

DESTINATION

City Insight on the Go!

MEDIA KIT 2016

WWW.DESTINATIONKSA.COM

LOVE
theCITY

DESTINATION EVERYWHERE

Extend your messaging with our multi-platform engaging solutions.

OUR PLATFORMS:



Destination has been published continuously for **8 years** in Jeddah and **3 years** in Riyadh, with over **250,000** readers monthly across KSA.

New Destination Jeddah & Riyadh websites were launched in the first quarter of 2015 with over **70K+** visitors on both websites, and **270K+*** Facebook referrals.

** Numbers were last updated in December 2015*

WWW.DESTINATIONKSA.COM
LOVE
the**CITY**

DESTINATION MAGAZINES

Destination KSA are monthly English magazines directed at locals, new residents, business visitors and the expanding KSA/GCC tourism sector.

With a splash of tradition, culture and lifestyle, Destination encapsulates the offerings of Saudi Arabia as a comprehensive and consumer friendly, one-stop magazine.

NO. 1 READ
MAGAZINE IN
THE WESTERN
REGION

NO. 2 READ
MAGAZINE IN
THE CENTRAL
REGION

NOW IN THE EASTERN
REGION
**DESTINATION
SHARQIYA**



WHO READS DESTINATION?

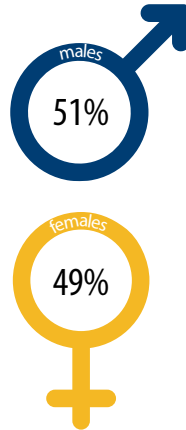
Destination Magazine readers are always looking for ways to spend their time and money across the city. They have a desire to meet new people and try new experiences. Our readers are interested in original fresh and innovative products, services and ideas. They happen to use the magazine to plan their activities.

Nationality

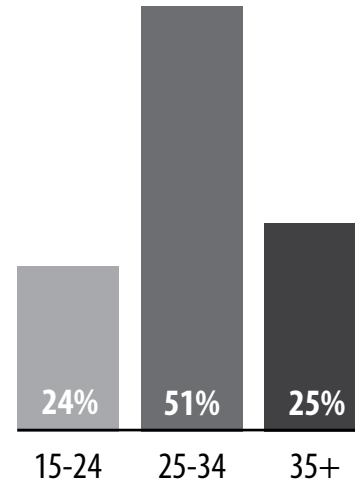


Locals 78% Expats 22%

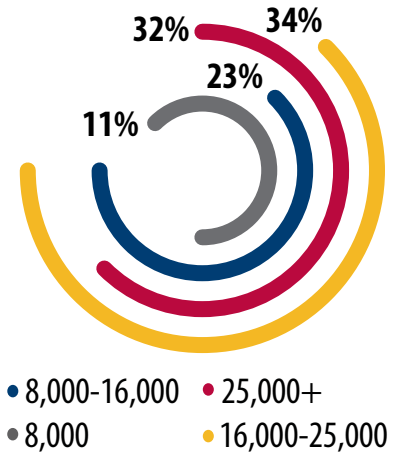
Gender



Age



Family Income (SAR)



WHERE TO FIND DESTINATION?

80,000 copies distributed in over **2,500** points in Saudi Arabia

We target the right consumers in all the right places with our strategic circulation efforts.

We distribute Destination Magazines in over 2,500 distribution points in KSA: malls, cafes, hospitals, clinics, schools, companies, embassies and consulates, salons, gyms, hotels, etc...

