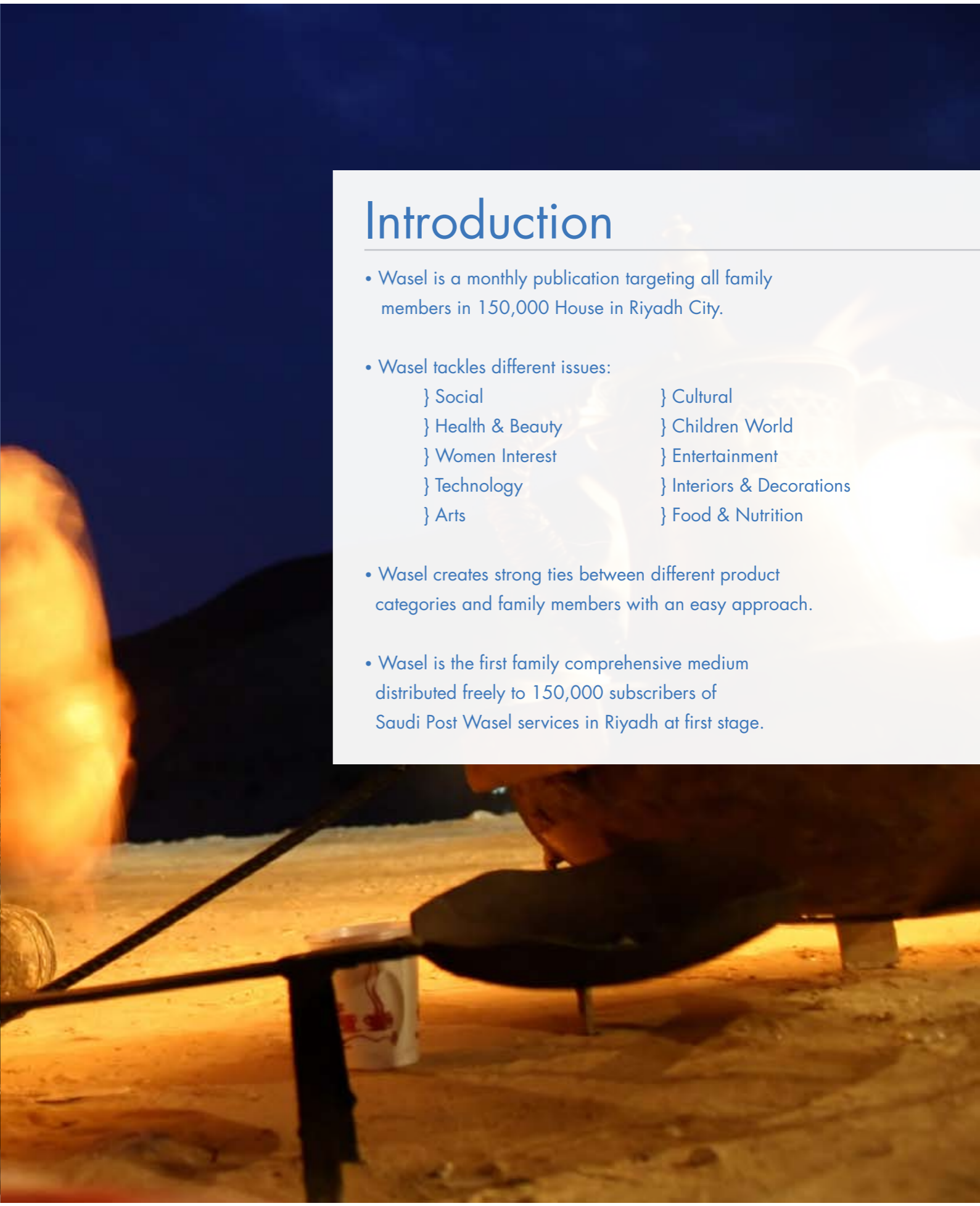




WASEL NEWSLETTER
2011
MEDIA KIT

Introduction

- Wasel is a monthly publication targeting all family members in 150,000 House in Riyadh City.
- Wasel tackles different issues:
 - } Social
 - } Health & Beauty
 - } Women Interest
 - } Technology
 - } Arts
 - } Cultural
 - } Children World
 - } Entertainment
 - } Interiors & Decorations
 - } Food & Nutrition
- Wasel creates strong ties between different product categories and family members with an easy approach.
- Wasel is the first family comprehensive medium distributed freely to 150,000 subscribers of Saudi Post Wasel services in Riyadh at first stage.



Editorial Concept

· The best of local and syndicated content of well established authority and authenticity to entertain our readers in Riyadh.

