

WELCOME TO DUBAI

Dubai's No.1* Luxury Hotel Publication for best results

*Over 5 million readers annually



- Flagship title in a successful international series
- Reaches affluent local, national and international audience



- 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



- Attract high spending tourists
- Welcome-to.com receives thousands of hits a month



Welcome To Dubai is featured in these prestigious hotels:

Atlantis, The Palm, Dubai
Al Bustan Rotana Hotel
Al Murooj Rotana Hotel and Suites
Burj Al Arab
Burjuman Rotana Suites
Crowne Plaza Dubai Festival City
Courtyard By Marriott Green Community Dubai
Dubai Marina Beach Resort & Spa
Dusit Dubai
Emirates Towers
Fairmont Hotel
Grand Hyatt
Grosvenor House West Marina Dubai
Habtoor Grand Resort & Spa
Hilton Dubai Creek

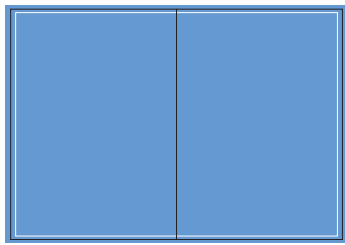
Hyatt Regency Dubai
Ibis Hotel
Inter Continental Dubai Festival City
Jebel Ali Golf Resort & Spa
Jumeirah Beach Club
Jumeirah Beach Hotel
Jumeirah Hilton
Jumeirah Rotana Hotel
JW Marriott Hotel Dubai
Kempinski Hotel Mall of the Emirates
Le Meridien Dubai
Le Royal Meridien Jumeirah
Le Meridien Mina Seyahi Resort & Marina
Novotel
Madinat Jumeirah

One&Only Royal Mirage Dubai
Park Hyatt Dubai
Radisson Blu Hotel, Dubai Deira Creek
Raffles Dubai
Renaissance Hotel
Ritz Carlton
Towers Rotana Hotel
Shangri-La Hotel Dubai
Sheraton Dubai Creek Hotel & Towers
City Centre Hotel and Residence
The Harbour Hotel & Residence
The Palace-The Old Town
The Address, Downtown Burj Dubai
Taj Palace Hotel
The Westin Dubai Mina Seyahi Beach Resort and Marina .
Wafi Apartments

Additional distribution to the following:

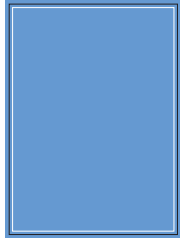
Emirates
Dubai Duty Free
Government of Dubai Department of Tourism and Commerce Marketing

Dubai Racing Club
Dubai Chamber of Commerce
Dubai Golf
Dubai Properties



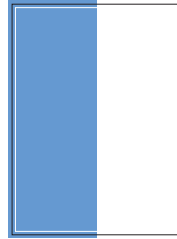
DOUBLE PAGE SPREAD

image area / 390 x 250
 trim / 430 x 280
 bleed / 440 x 290



FULL PAGE

image area / 175 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

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	US\$ 15,000
Inside Back Cover	add 20%
Inside Front Cover	add 25%

PAYMENT TERMS

*15% discount for multiple editions, including other titles.

COPY DEADLINE

Must be within 30 days of signing Space Order Contract.

PUBLISHING DATE

Annually

FOR ADVERTISING SALES PLEASE CONTACT

Inter Communications Advertising
 P.O. Box 55894 Dubai
 Ph: (971) 4-228 1977
 Fax: (971) 4-223 1732
 Email: adil1@emirates.net.ae

The Welcome To Series of books are part of Waiviata International Publications and a member of The Niche Media Group

In addition to our hard copy circulation, the Welcome To Series web site, www.welcome-to.com, receives thousands of hits per month. The site features interactive travel guides and special opportunities for advertisers meaning that you are on display to potential customers before they arrive.

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 rescanned, 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 advertorials

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 2, Adobe Illustrator CS 2, Adobe Photoshop CS 2. 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:

Inter Communications Advertising
 P.O.Box 55894
 Dubai - UAE
 Tel:+9714 228 1977
 Fax:+9714 223 1732
 Mobile:+97150 625 6934
 adil1@emirates.net.ae
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 www.intercomadv.com

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WELCOME TO
 – Dubai
 – Abu Dhabi
 – Australia
 – Victoria
 – New Zealand
 – South Africa
 – China
 – Hong Kong
 – Bahrain