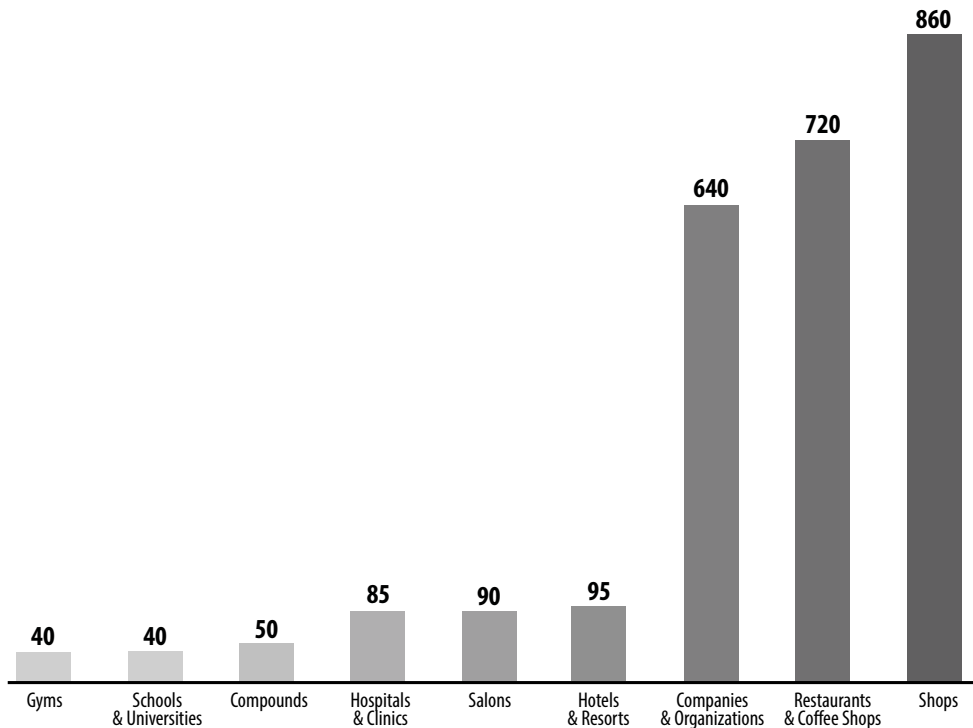
Print Run:

Jeddah: **30,000** copies

Riyadh: **30,000** copies

Sharqiya: **20,000** copies*

* 15,000 copies in January & February of 2016



EDITORIAL CALENDAR 2016

January Business

Entrepreneurs | Innovation | Activities
Highlighting 30 entrepreneurs.

Booking Date: 14th December

Artwork Submission: 19th December

February Art

Artists | Galleries | Music
Introducing new art talents.

Booking Date: 14th January

Artwork Submission: 18th January

March Entertainment

Outdoor Fun | Gifts | Spring
Recommending fun activities.

Booking Date: 14th February

Artwork Submission: 18th February

April Social Responsibility

Lifestyle | CSR | Beauty
Promoting CSR initiatives.

Booking Date: 14th March

Artwork Submission: 17th March

May Travel

Festivals | Fashion | Explore
New exotic destinations.

Booking Date: 14th April

Artwork Submission: 18th April

June Ramadan

Fashion | Eid | Sweets
Reviving traditions.

Booking Date: 15th May

Artwork Submission: 19th May

July Summer

Promotions | Sports | Food
Announcing the latest fun spots.

Booking Date: 14th June

Artwork Submission: 19th June

August Food

Electronics | Kitchen | Connoisseurs
Discovering culinary treasures.

Booking Date: 14th July

Artwork Submission: 18th July

September Parenting

Homes | Education | Hajj
Highlighting useful life tips.

Booking Date: 14th August

Artwork Submission: 18th August

October Fashion

Art | Jewelry | Beauty
Revealing local creative designs.

Booking Date: 14th September

Artwork Submission: 18th September

November Health

Fitness | Diet | Contentment
Healthy habits for a healthy lifestyle.

Booking Date: 15th October

Artwork Submission: 19th October

December Good Vibes

Gifts | Resolution | Best of
Stay Positive!

Booking Date: 14th November

Artwork Submission: 19th November





PRINT RATE CARD

Destination KSA

Jeddah, Riyadh & Sharqiya

Jeddah or Riyadh

Sharqiya

ADS

Full Page	8,600 \$	4,500 \$	3,200 \$
Half Page	5,120 \$	2,700 \$	1,920 \$
Inside Front Cover	10,630 \$	5,600 \$	3,980 \$
Inside Back Cover	9,500 \$	5,000 \$	3,560 \$
Back Cover	18,000 \$	9,500 \$	6,750 \$
Double Page Spread	13,660 \$	7,200 \$	5,120 \$

ADVERTORIALS

One Page	5,120 \$	2,700 \$	1,920 \$
Double Page Spread	8,160 \$	4,300 \$	3,030 \$

