Redefine your weekend
Own every weekend

WKND magazine offers its readers the perfect dose of a wide range of information, ranging from topics that are of interest to the entire family. The new-look WKND that was rolled out earlier this year is bigger, better and higher on the lifestyle quotient. Its range is very broad spectrum, the tenor is young and its attitude grabs your attention.

The sleek design and consistently high quality of editorial writing and packaging sets WKND apart from the competition and establishes it as a leader in the magazines’ domain.

“From fashion to food, entertainment to experiences, there’s only one way to start your WKND
All about the content

The magazine is the essential weekend leisure read, factoring in subjects like fashion, beauty, trends, food, cinema & entertainment, human interest, motoring, travel, gadgets, technology... Additionally, our world-class columnists provide insight into new domains and make for an entertaining road. There’s something for everyone: whether you are a fashionista or a travel junkie or high on motoring adrenaline or someone with a social conscience, it’s a one-stop shop.

It makes for a perfect ambience for any premium brand looking for an upmarket read. Our associations have long term, thus reinforcing the trust people have in our brand.

Copies
90,000

Readers
400,000+
Reach & visibility

With a circulation of more than 90,000 copies and an average per copy readership of four, Wknd reaches to more than 400,000 readers every week. Copies are also sent to restaurants, gyms, Uber Select, VIP cars, spas, hotels, airport lounges and tourist centres.

WKNND reader belong to the most popular income group with reasonable to high disposable income.

Reader nationalities

- 90% Expats
- 4% Locals
- 6% Arab
## MEDIA INFORMATION 2019

**Our rates**

### RATES

<table>
<thead>
<tr>
<th>CASUAL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>AED 37,000</td>
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<tr>
<td>Full page</td>
<td>AED 20,000</td>
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<tr>
<td>Half page</td>
<td>AED 13,500</td>
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<tr>
<td>1/3 page</td>
<td>AED 9,500</td>
</tr>
<tr>
<td>1/4 page</td>
<td>AED 7,500</td>
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</tbody>
</table>

### LOADING / PRIME POSITION

| Outside back cover | AED 35,000 |
| Inside front cover | AED 30,000 |
| Inside back cover | AED 26,000 |
| Facing IFC | AED 24,000 |
| Facing content page | AED 22,000 |
| Specified section/page | 20% Loading |
| Belly band | AED 35,000 |
| Front cover gatefold | AED 70,000 |
| Bound Insert | AED 45,000 |

*In compliance to the new UAE VAT law, all invoices issued will be subject to additional 5% VAT.*

### AD MATERIAL SUPPLY

Advertising material is only acceptable in digital formats, using all popular softwares like Adobe Illustrator, Photoshop, Freehand, InDesign etc.

Make sure all fonts are converted into curve paths, pics in CMYK binary formats are embedded in document or supplied along document.

Please add all trimming marks and reg. marks into document. Please save document under the clients title.

### DEADLINES FOR BOOKINGS AND MATERIALS

**Bookings:** 12 days prior to publication date.

**Material:** 10 days prior to publication date.

### CONDITIONS OF ACCEPTANCE

The publisher reserves the right to refuse or alter any advertisement without prior notice and without providing any reasons for doing so. While every care is taken in publishing the advertisements neither the publication nor their agents accept responsibility for any inaccuracies or errors of omission/commission or for any consequences arising from the publication of any advertisement.

### CONTACT US FOR MORE DETAILS

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