DUBAI
ANNOUNCER

Markets & Mission Statement

A trusted pioneer in luxury, Dubai Announcer offers its high net worth audience a one-stop destination for all things pertaining to their elite lifestyles. With celebrated, market-specific publication for United Arab Emirates, Dubai Announcer captures the hearts and the minds of its sophisticated audience, members of whom are also leaders in their respective fields. By continuing to publish relevant, unique and engaging content on a regular basis, our influential readership in some of the most affluent national and global destinations turn to us as the authority on luxury living.
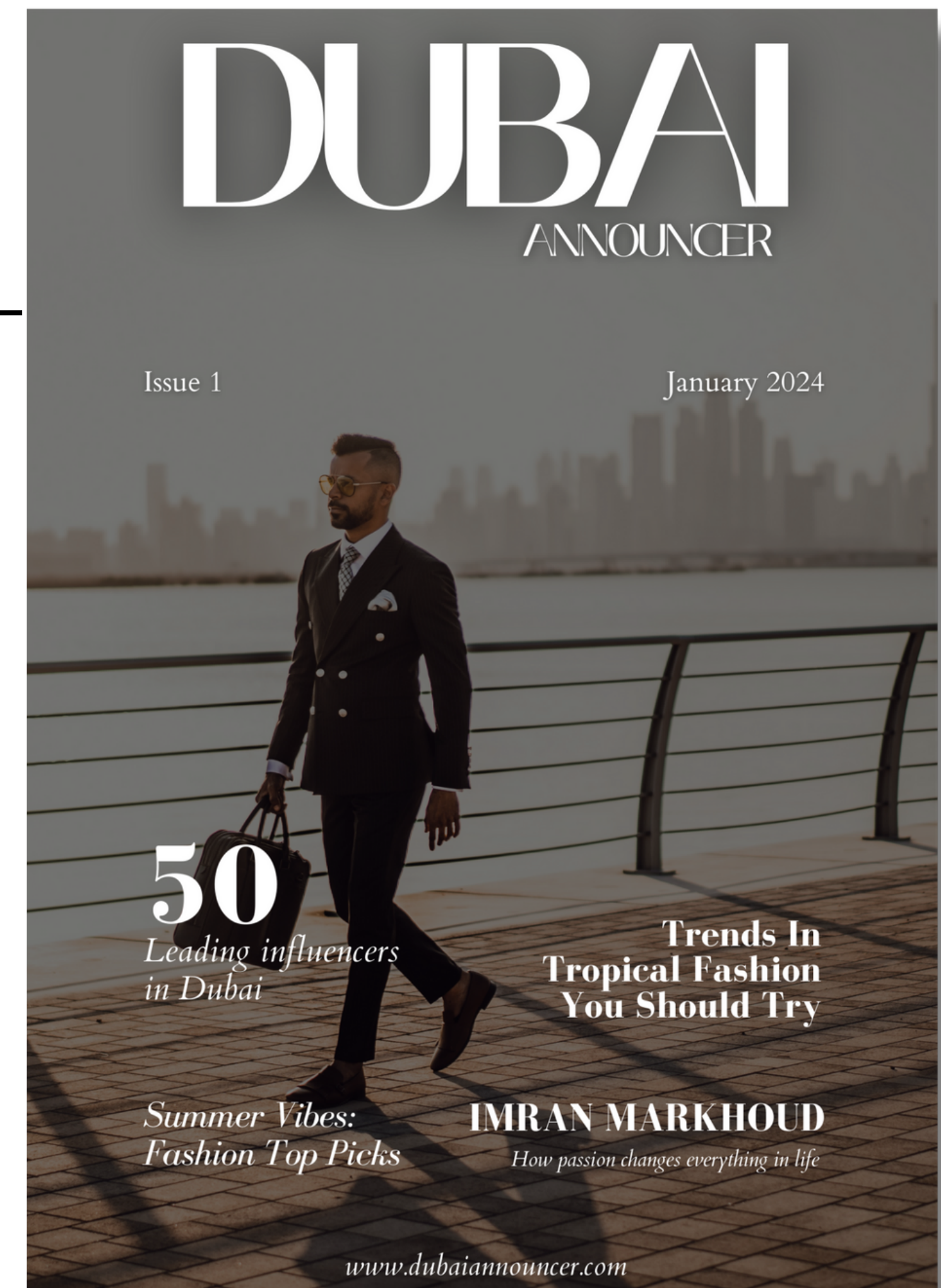
Our Audience

Dubai Announcer has built a powerful community that contains members of the Forbes 400, elite VIPs and almost every private jet owner and billionaire resident in each respective market. From influencers to CEOs, Dubai Announcer is the new choice for luxury reading among its readership.

