

2021 MEDIA INFORMATION

# INTRODUCTION

he 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

n 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



Circulation figures based on 2020, per issue

## **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

# 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.

# Bahrain 845 Kuwait 240 Oman 210 Saudi Arabia 2,480 UAE 1,500 Europe/Americas 450 Rest of the World 275 Institutions 800 Aimong Language 600

| Institutions    | 800 |
|-----------------|-----|
| Airport Lounges | 600 |
| Boutique Hotels | 300 |
| Events          | 800 |
|                 |     |

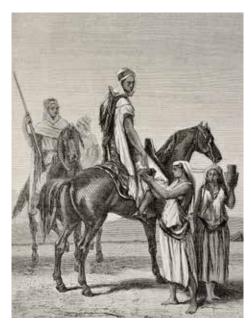
| TOTAL | 8,500 |
|-------|-------|



<sup>\*</sup> Events listed may be subject to date change

# ADVERTISING RATES

|                    | US\$               | BD<br>OR  | SR<br>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 (S | 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 | Mechanical Data                                                                                                                   |                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Full page (trim size)                                                                                                                                                   | 297 x 220 mm   | Bleed                                                                                                                             | Allow 5 mm on each edge on all sides.                    |
| Full page (type area)                                                                                                                                                   | 265 x 190 mm   | Digital Artwork  Please supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with four converted to outlines, and a |                                                          |
| Double page spread (trim size)                                                                                                                                          | 297 x 440 mm   |                                                                                                                                   |                                                          |
| Double page spread (type area)                                                                                                                                          | 265 x 412 mm   |                                                                                                                                   | file information outside of bleed area.                  |
| Half page horizontal                                                                                                                                                    | 130 x 190 mm   | Сору                                                                                                                              | To reach publisher's office 30 days prior to cover date. |
| Half page vertical                                                                                                                                                      | 265 x 92 mm    | Cancellation                                                                                                                      | 30 days prior to cover date.                             |
| 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. |                | Advertising material                                                                                                              | 15 days prior to cover date.                             |
|                                                                                                                                                                         |                | Online Banner rates available on request.                                                                                         |                                                          |





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