SPECIAL MULTIPAGES

Inside Front Cover Spread	16,900 \$	8,900 \$	6,330 \$
Gatefold	17,800 \$	14,900 \$	10,600 \$

DIRECTORY ADS

Banner 6x6	1,900 \$	1,000 \$	710 \$
Banner 6x12	2,800 \$	1,500 \$	1,070 \$
Banner 6x24	3,800 \$	2,000 \$	1,420 \$
Double Page Spread Sponsorship Banner	8,600 \$	4,500 \$	3,200 \$

All prices are in USD

DESTINATION DIGITAL

WEBSITES

Our websites aim to become a leading pioneer in the source of city information and entertainment by publishing reliable content about everything new in the city.

We are revolutionizing the advertising industry in KSA by introducing a new way of social advertising using our own in-house creative talents working closely with brands to develop shareable stories that will go viral.

SOCIAL MEDIA

Advertise and connect with us through Facebook, Twitter, Instagram and Snapchat.

DESTINATION LISTING

Destination Listing is a highly interactive Directory website that provides the residents and visitors of Saudi Arabia easy access to all the places and services around each and every town.

PRINT + DIGITAL

Watch, hear and connect while interacting digitally with what you are reading.



DOWNLOAD

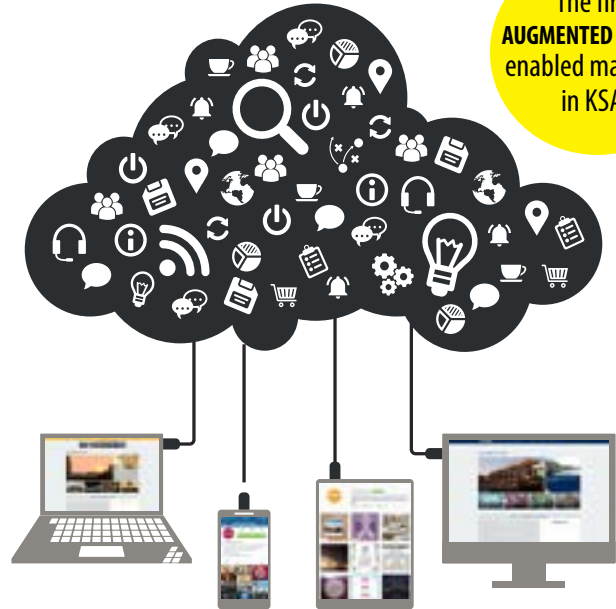


DISCOVER



INTERACT

AR+
The first
AUGMENTED REALITY
enabled magazine
in KSA!



We engage our audience across all platforms

1.70* Daily page views per visitor in Destination websites

51% of the website visitors return

Over **270K+*** Facebook referrals

40K+* followers on our social media channels

Please check the updated daily page views at www.alexa.com

All Social Media numbers were last updated in December 2015. Please ask for the updated numbers & weekly report



DIGITAL RATE CARD

Destination KSA
Jeddah, Riyadh & Sharqiya

One City
Jeddah, Riyadh or Sharqiya

WEBSITE ADVERTISEMENT

Web Leader Board 728x90	35 \$	25 \$
Web Right Box 300X250	30 \$	20 \$
Web Background	75 \$	50 \$

PRODUCTION PLACEMENT

Product Placement	35 \$	25 \$
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CONTENT

Custom Content	75 \$	50 \$
Sponsored Content	50 \$	35 \$
One Week Content	100 \$	75 \$

SOCIAL MEDIA

Facebook	300 \$	200 \$
Twitter	400 \$	300 \$
Instagram	500 \$	400 \$

AUGMENTED REALITY

Basic Trigger	1,400 \$	1,400 \$
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All prices are per post / per day.

DESTINATION LISTING

www.destinationlisting.com

This directory is enriched by the connection and sharing of users and businesses both ways, exchanging information, promotions, feedback and experiences.

