



2010 Media Data File

THE NUMBER ONE NEWSPAPER IN KUWAIT

Alrai Newspaper has been the leading daily newspaper in Kuwait since 2000.

Out of a total number of 90,000 daily copies that are circulated in Kuwait, over 65,000 copies constitute its subscribers base, the biggest of its kind in the country. The paper enjoys a tremendous reputation as it reflects the professional points of view that are dominant among the mainstream political, social and business communities in Kuwait. Through its numerous interviews with many world leaders as well as scoops that made the headlines locally, regionally and internationally, *Alrai Newspaper* has been very influential among decision makers both in Kuwait and abroad.

Alrai Newspaper enjoys a renowned reputation not only in Kuwait but also in other countries such as The Kingdom of Saudi Arabia, the United Arab Emirates, Egypt, Bahrain, Qatar, Syria and the United Kingdom.

Alrai Newspaper boasts one of the most dynamic editorial teams in the entire region. Thanks to its widespread network of correspondents, the daily provides its readers with precise and well-informed insights on all the critical events and issues in Kuwait as well as in other Arab countries and around the world. In this context, the paper covers a wide spectrum of important political, business, financial and social issues. Thus, it is no coincidence, that *Alrai Newspaper* is widely read by a significantly large number of prominent political and business leaders in Kuwait and in other Arab countries.



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, 2010

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
THIRD PAGE		
cm x col.	-	20
FORTH PAGE		
cm x col.	-	10
FIFTH PAGE		
cm x col.	8	-
BEFORE LAST PAGE		
cm x col.	-	12
OPPOSITE BEFORE LAST PAGE		
cm x col.	-	10
Full Page	-	4000
1/2 page	-	2000
1/4 page	-	1000
1/8 page	-	500

* First, Second, Third, Forth, Opposite Bef. Last, Bef. Last & Last Page :
Black and White, one spot color or more, will be priced as full color

ADVERTISING RATES - DISPLAY ADS

Effective January 1st, 2010

In Kuwaiti Dinars

POSITION / SIZE	B/W	COLOUR *
7TH PAGE / GLOSSY		
cm x col.	-	14
8TH PAGE / GLOSSY		
cm x col.	-	12
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.		
FRONT ECON. PAGE		
cm x col.	10	13
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
CLASSIFIEDS		
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, 2010

In Kuwaiti Dinars

TOTAL CIRCULATION

Single sheet (2 pages) or Double sheet (4 pages)	2900
3 sheets (6 pages) up to 4 sheets (8 pages)	3600
6 sheets (12 pages) up to 8 sheets (16 pages)	4300
10 sheets (20 pages) up to 12 sheets (24 pages)	5000
14 sheets (28 pages) up to 16 sheets (32 pages)	5700

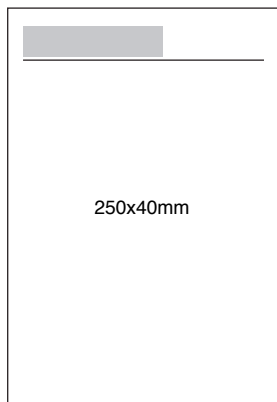
ONLY SUBSCRIPTIONS

Single sheet (2 pages) or Double sheet (4 pages)	2100
3 sheets (6 pages) up to 4 sheets (8 pages)	2800
6 sheets (12 pages) up to 8 sheets (16 pages)	3500
10 sheets (20 pages) up to 12 sheets (24 pages)	4100
14 sheets (28 pages) up to 16 sheets (32 pages)	4800

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

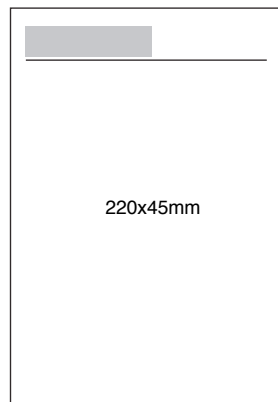
* Flyers exceeding the size 30 cm x 20 cm, or 16 pages special rates will be applicable

