

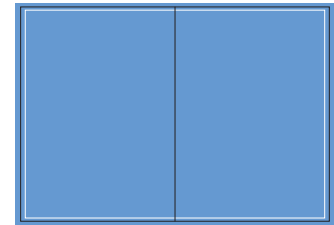
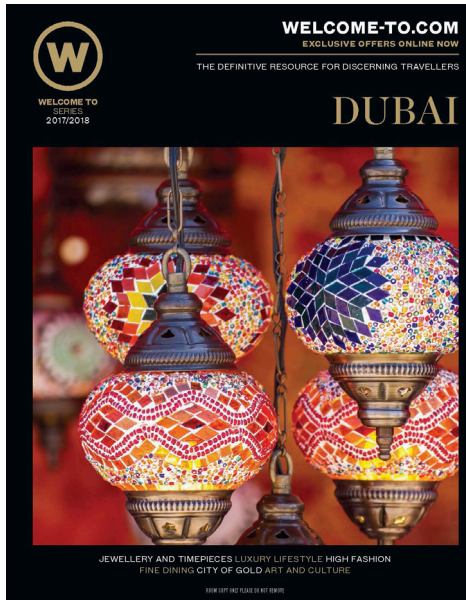
# WELCOME TO DUBAI

www.ag.welcome-to.com

## DUBAI'S NO. 1\* LUXURY HOTEL PUBLICATION FOR BEST RESULTS

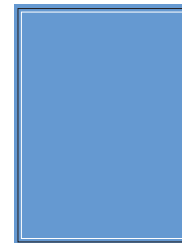
\* Over 10 million readers annually

\* Is also available at www.ag.welcome-to.com



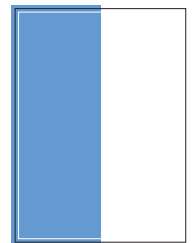
### DOUBLE PAGE SPREAD

image area / 400 x 250  
trim / 430 x 280  
bleed / 440 x 290



### FULL PAGE

image area / 185 x 250  
trim / 215 x 280  
bleed / 225 x 290



### HALF PAGE VERTICAL

image area / 85 x 250  
trim / 102 x 280  
bleed / 112 x 290

\*Please ensure all images and text sit 15mm in front of the trim.

- Dubai's leading guest information guide
- Distributed through the rooms of luxury hotels nationally
- Cost effective advertising - 12 month shelf life
- Captive audience
- Position your business as the best of the best
- Flagship title in a successful international series
- Reaches an affluent local, national and international audience
- Welcome-to.com receives thousands of hits a month

RATES	ONE YEAR
Full Page	US \$8 000
Half Page	US \$4 800
Double Page Spread	US \$18 500
Preferred position loading	add 15%
Page on our website	add 10%
Back Cover*	add 50%
Inside Back Cover	add 20%
Inside Front Cover	add 25%
Website	see page overleaf

15% discount for multiple editions, including other titles.

\*Please note Back Cover specs TBC

### Welcome To Dubai is featured in these prestigious hotels:

The Address Dubai Mall  
Four Seasons DIFC  
Grosvenor House Dubai  
Habtoor Palace Dubai  
Hilton Dubai Jumeirah  
InterContinental Dubai Festival City  
Jumeirah Emirates Towers.  
Kempinski Hotel Mall of the Emirates

Emerald Palace Dubai  
Le Meridien Dubai  
Le Meridien Mina Seyahi Resort & Marina  
Le Royal Meridien Beach Resort & Spa  
The Meydan Hotel  
Novotel World Trade Centre Dubai  
One & Only Royal Mirage Dubai  
One & Only The Palm Dubai

The Palace Downtown( The Old Town is to be removed)  
Raffles Dubai  
Ritz Carlton Dubai International Financial Centre  
Swiss Otel Dubai  
Westin Dubai.  
Caesars Palace.

# Digital opportunities [ag.welcome-to.com](http://ag.welcome-to.com)

## Ad module

Leaderboard	728 x 90	\$395 per page/month
Medium rectangle	300 x 200	\$495 per page/month
Skyscraper	120 x 600	\$570 per page/month
Video hosting		\$1000 per month

## Standard

		<b>Other opportunities POA</b>
		Video showcase
		Event sponsorship
		Content marketing
		Lead generation
		Asset hosting
		Microsite
		Billboard
		Page Takeover

## newsletter

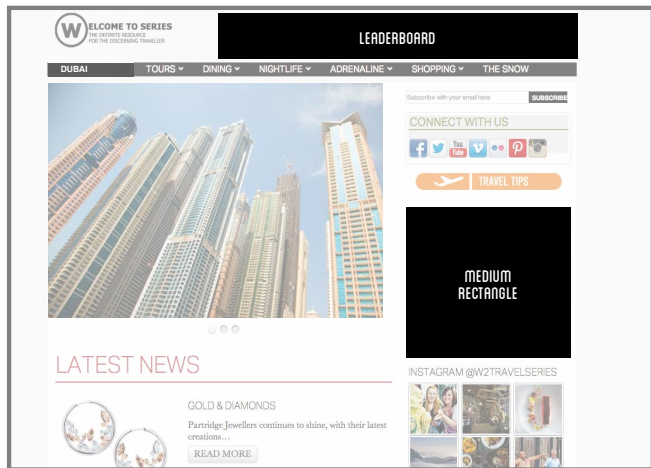
Leaderboard	\$350
Skyscraper	\$450
50/50	\$700
Solus newsletter	\$POA

