

الفراس العربي

ARABIAN KNIGHT

arabianknightonline.com



2021 MEDIA INFORMATION

INTRODUCTION

The success of *Arabian Knight*, the quarterly magazine for the Arab world's elite, has been built upon solid foundations since the publication was launched in the late 1990s. This unique publication has attracted the loyal interest of our discerning readers and the continuing support of a select group of advertisers.

Arabian Knight magazine is a curated collection of exclusive interviews, special features and reports. The magazine highlights a wide range of influential personalities, from business to culture, who have achieved success and contributed to the economic and social developments shaping the Arab world.

Arabian Knight is circulated to the business and political leaders of the Arab world. These are the individuals who by definition shape the destiny of the Middle East through their influence and wealth.

The *Arabian Knight* typically will be a King, Princess, Sheikh, Sheikha, Prince, Sheikh, Minister, Chairman or CEO. They may be a technocrat, an academic, philosopher or a philanthropist who has achieved the highest level of success in their chosen field. Their sophisticated tastes and highly discerning interest in the very best products and services available is respected by the magazine's rich and varied content, which is always illustrated with stunning photography.

A dedicated and dynamic website – www.arabianknightonline.com – entertains and engages readers with regular updates on noteworthy events and news concerning business aviation, banking, property, motoring, yachting, art and culture, hotels, lifestyle and of course luxury brands.

Arabian Knight is published by Al Hilal Group, one of the GCC's leading publishers based in Bahrain, whose portfolio of trade and industrial publications, websites, trade portals and newsletters provides diverse opportunities to engage with business leaders and consumers throughout the region.

A minimum quantity of 8,500 copies of each edition are printed. Of these, 6,000 are delivered individually to our exclusive readership, with the balance distributed directly by selected organisations to their own premium clients.

The net worth of the individual *Arabian Knight* is impossible to quantify, however our own conservative estimates are that *Arabian Knight* magazine reaches individuals whose combined net worth exceeds **US\$250 billion**. The quality of the publication ensures a high retention value or long shelf life of each edition, our readership estimate is in excess of 50,000 for each issue.



EDITORIAL PHILOSOPHY

In addition to select interviews, *Arabian Knight's* features calendar provides a rich and varied range of topics to excite our reader's interest and involvement. Regular features and themes complement the select interviews of the elite.

Past *Arabian Knight's* interviewees have come from all walks of life. They are members of Ruling Families, government officials as well as leading businessmen, professionals, technocrats, sportsmen and those with interests in the arts and culture.



EDITORIAL CONTENTS & CALENDAR

Publication Schedule – 2021

Winter – February
 Spring/Summer – May
 Autumn – October



Arabian Knight Themes and Regular Features

Antiques, Art & Culture, Aviation, Banking & Investment, Destinations, Interior Design, Investor Profiles, Luxury Products & Services, Luxury Hotels & Resorts, Motoring, Real Estate & Property, Jewellery, Timepieces, Yachting.

The Publication's Select Features

Winter Edition

- *Aircraft – Personal & Corporate*
- *Automotive and F1*
- *Luxury Choices*
- *Yachts & Charters*
- *Property*

Spring/Summer Edition

- *Aviation – Luxury and Business, EBACE**
- *Motoring*
- *Monaco Yacht Show*
- *Luxury Lifestyle*
- *Hotels & Resorts*



Autumn Edition

- *MEBAA Air Show**
- *Luxury Cars*
- *Jewellery Arabia, Luxury Fashion*
- *Yachts and Yacht Charters*
- *Real Estate*
- *Islamic Banking*

** Events listed may be subject to date change*

DISTRIBUTION BREAKDOWN

Our distribution represents a target database of high-net-worth individuals, leaders, directors and owners of companies in each country/region listed below.

Circulation figures based on 2020, per issue

Bahrain	845
Kuwait	240
Oman	210
Saudi Arabia	2,480
UAE	1,500
Europe/Americas	450
Rest of the World	275
Institutions	800
Airport Lounges	600
Boutique Hotels	300
Events	800
TOTAL	8,500



ADVERTISING RATES



	US\$	BD OR	SR Dhs	KD
Back cover	15,840	5,940	59,400	4,540
Inside cover	14,040	5,280	52,800	4,030
Double page spread	23,900	9,000	90,000	6,875
Full page	11,950	4,510	45,100	3,450
Half page	7,140	2,700	27,000	2,060

Requested position 15% extra

Company Profile (Special offer)

4-page colour	31,032	11,700	117,000	8,940
8-page colour	56,400	21,300	213,000	16,270

Ad Size

	Height / Width
Full page (trim size)	297 x 220 mm
Full page (type area)	265 x 190 mm
Double page spread (trim size)	297 x 440 mm
Double page spread (type area)	265 x 412 mm
Half page horizontal	130 x 190 mm
Half page vertical	265 x 92 mm

Please note: For *inside front cover* allow 10 mm loss on right edge, and for *page one* and *inside back cover* allow 10 mm loss on left hand edge, due to glueing of cover.

Mechanical Data

Bleed	Allow 5 mm on each edge on all sides.
Digital Artwork	Please supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with fonts converted to outlines, and all file information outside of bleed area.
Copy	To reach publisher's office 30 days prior to cover date.
Cancellation	30 days prior to cover date.
Advertising material	15 days prior to cover date.

Online Banner rates available on request.



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