 PAGES)	QR 16,000
HALF PAGE VERTICAL CONTENTS	QR 9,000
HALF PAGE VERTICAL (ROM)	QR 7,500
2 PAGE ADVERTORIAL	QR 21,000
4 PAGE ADVERTORIAL	QR 33,000
PREMIUM HORIZONTAL STRIP	QR 6,500
STANDARD HORIZONTAL STRIP (ROM)	QR 5,000
1/3 VERTICAL STRIP (ROM)	QR 5,500

DEADLINE DATE IS 20TH OF EACH MONTH.



photo of the month

Emiri Walkabout
His Highness the Emir Sheikh Tamim bin Hamad Al Thani wanted to his own subjects and to show them a side of himself that is not seen with the emir's entourage in attend Qatar's National Day celebrations on Qatar's Constitution Day on November 18, 2012. Apparently, unannounced, much to the surprise and elation of those present, the Emir walked some distance along the waterfront, talking to and shaking hands with his people and equipping also and even embracing small children. Such gestures are usually seen in the Arab world, with most leaders tending to sit on the side of caution and not making any move to appear to be overly emotional, but the Emir's walkabout was a sign of a more open and accessible ruler, and the masses - and would be amazed. The fact that the Emir had the confidence to go to the public heart of the country was a special favor to the 2012 National Day celebrations and perhaps also signs that about time and the stability of the country that the ruler. (Image: Corbis/Bettmann Photo/Al Anadi)

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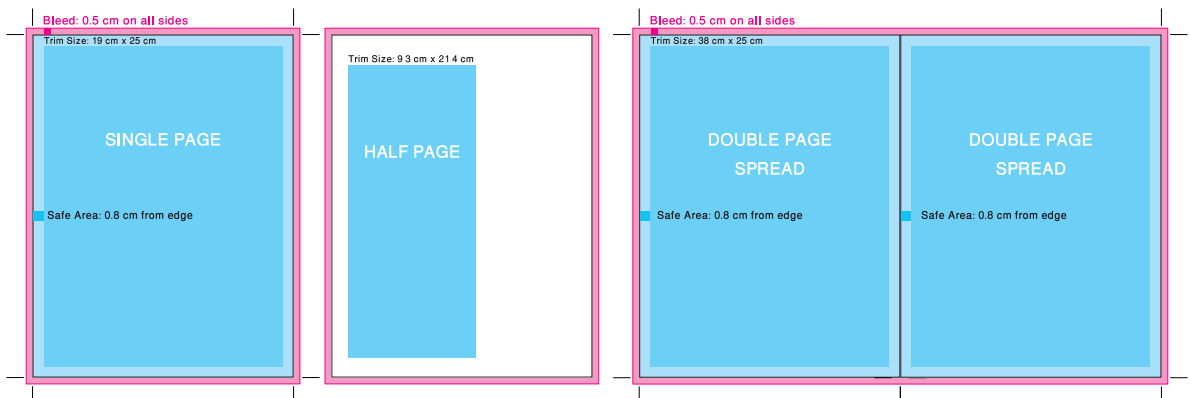
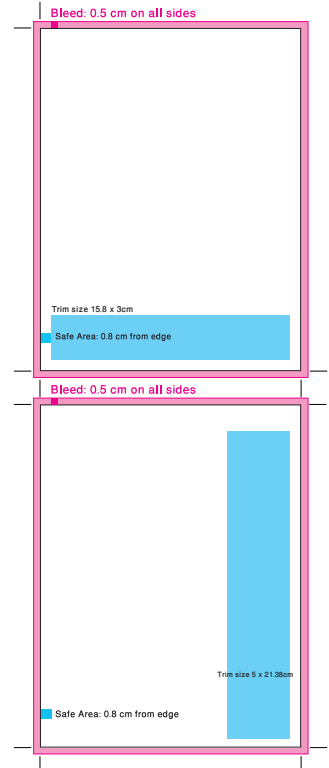
Advertising specifications

All artwork is to be sent in **high resolution PDF** format, with a resolution of no less than **300 DPI**.

Colour: **CMYK**

Safe Area: leave a minimum of **0.8 cm** on the sides inside

Size description	Width x height
SINGLE FULL PAGE - TRIM SIZE	19 cm x 25 cm
SINGLE FULL PAGE - BLEED SIZE	20 cm x 26 cm
DOUBLE PAGE SPREAD - TRIM SIZE	38 cm x 25 cm
DOUBLE PAGE SPREAD - BLEED SIZE	39 cm x 26 cm
HALF PAGE	9.3 cm x 21.4 cm
INSIDE FRONT COVER - TRIM SIZE	19 cm x 25 cm
INSIDE FRONT COVER - BLEED SIZE	20 cm x 26 cm
BACK COVER - TRIM SIZE	19 cm x 25 cm
BACK COVER - BLEED SIZE	20 cm x 26 cm
HORIZONTAL STRIP ADVERT	15.8cm x 3cm
1/3 VERTICAL STRIP	5cm x 21.38cm



SUBMISSION OF ART WORK IS 20TH OF EACH MONTH.

Advertising specifications

theedge Advertising Specifications

All artwork is to be sent in **High Resolution PDF format**, with a resolution of no less than 300 dpi,

bleeding is a must

Color Mode : CMYK

■ Trim Size 19cm x 25cm ■ Unsafe Area ■ Safe Area 16.6cm x 23cm

Bleeding



Sample Ad



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www.theedge.me



Events & Supplements

The Edge partners with and is present at several high-profile business events in Qatar throughout the year. In conjunction with select events, *The Edge* publishes regular sector-focused supplements, including the annual *Real Estate Review* and *Environ* issues – both special tabloid publications, focused on real estate and sustainability respectively – and *Ambition*, a mini-magazine focused on education and recruitment in Qatar.

***For events and supplement sales enquiries please call a sales representative to discuss further.**