## Native advertising

Bespoke content	\$1695 – 500 word article
Directory listing	\$600 – 50 word description, 1 image, links – 1 year

All rates quoted in US\$

Promotion - 50% discount applies to advertisers of the Welcome To - book



## ADVERTISING SPECIFICATIONS

### Advertorials

Client must supply the following material:

#### Text -

Full page: 150 words.

Half page: 75 words.

Finished, edited copy in MS Word on CD or email.

#### Images -

Full page: 3-4 images.

Half page: 2-3 images.

Transparencies, quality prints or hi-res (300dpi TIFF) digital images via CD, FTP or email.

Any scans required incur a \$50 fee.

Logo (optional) - One logo per advertorial. High-res digital logo (CMYK TIFF or EPS) supplied via CD, FTP or email.

Contact details - All necessary address details, including correct business name, telephone, email and website address if applicable.

The Welcome To art department reserves the right to reject any images that are re-scanned, scratched or are determined to be of poor quality. Editorial will be corrected where necessary to conform to the standards of the Welcome To Series.

**The layout of the page, design and fonts used for advertorials is set by the Welcome To art department and cannot be altered.** Design is entirely at the discretion of the Welcome To art department in order to conform to the standards of the Welcome To series. Once material is submitted, it will be edited and laid out onto the advertorial grid designed for the publication.

### Proofing of advertorials

**Clients are granted two proofs for advertorials. Changes made to advertorials beyond the second proof at the client's request will incur an additional fee.**

All material (text, images, logos, contact details) must be submitted prior to design of the first proof. New material cannot be submitted beyond this point, unless requested by the Welcome To art department.

Proof 1 - Clients will be required to check editorial and address details for accuracy, and that the correct image/s have been used.

Proof 2 - If necessary, clients have the opportunity to check that the requested changes from Proof 1 have been made. This is the final opportunity to make changes.

Sending PDFs electronically is the preferred method of proofing. For clients who are unable to read PDFs, a black and white laser printed version will be supplied. Chemical proofs cannot be supplied.

Once alterations have been made, the client is required to sign off by the material deadline as listed on their contract.

The Welcome To series is governed by a strict production schedule for the benefit of all advertisers. To avoid delaying publication, if the client declines to sign off by the advised deadline, the most recently altered version of their advertorial will be deemed ready and printed accordingly.

### Advertisements designed by the Welcome To art department

Client must supply the following material:

Images - Transparencies, quality prints or hi-res (300dpi, CMYK TIFF) digital images via CD, FTP or email. Any scans required incur a \$50 fee. Only images to be used should be included.

Comprehensive brief - Detailing position of images, text, logos, etc.

### Proofing of advertisements

Please refer to the procedure used in the proofing of advertorials.

### Advertisements designed by agency or other

We will only accept artwork in the following formats in versions equal to or below: QuarkXPress 6.5, Adobe InDesign CS 5, Adobe Illustrator CS 5, Adobe Photoshop CS 5. CMYK colour must be used throughout. No spot colours permitted. All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Adobe Acrobat PDF version 6.0 or 7.0 composite files. Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department.

Any format not listed above must be discussed with our art department to determine if conversion is possible. If supplying files requiring conversion, the client accepts responsibility for the final output quality. The client will incur charges for converting the file.

Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

All artwork should be supplied in final form and on CD (CDR, CDRW or Zip) or via FTP or email, together with a colour printout as a reference.

### Please forward material to: InterCommunications Advertising FZ LLC

P.O.Box 55894  
Dubai - UAE  
Tel: (+971) 4 228 1977  
Fax: (+971) 4 221 8734  
Mobile: (+971) 55 109 7760  
adil1@emirates.net.ae  
adil.chinoy@gmail.com  
www.intercomadv.com

### PUBLISHER

Niche Media  
Tel: (+61 3) 9948 4900  
Fax: (+61 3) 9948 4999

( niche: )

## INTERCOMMUNICATIONS ADVERTISING FZ LLC

PO Box 55894  
Dubai  
Tel: (+971) 4 228 1977  
Fax: (+971) 4 221 8734  
Mobile: (+971) 55 109 7760  
Email: adil1@emirates.net.ae

## WELCOME TO

- Northern Territory  
- Queensland  
- Tasmania  
- New South Wales  
- Victoria  
- New Zealand  
- South Africa  
- **Dubai**  
- Abu Dhabi