



bazaar 2013 Rate Card

Total circulation 10,000 copies, free of charge.

bazaar is a lifestyle magazine for the young at heart. With a bi-lingual audience, our articles are in English or Arabic depending on what our many writers submit, and cover everything from what's on to the bizarre. **bazaar's** brand heritage is unique in Kuwait; having been established for over fifteen years, **bazaar** has emerged as one of the most influential magazines of the decade in Kuwait. **bazaar** is published every month (except August) and delivered free of charge to a large subscriber database as well as distributed free throughout Kuwait in over 200 retail, fashion and dining outlets.

bazaar readers:

Gender: Female 55% Male 45%
Nationality: Arab 65% Expat 35%
Age: 21 - 45
Education: Over 85% university graduates



2013 ADVERTISING RATES

Let **bazaar** do your work for you. Sit back and relax whilst we get your message across. If you want to reach hip professionals with high consumer power, then **bazaar** is the magazine for your advertisements.

Effective from January 2013. All prices are in Kuwaiti Dinars:

Inside page	KD 750
Double page spread	KD 1200
Outside Back Cover	KD 2500
Inside Front Cover Spread	KD 2500
Second DPS	KD 1750
Third DPS	KD 1500
Inside Back Cover	KD 1500
Facing intro	KD 1500
Stick-on (material provided by client)	KD 3000
Insert up to 8 pages	KD 2000
Belly Band (including production)	KD 4000
Outside Front cover Gatefold	KD 3000
Thick paper Divider	KD 3000

Single page: Trim size 31x26 cm / Bleed size: 31.5x26.5 cm
DPS: Trim size 31x52 cm / Bleed size: 31.5x52.5 cm

- CD and colour proof to be supplied by advertiser
- Material deadline – 22nd of each month
- General conditions: advertisers and their agencies shall assume full responsibility for advertisement copy and contents
- **bazaar** reserves the right to decline any advertisement deemed not suitable for print
- Full design of advertisement by **bazaar** (includes films and colour proof) is KD 450

Cancellation policy:

For inside pages: written notification at least 10 days before publication date.

For prime positioning: cancellation will not be accepted 30 days before publication date.

In case of cancellations not within our set parameters, a 50% charge will be billed to the client.