



2009
Media Data File

THE NUMBER ONE NEWSPAPER IN KUWAIT

Alrai Newspaper, part of the well established Alrai Media group, has been the number one daily newspaper in Kuwait since 2000.

Out of 90,000 daily copies being circulated in Kuwait, 65,000 copies constitute the biggest subscription base in the country. The paper enjoys a tremendous reputation and brand image as a professional and authoritative point of view in the political, social and business communities in Kuwait.

Alrai Newspaper has a well - known reputation not only in Kuwait but also in other countries like: UAE, KSA, Egypt, Bahrain, Qatar, Syria and England.

Coupled with AlRai T.V., *Alrai Newspaper* now has even greater influence and a better brand image than ever before.

Alrai Newspaper has one of the most powerful editorial teams in the region. With a network of correspondents scattered all over, *Alrai Newspaper* brings you concise, well - informed and

independent insights into the critical issues and events in Kuwait and in the Arab countries as well as around the world, covering a wide spectrum of significant political, business, financial and social issues. It is not a coincidence, therefore, that *Alrai Newspaper* is read by a large number of prominent national and business leaders in Kuwait and Arab countries.

Alrai Newspaper gives your printed advert a whole new perspective, with its state-of-the-art printing facilities, and unique eye-friendly layout.



A UNIQUE DAILY COVERAGE

- Print Media Survey- Kuwait 2007 clearly indicates that *Alrai Newspaper* is the leading newspaper published and circulated in Kuwait.
- The average number of issues read for *Alrai Newspaper* in its seven days publishing cycle is 5.6 issues, hence maximizing opportunities for contact with advertising campaigns and depicting the loyalty of its readers.
- Popularity of *Alrai Newspaper* has been observed across males and females in all age groups.
- *Alrai Newspaper* appeals to both Kuwaitis (76%) as well as Arab Expats (84%).
- Further, *Alrai Newspaper* is more popular amongst Management level (86%), followed by employees (82%).
- *Alrai Newspaper* enjoys high penetration ratios among those having high education (University & above) and Secondary, education 84% and 81% respectively.



ADVERTISING RATES - DISPLAY ADS

Effective January 1st, 2009

In Kuwaiti Dinars

POSITION / SIZE	B/W	COLOUR *
UPPER STRIP		
Front Page	-	960
Back Page	-	500
FRONT PAGE		
cm x col.	-	40
1/2 page	-	8000
1/4 page	-	4000
1/8 page	-	2000
BACK PAGE		
cm x col.	-	25
Full Page	-	10000
1/2 page	-	5000
1/4 page	-	2500
1/8 page	-	1250
SECOND PAGE		
cm x col.	-	13
BEFORE LAST PAGE		
cm x col.	-	12
THIRD PAGE		
cm x col.	-	20
FORTH PAGE		
cm x col.	-	10
FIFTH PAGE		
cm x col.	8	-
OPPOSITE BEFORE LAST PAGE		
cm x col.	7.5	10
Full Page	3000	4000
1/2 page	1500	2000
1/4 page	750	1000
1/8 page	375	500

* First, Last, Second and Bef. Last :

Black and White one spot color or more will be priced as full color

ADVERTISING RATES - DISPLAY ADS

Effective January 1st, 2009

In Kuwaiti Dinars

POSITION / SIZE	B/W	COLOUR *
7TH PAGE / GLOSSY		
cm x col.	-	12
8TH PAGE / GLOSSY		
cm x col.	-	10
N.B.: The minimum booking for page 7 and 8 is a quarter page		
9TH PAGE		
cm x col.	7	-
N.B.: Same rates would apply on page 11, when page 9 is printed in B/W.		
ECON. PAGES		
cm x col.	7	9.5
INSIDE PAGES		
cm x col.	6.5	9
Full Page	2600	3600
1/2 page	1300	1800
1/4 page	650	900
1/8 page	325	450

* One spot color is an additional 25% on the rate

* Over one spot color will consider as full color.