Material Specifications



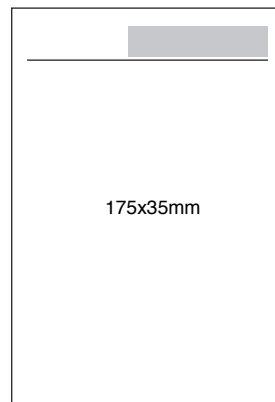
250x40mm

Front Ear Panels



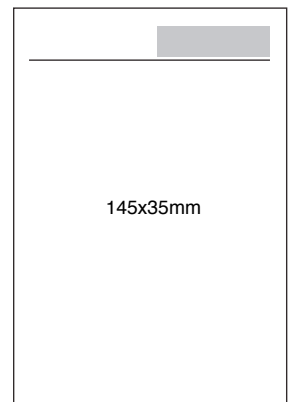
220x45mm

Back Ear Panels



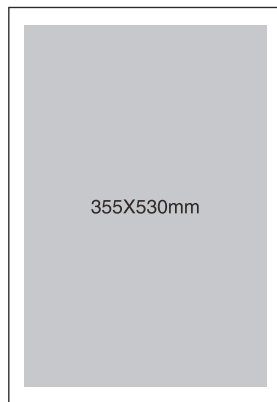
175x35mm

Main Section Ear Panels



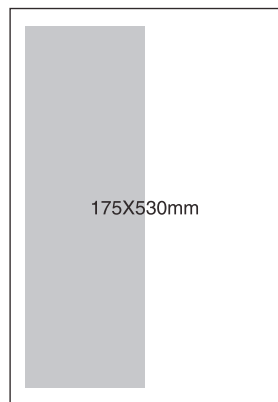
145x35mm

Opt. Section Ear Panels



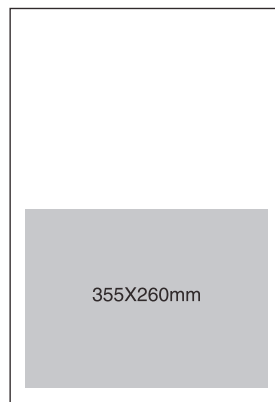
355X530mm

Full Page



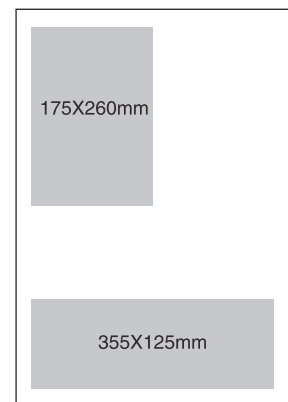
175X530mm

Half Page Vertical



355X260mm

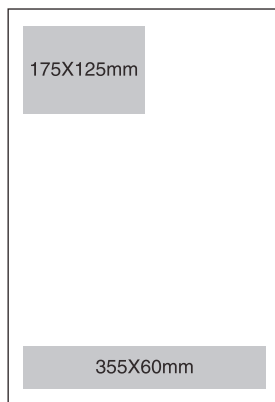
Half Page Horizontal



175X260mm

355X125mm

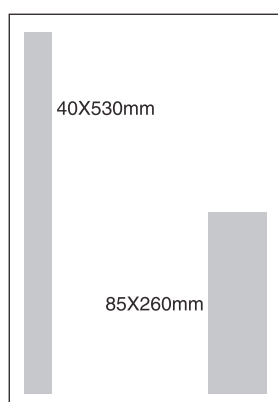
Quarter Page



175X125mm

355X60mm

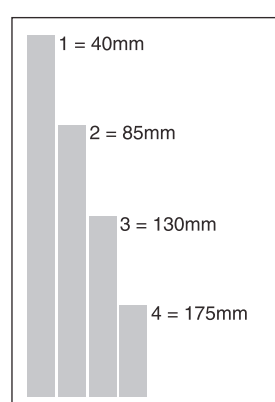
1/8 Page



40X530mm

85X260mm

1/8 Page



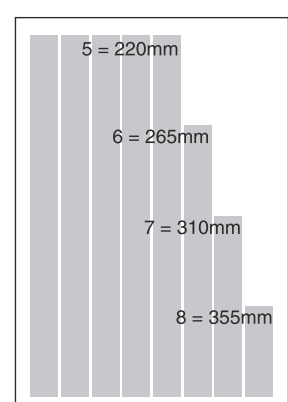
1 = 40mm

2 = 85mm

3 = 130mm

4 = 175mm

No. of Columns



5 = 220mm

6 = 265mm

7 = 310mm

8 = 355mm

No. of Columns

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



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