Claim your
**BUSINESS,
UPGRADE
& BENEFIT.**

FEATURES	FREE LISTING	PRIME (200 USD/year)
Claim a Location	✗	✓
List Location	Only One Location	✓
Place a Name	✓	✓
Place Address	✓	✓
Place Location "City"	✓	✓
Place Number	✓	✓
Category	✓	✓
Photos	Only 3 Photos	Up to 10 Photos
Social Media	✗	✓
Website Link	✓	✓
Opening Time	✗	✓
Opening Date	✗	✓
Edit Description	50 Word Description / Cannot Edit Existing	✓
Post Events	✗	✓

TECHNICAL SPECS

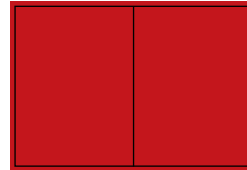
Print Specs:

- **File Format:** EPS, PDF or TIFF
- **Colors:** All colors should be processed CMYK
- **Resolution:** 300 DPI

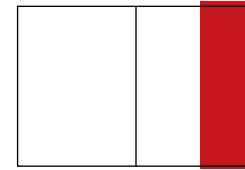
FP/IFC/IBC/BC *
Trim Size: 16.5 x 24 cm
Bleed Size: 17.5 x 25 cm



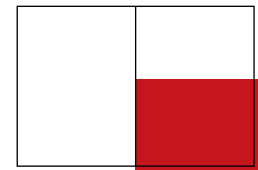
Double Page Spread
Trim Size: 33 x 24 cm
Bleed Size: 34 x 25 cm



Half Page Vertical
Trim Size: 8.2 x 24 cm
Bleed Size: 9.2 x 25 cm



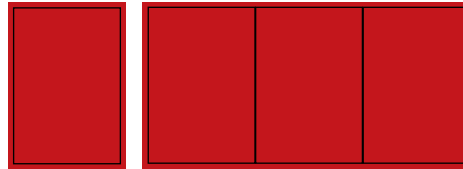
Half Page Horizontal
Trim Size: 16.5 x 12 cm
Bleed Size: 17.5 x 13 cm



We can create special operations and creative solutions upon request, such as:
Loose Insertions, Belt, Coupons, etc...



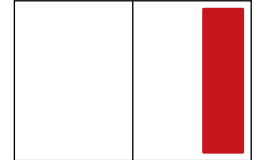
Gatefold
Size: Depends on the artwork



Directory Ad
6x6 cm 6x12 cm



Banner
6x24 cm



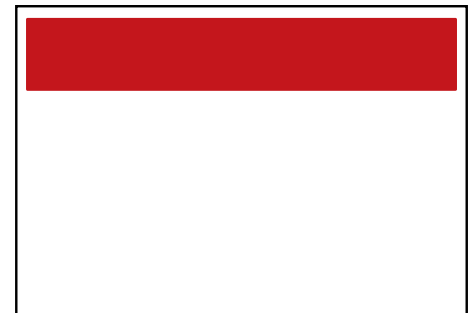
Digital Specs:

- **File Format:** Pushdown, Filmstrip & Wonderwall
- **Colors:** All colors should be RGB.
- **Resolution:** Minimum of 150 DPI

Web Right Box 300x250 pixels



Web Leader Board 728x90 pixels



* FP: Full Page / IFC: Inside Front Cover / IBC: Inside Back Cover / BC: Back Cover

Head Quarter

Sales & Advertising

Email: sales@destinationksa.com

Phone: +966 563578291

Public Relations & Events

pr@destinationksa.com

Distribution

distribution@destinationksa.com

Social Media

social@destinationksa.com

General Inquiries

+966 12 6060291

Riyadh Office

Sales & Advertising

Email: sales@destinationryd.com

Phone: +966 509752274

Public Relations & Events

pr@destinationryd.com

Distribution

distribution@destinationryd.com

Social Media

social@destinationryd.com

Jeddah Office

Sales & Advertising

Email: sales@destinationjeddah.com

Phone: +966 539119559 / +966 539119449

Public Relations & Events

pr@destinationjeddah.com

Distribution

distribution@destinationjeddah.com

Social Media

social@destinationjeddah.com

Sharqiya Office

Sales & Advertising

Email: sales@destinationsharqiya.com

Phone: +966 509752274 / +966 563578291

Public Relations & Events

pr@destinationsharqiya.com

Distribution

distribution@destinationsharqiya.com

Social Media

social@destinationsharqiya.com



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