UNIT SIZE B/W	FREQUENCY	NET RATE
DIRECTORY		
4 cm x 1 col.	15 Consecutive Days	60
4 cm x 1 col.	30 Consecutive Days	120
GUIDE		
4 cm x 1 col.	Daily	10
4 cm x 2 col.	Daily	20
8 cm x 2 col.	Daily	40

ADVERTISING RATES - LOOSE INSERTS

Effective January 1st, 2009

In Kuwaiti Dinars

TOTAL CIRCULATION

Single sheet (2 pages) or Double sheet (4 pages)	2650
3 sheets (6 pages) up to 4 sheets (8 pages)	3250
6 sheets (12 pages) up to 8 sheets (16 pages)	3800

ONLY SUBSCRIPTIONS

Single sheet (2 pages) or double sheet (4 pages)	1950
3 sheets (6 pages) up to 4 sheets (8 pages)	2500
6 sheets (12 pages) up to 8 sheets (16 pages)	3100

* The flyer size should not exceed 30 cm x 20 cm

* Flyers exceeding the size 30 cm x 20 cm, or 16 pages special rates will be applicable

CLOSING DATES AND PRODUCTION INFORMATION

Booking Deadlines

1- CLOSING DATES

Bookings	B/W	3 Days prior to publication date
	Colour	5 Days prior to publication date
Cancellations	B/W	3 Days prior to publication date
	Colour	4 Days prior to publication date
Material Deadline	B/W	2 Days prior to publication date
	Colour	4 Days prior to publication date

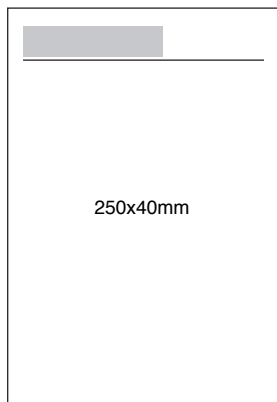
2 - PRODUCTION INFORMATION

Technical Requirements:

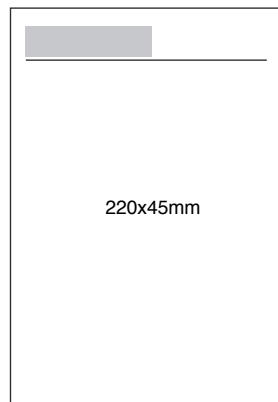
Media: CD	Colour	Format: photoshop Jpeg
		Resolution: 250 dpi
		Proof: Color Proof
		OR
		Format: PDF
		Setup: PDF/X
		Proof: Color Proof
	B/W	Format: photoshop Jpeg
		Resolution: 200 dpi
		Proof: Laser B&W proof
		OR
		Format: PDF
		Setup: PDF/X
		Proof: Laser B&W proof

