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Find, Buy, Sell

**BENEFITS:**
Some of the benefits if you chose Buzzon for your advertisement

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- **Jobs & Careers.** Print and Online section of Jobs & Careers helps employers to find the right candidates faster, easier and far more cost effectively than any other method, giving you the best and the most resourceful database in the UAE.

  Jobs & Careers is published inside the Business pages of Khaleej Times & also kept live on buzzon.com in jobs section which is the most visited page on our website with close to 800,000 page views per month. One can place and find a job every week Sat to Thu in the print section and online is open for all days.
Reach & visibility

**TARGET AUDIENCE:**
Anyone and everyone who are looking for a property to buy, sell or rent. One who is searching for a job or a company who is searching for a right candidate for the job. The one who is searching to buy or sell a car or want to setup a business and looking for some company who can guide. A travelers searching for a right travel company to plan his tour or an aspirant to migrate to other countries. A women looking for a beauty salon or a health freak searching for sports equipment.

In a nutshell target audience for Buzzon are SME, Low to Medium Income Group Families, Job seeker, Women of age (15-50 Yrs), Male age (15-50Yrs), and Tourist.

**TARGET INDUSTRIES:**
Some of the major categories we covered are Automobile, Tour & Travel, Jobs and Careers, Property, Hotel & Restaurants, Furniture & Home Décor, Health & Beauty, Services(business & personal), Mobile & Electronics, Clothes & Accessories, Education/Training, IT-Hardware & Software, Business Opportunities, Entertainment, Sports & Fitness Equipment, Matrimonial, Pets etc.
Pulse of the community

Creating a buzz across the city, Dxbuzz is a community magazine centred on the latest ventures in hip and happening neighbourhoods — from cosy Karama to the trendy Marinas.

Each edition features a theme and covers topics that satiate the needs of families in Dubai. With a plethora of activities, Dxbuzz compiles a list of monthly events that appeal to readers of all ages, and features exciting and affordable ideas for the weekend or long breaks — from staycations and exotic adventures to spa getaways, beauty makeovers and fun movie nights. It further encourages residents to try their hand at concocting delicious dishes in the comfort of their own homes, with tips and advice from top-star chefs.

Dxbuzz pages are also dedicated to talented residents, giving them a platform to showcase creative skills as well as share their accomplishments as an inspiration to others. In addition, exclusive columns on education and career are geared to guide youth and their parents towards a successful future.

Not forgetting the movers and shakers of the industry, the edition features notable organisations that offer products and services essential for daily life.

Copies
40,000
The Cost Effective Way of Flyers Distribution

Flyers can be used for local and national audiences. We said that the Flyer is a tool that allows the little Champs to be more competitive. If you have budget constraint and dreaming big, let’s join hand to explore your marketing possibilities. Flyer is a platform for you.

Some of the benefits Flyers for your advertisement

- Reach your audience-flyers provide a great platform to promote special events and reach your audience in a short notice.
- Get Creative- You can add much more information than on a small size advertisement. You can highlight main message either sale or an open day.
- Something Tangible- Flyer is tangible and one can keep it for future use. Tangible nature of flyer helps longer shelf life of your advertisement.
- Incentives- Promotion, Coupon Code and Voucher can be printed on Flyers to make your instant offer in the market very next day.
- Measurable- You can measure your response by putting up coupon code/voucher very effectively.
BUZZON

Buzzon/Classifieds Tabloid

<table>
<thead>
<tr>
<th>Rate (Per Square cm)</th>
<th>SINGLE</th>
<th>MULTIPLE</th>
<th>SUPER</th>
<th>SLAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 16</td>
<td>AED 14</td>
<td>AED 12</td>
<td>AED 10</td>
<td></td>
</tr>
</tbody>
</table>

Column Width Size

- 1 COL
- 2 COL
- 3 COL
- 4 COL
- 5 COL
- 6 COL

Buzzon/Classifieds Tabloid 6 Col

- 3.91cm
- 8.33cm
- 12.74cm
- 17.16cm
- 21.58cm
- 26cm

Popular Sizes - Inside Page Rate

<table>
<thead>
<tr>
<th>Size in Sq. cm</th>
<th>Single</th>
<th>Multiple</th>
<th>Super</th>
<th>Slam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (H - 29cm x W - 26cm)</td>
<td>754</td>
<td>5,000</td>
<td>4,500</td>
<td>3,750</td>
</tr>
<tr>
<td>Half Page (H - 16cm x W - 26cm)</td>
<td>416</td>
<td>3,000</td>
<td>2,750</td>
<td>2,500</td>
</tr>
<tr>
<td>Qtr Page (H - 16cm x W - 12.74cm)</td>
<td>203.84</td>
<td>2,000</td>
<td>1,750</td>
<td>1,500</td>
</tr>
</tbody>
</table>

*Semi display at AED 10 per sq cm.

