MY TEACHER, MY HERO

Whether it’s a Math problem, trouble with your friends or convincing the parents, your teacher flies to the rescue. Page 16
EMPOWERING YOUTH

YOUNG TIMES

Making the habit of reading a reality in tune with the UAE’s leadership’s vision

A confidant and a companion to the young adult
ABOUT

Young Times, a Khaleej Times brand with 22 years of legacy, has always been the last word for the YOUTH. In 2018, we relaunched the magazine with a digital twist. We are the one-stop destination for the young adults of the region. We cater to their every need, every hope, every desire, and partner with them as they aspire to fulfill their dreams. From "Celebrating the Spirit of Youth" to "Empowering Youth" — we invite you to be part of this journey.

TOPICS

From the books they read, the movies they watch, their holiday memories, their top three pizza toppings, how they like to swim in the summer and ride bikes in the winter, why they like pop music and who their favourite singers are, where they volunteer every weekend, their most-awaited event at school, why they tie up their hair the way they do, the gadget they find the coolest, and the theme they’ve selected for their room — we feature it all.

Young Times serves as the ideal education and entertainment platform for teens and pre-teens. Articles, stories, illustrations, etc. by the students have a home at Young Times.

We cover a genre of themes including Education, Technology, Entertainment, Fashion, Mental Health, DIY, Food, Arts, Environment, Music, Sports, and more.

CONTENT

The magazine focuses on topics that interests the target group, which is 9 to 14 years. It also serves as a forum for youngsters to showcase their talents, be it in writing, quizzing, or art and craft. The aim of the magazine is to develop a generation of wholesome youngsters.

NATIVE ADVERTISING: You can reach the audience with bespoke content, which can be created by our native team. This will be your chance to speak to the young adults in their language. Also, it will provide you with a window into their world and you can learn what’s trending among them in fields like fashion, education, technology, sports, food, et al.

YOUNG TIMES PANELLISTS: Tap into the insights, opinions of the next-generation influencers with Young Times’ Panellists. These are select readers, brand ambassadors who share thoughts, ideas and reviews with us.

DESIGN

Fun is the key here. Young Times is trendy and appealing with a busy look. The new Young Times appeals to the young adult. Its high editorial quality ensures that reading the magazine gets top priority and approval of parents and teachers alike. Young Times is a valuable companion to the youth.
**Reach and Visibility**

With a circulation of **55,000 +**

Young Times capitalises on the goodwill it enjoys with schools and hence is distributed through schools in the UAE and also is made available to homes.

**360 Connect**

Our readers enjoy the option of connecting with us and fellow readers via our PORTAL, yountimes.com. In addition, they can download the YT APP on their smartphones and tabs. Our presence across social media channels (Facebook, Instagram and Twitter) assures regular and fun engagement.

**The Target Group is 9 to 14**

However, past experience has shown that once readers get hooked to the magazine they continue reading it throughout their school days.

**Numbers Speak**

- **96%** 
  - Youngsters in the target group said that they want a youth magazine

- **64%** 
  - Showed interest in participation in terms of sending in articles and cover artworks

- **68%** 
  - Showed interest in a career column

- **84%** 
  - Showed interest in technology

- **88%** 
  - Wanted weekly quiz and coverage of inter-school events

- **80%** 
  - Wanted the magazine to be a weekly

41% showed interest in a beauty column, 82% showed interest in sports, 86% showed interest in having a YT Club. 77% showed interest in having a YT app.
### Advertisement Rates - Young Times

<table>
<thead>
<tr>
<th>Category</th>
<th>Single</th>
<th>Multiple</th>
<th>Super</th>
<th>Slam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>18,000</td>
<td>14,400</td>
<td>12,600</td>
<td>9,000</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>6,550</td>
<td>5,240</td>
<td>4,585</td>
<td>3,275</td>
</tr>
<tr>
<td>Full Page (Inside)</td>
<td>10,000</td>
<td>8,000</td>
<td>7,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Inside Front Cover (Full Page)</td>
<td>12,500</td>
<td>10,000</td>
<td>8,750</td>
<td>6,250</td>
</tr>
<tr>
<td>Inside Front Cover Spread</td>
<td>22,000</td>
<td>17,600</td>
<td>15,400</td>
<td>11,000</td>
</tr>
<tr>
<td>Inside Back Cover (Full Page)</td>
<td>24,000</td>
<td>19,200</td>
<td>16,800</td>
<td>12,000</td>
</tr>
<tr>
<td>Outside Back Cover (Full Page)</td>
<td>22,000</td>
<td>17,600</td>
<td>15,400</td>
<td>11,000</td>
</tr>
</tbody>
</table>

**Magazine Format:** A4  
**Weekly:** Every Wednesday  
**Pages:** 48 pages (inside) plus 4 page cover

**MATERIAL**  
All advertising material to be received in high resolution CMYK PDF format.

**DEADLINES**  
**Bookings:** 6 working days prior to the publication  
**Material:** 4 working days prior to the publication

### Specifications

- **Double Page Spread**  
  (Trim Size: 27 cm x 40 cm, Bleed Size: 27.6 cm x 40.6 cm)

- **Full Page**  
  (Trim Size: 27 cm x 20 cm, Bleed Size: 27.6 cm x 20.6 cm)

- **Half Page (Horizontal)** (12.5 cm x 18 cm)

- **Half Page (Vertical)** (25 cm x 9 cm)

### Advertising Terms and Conditions

- Rates or packages are not available in conjunction with any other offers or discounts.
- 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.
- In the event of non-availability of advertising space the advertisement will be rescheduled on the next available day.
- Each package or category of rates are applicable to single advertiser or brand only.
- Placement of advertisement will be as per the schedule for the relevant package indicated in the booking order.
- Packages booked by Advertising Agency, the agency will sign the booking contract and will be fully responsible to abide by all the terms and conditions.
- All Rates in Net (currency AED).
- Any cancellation of a campaign without 7 days prior written notice will result in 50% of the booking value being charged to the Releasing Agency or Client.
- All advertising will attract 5% VAT on the net applicable rates.
- When packaging more than one option from the Digital category offerings, Multiple/Super/Slam rates to apply.
- Special offer - Slam Rates will be applicable  
  - Digital (Social) - Any 3 + Khaleej Times

### Make your brand younger!

**File format:** Pdf for print, acrobat version 5.0, pdf version 1.4  
**Colour profile:** ISO coated V2 (ECI) 330 % Tack  
**Spot colour:** No spot colours  
**Font:** Embedded  
**Picture:** In CMYK format  
**Layers:** Flattened  
**Black text:** Should be 100% K and selected as overprint  
**Picture resolution:** 300 dpi  
**Not accepted:** Files with outline text, font size 8 and below & RGB file

### Other Options for Advertising

- Sponsorships  
- Events/Activations  
- Contests  
- Advertorials  
- Reviews