Demographics

Dubai Announcer offers luxury advertisers a highly efficient opportunity to target the most powerful consumers in the United Arab Emirates.

ELITE AUDIENCE

DUBAI ANNOUNCER ATTRACTS MATURE AUDIENCES

38
Average Age

36
Median Age

The sample is composed of:

42%
Women

58%
Men

The majority of Dubai Announcer audience consists of readers who are looking to read more about influencers, entrepreneurs, and regional fashion trends.

Dedicated Sections

Each issue of Dubai Announcer has sections dedicated to subjects within the luxury space that are most relevant to our readership. These include fashion, watches, automobiles, jewelry, beauty, yachts, jets, design, children/ parenting, real estate, travel, drinking, dining and more. In addition, Dubai Announcer includes timely content revolving around culturally-relevant and seasonal events, such as the holiday season, awards season, food festivals, fashion weeks, and more.
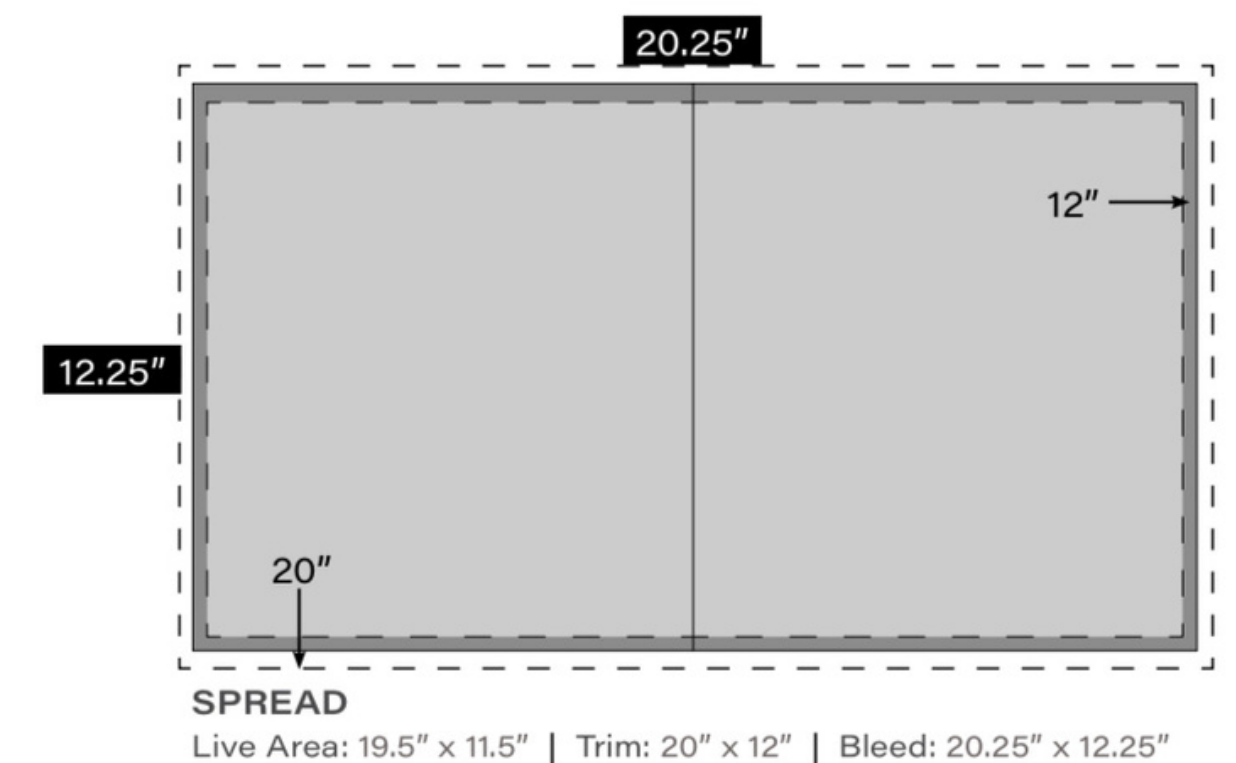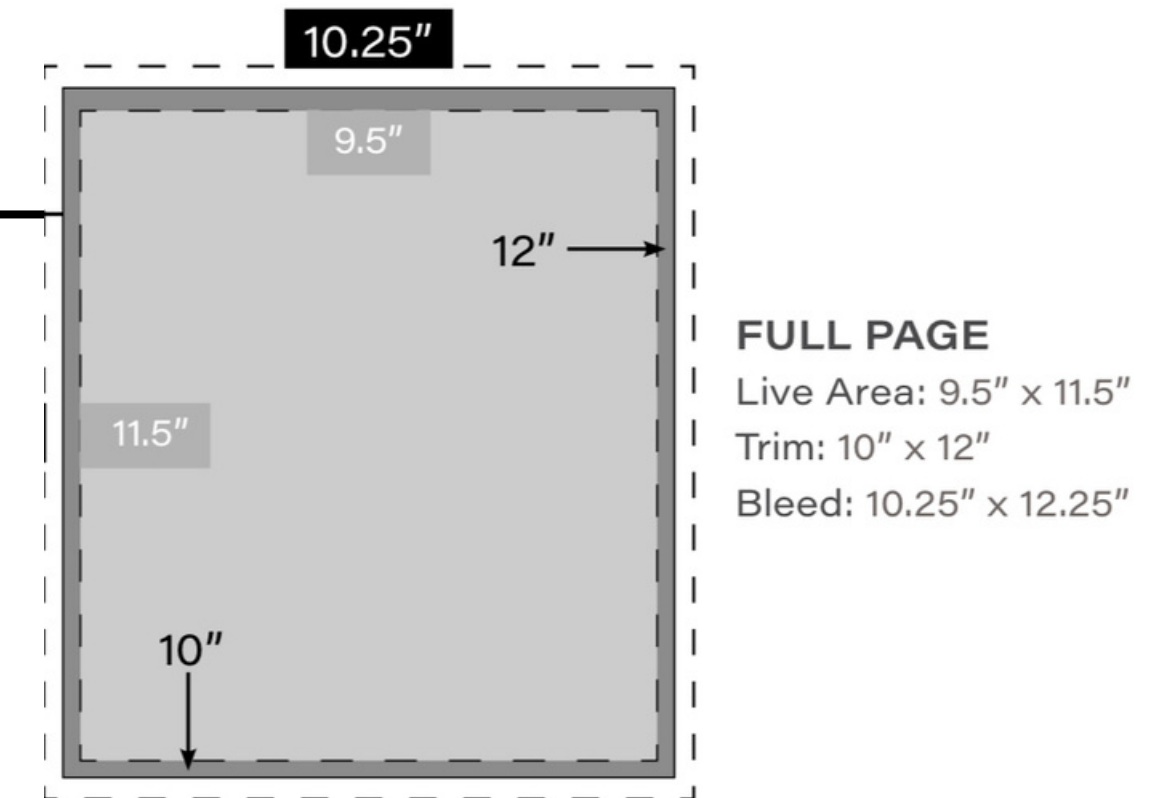
2023 Print Ad Specs