* 25% premium applicable for Front page.

* Slam rate to be applicable on booking of 4 different products or 4 same ads.

Single - 1 ad, Multiple - on booking of 2 ads, Super - on booking of 3 ads, Slam - on booking of 4 ads.

DXBUZZ

Dxbuzz (Monthly Magazine)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SPECIFICATION</th>
<th>RATE-FULL COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>H - 25cm x W - 18cm</td>
<td>AED 4,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>H - 12cm x W - 18cm</td>
<td>AED 3,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>H - 12cm x W - 9cm</td>
<td>AED 2,000</td>
</tr>
<tr>
<td>Strip AD</td>
<td>H - 5cm x W - 18cm</td>
<td>AED 1,500</td>
</tr>
<tr>
<td>5x2 Col Cm</td>
<td>H - 5cm x W - 9cm</td>
<td>AED 800</td>
</tr>
</tbody>
</table>

JOBS & CAREERS

Jobs & Careers

<table>
<thead>
<tr>
<th>Rate (Per Square cm)</th>
<th>SINGLE</th>
<th>MULTIPLE</th>
<th>SUPER</th>
<th>SLAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>AED 24</td>
<td>AED 19</td>
<td>AED 17</td>
<td>AED 15</td>
<td></td>
</tr>
</tbody>
</table>

Jobs n Careers - Broadsheet - 6 Col

- 4.62cm
- 9.56cm
- 14.5cm
- 19.44cm
- 24.38cm
- 29.32cm

Jobs & Careers Print - Popular Sizes

<table>
<thead>
<tr>
<th>Size in Sq. cm</th>
<th>Single</th>
<th>Multiple</th>
<th>Super</th>
<th>Slam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page (H - 26cm x W - 29.32cm)</td>
<td>762.32</td>
<td>18,000</td>
<td>14,500</td>
<td>13,000</td>
</tr>
<tr>
<td>Qtr Page (H - 26cm x W - 14.5cm)</td>
<td>377</td>
<td>9,000</td>
<td>7,000</td>
<td>6,400</td>
</tr>
<tr>
<td>10x4 Col (H - 10cm x W - 19.44cm)</td>
<td>194.4</td>
<td>4,500</td>
<td>3,700</td>
<td>3,300</td>
</tr>
</tbody>
</table>

ONINSERT OPERATION

CIRCULATION

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SPECIFICATION</th>
<th>BOTH SIDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAE Run</td>
<td>Full Page</td>
<td>H - 28cm x W - 21cm</td>
</tr>
<tr>
<td>Dubai Run</td>
<td>A4</td>
<td>H - 28cm x W - 21cm</td>
</tr>
</tbody>
</table>

Printing & Distribution

CONTACT US FOR MORE DETAILS

Al Quoz, Dubai
Tel: 04 299 5120
Fax: 04 299 5086
Email: buzzon@khaleejtimes.com

Deira, Dubai
Tel: 02 633 7666 / 02 634 5424
Fax: 02 634 4339
Email: buzzon@khaleejtimes.com

Abu Dhabi
Tel: 02 633 7666 / 02 634 5424
Fax: 02 634 4339
Email: buzzon@khaleejtimes.com

Khaleej Times

ADVERTISING TERMS AND CONDITIONS

Galadari Printing and Publishing will not be held responsible for any legal action imposed by the regulatory authorities on the advertiser or advertising agency as a consequence of advertising.

DEADLINES

- Bookings: 3 - 4 Days prior to the date of publication.
- Creative: 2 Days prior to the date of publication.

CANCELLATION DEADLINES

Same as the booking deadline.
Any advertisement cancelled after that will be charged at the full card rate.

All Rates in Net (currency AED).

All advertising will attract 5 % VAT on the net applicable rates.

Special Contract rate will be discussed upon request.
# Advertising Options

## Packages
- Gold Listing
- Featured Listing

## Category Sponsorship - Fixed position in Category
- Cars
- Tours & Travels
- Property
- Jobs & Apps
- Hotels & Rest
- Furniture & Decor

## Display Advertising Banner - Exclusive

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size in Pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Header LB</td>
<td>728x90</td>
</tr>
<tr>
<td>Home Page Footer LB</td>
<td>728x90</td>
</tr>
<tr>
<td>Home Page/Category Page - Medium Rectangle</td>
<td>300x250</td>
</tr>
<tr>
<td>Home Page/Category Page - Vertical Rectangle</td>
<td>300x600</td>
</tr>
<tr>
<td>Search Category Header LB</td>
<td>728x90</td>
</tr>
</tbody>
</table>
The smarter classified

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