Circulation

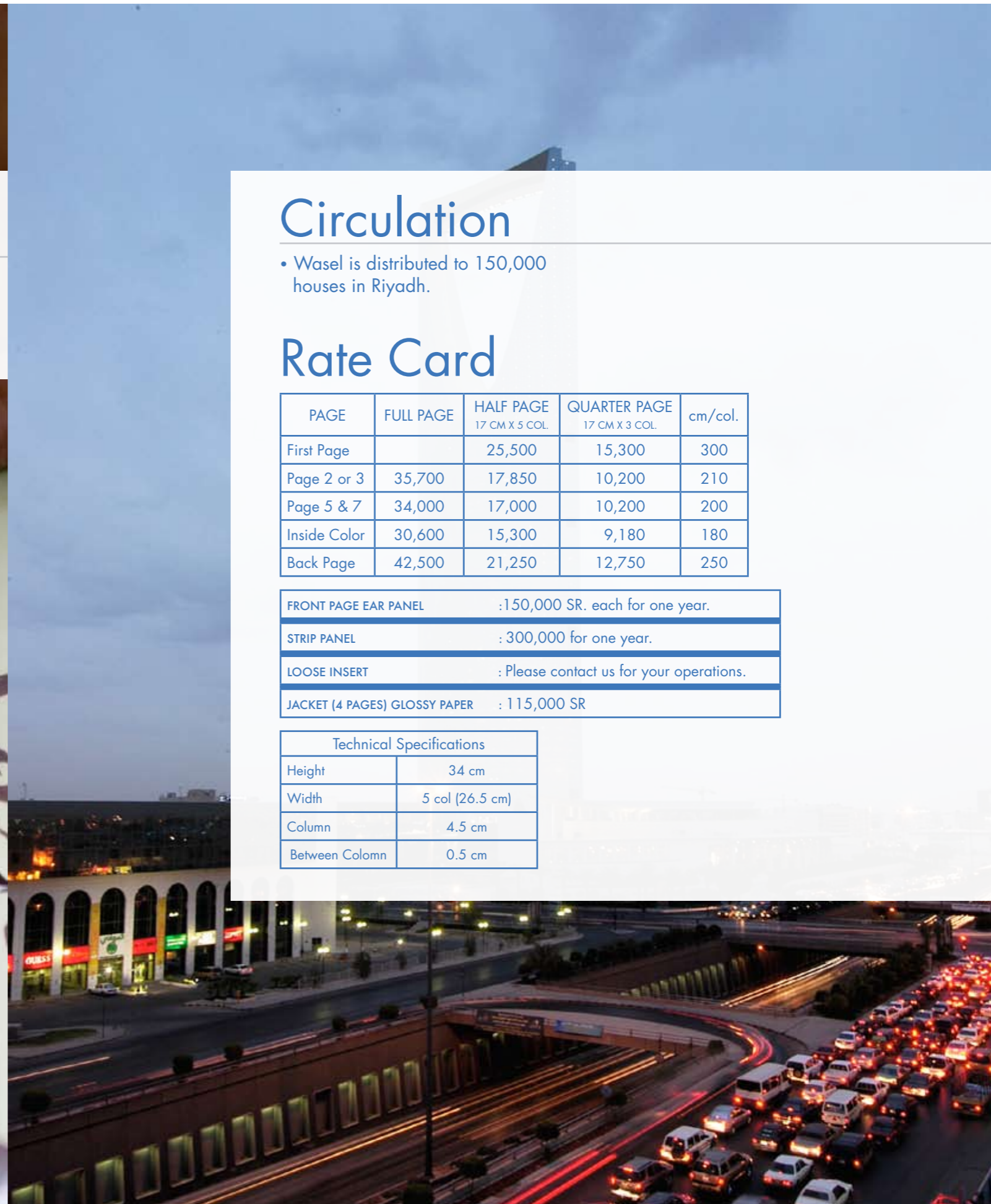
- Wasel is distributed to 150,000 houses in Riyadh.

Rate Card

PAGE	FULL PAGE	HALF PAGE 17 CM X 5 COL	QUARTER PAGE 17 CM X 3 COL	cm/col.
First Page		25,500	15,300	300
Page 2 or 3	35,700	17,850	10,200	210
Page 5 & 7	34,000	17,000	10,200	200
Inside Color	30,600	15,300	9,180	180
Back Page	42,500	21,250	12,750	250

FRONT PAGE EAR PANEL	: 150,000 SR. each for one year.
STRIP PANEL	: 300,000 for one year.
LOOSE INSERT	: Please contact us for your operations.
JACKET (4 PAGES) GLOSSY PAPER	: 115,000 SR

Technical Specifications	
Height	34 cm
Width	5 col (26.5 cm)
Column	4.5 cm
Between Column	0.5 cm



Advertising Specification

Full Page		Half Page		1/4 Page	
Size: 25 cm x 31 cm		Size: 25 cm x 16 cm		Size: 13 cm x 16 cm	
Columns Size's					
Size: 4.5 cm	Size: 9.5 cm	Size: 14.5 cm	Size: 19.5 cm	Size: 24.5 cm	
1	2	3	4	5	
Ear Panel			Strip Panel		
Size: 6 cm x 4 cm			Size: 24.5 cm x 3 cm		



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