IMPORTANT NOTES

• Illustrator files must be saved as EPS files with all images
• InDesign files should be packaged with all links and fonts included
• All PSD, TIFF, JPG, and EPS files should be flattened and saved with highest resolutions
• All images in ads must be CMYK with 300 dpi resolution (RGB, Pantone and PMS color format are not accepted)
• 3/16" safety area of no live text from trim and 1/2" from spine is recommended

PDF FILES

• Make sure documents are flattened before creating PDF when placing images in Dubai Announcer layout program (applies to layered graphics such as Photoshop PSD files or layered Illustrator files)
• Transparency can cause a problem: flattening layouts will reveal any problems that may later arise

IN-HOUSE AD CREATION

• Image files must be at least 300 dpi at 100% of placement size
• All materials must be labeled (advertiser name, publication location, issue date) and emailed to network@dubaiannouncer.com (or uploaded to FTP site)

FULL PAGE
Live Area: 9.5" x 11.5"
Trim: 10" x 12"
Bleed: 10.25" x 12.25"

10.25"
9.5"
12"
11.5"
10"

SPREAD
Live Area: 19.5" x 11.5" | Trim: 20" x 12" | Bleed: 20.25" x 12.25"

20.25"
12"
12.25"
20"

Pricing

(Includes 10 hard copies.)

Full Page	$750
Double Page Spread	$1,350
Inside Front Cover Spread	$1,850
Front Cover	$2,500
Back Cover	$2,000
Digital Article	$250

Khaleej Times   GULF NEWS   Gulf Today   THE SOURCE