CLOSING DATES AND PRODUCTION INFORMATION

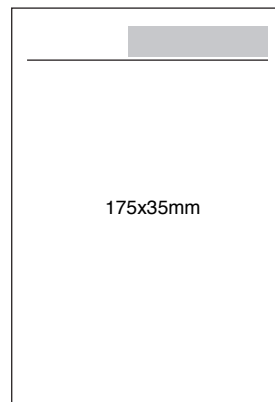
Material Specifications



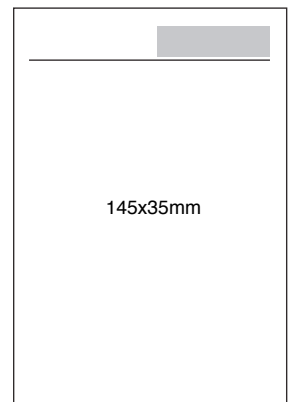
Front Ear Panels



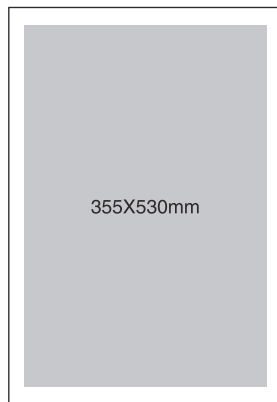
Back Ear Panels



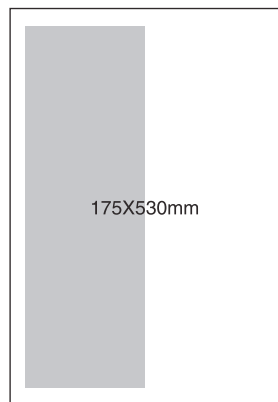
Main Section Ear Panels



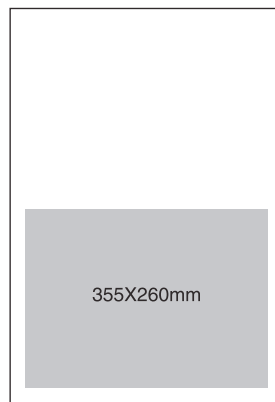
Opt. Section Ear Panels



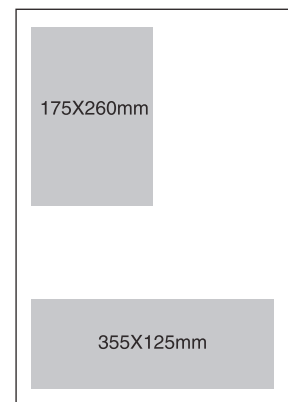
Full Page



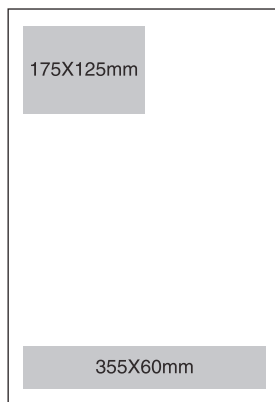
Half Page Vertical



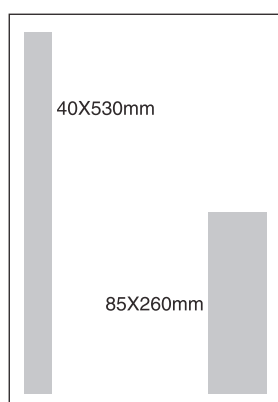
Half Page Horizontal



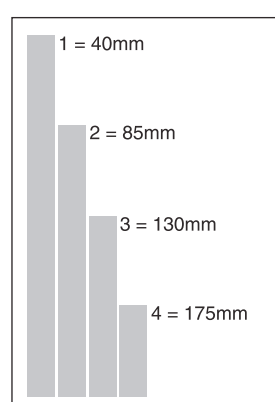
Quarter Page



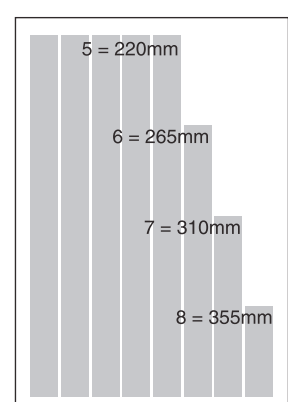
1/8 Page



1/8 Page



No. of Columns



No. of Columns

ONLINE PRODUCTION INFORMATION

The screenshot shows the Alrai newspaper website interface. Seven colored boxes are overlaid on the page to indicate specific zones for production information:

- Zone (1):** A red box highlighting the main news article titled "المشاركة تكتل الماركسية".
- Zone (2):** A blue box highlighting the article titled "تسجيل كتلة إرثة التيارات نقاداً أو من طريق القضاء".
- Zone (3):** A purple box highlighting the "الأخبار قراءة" (News Reading) section at the bottom right.
- Zone (4):** A green box highlighting the left sidebar area containing various news snippets.
- Zone (5):** A grey box highlighting the bottom left sidebar area.
- Zone (6):** A pink box highlighting the right sidebar area.
- Zone (7):** A dark purple box highlighting the bottom right sidebar area.

ONLINE PRODUCTION INFORMATION

Internet Rate Card

Size		KD/month *
ZONE (1)		
w:530 h:90	Front page only (top main article)	1000
ZONE (2)		
w:530 h:90	All pages including Home page	1000
	Front page only	750
	Specific inside section	500
ZONE (3)		
w:530 h:90	Front page only	400
ZONE (4)		
w:210 h: up to 510	All pages including Home page	1500
	Front page only (left upper)	1000
	Specific inside section	750
ZONE (5)		
w:210 h: up to 510	All pages including Home page	1000
	Front page only (left lower)	750
	Specific inside section	500
ZONE (6)		
w:166 h: up to 510	All pages including Home page	750
	Front page only (right upper)	500
	Specific inside section	350
ZONE (7)		
w:166 h: up to 510	All pages including Home page	600
	Front page only (right upper)	400
	Specific inside section	250

PRODUCTION INFORMATION

Format:

Photoshop jpg

animated gif

animated flash (swf)

with source files (fla)

size:

maximum file size is 30 KB.

* Rates above are per one month period

