

منتدى العرب  
ARAB FORUM

MEDIA DATA

2014 / 2015

Editorial Profile

**ARAB FORUM** seeks to promote the dialog between Germany and the Arab world in **business, culture, and tourism**. **ARAB FORUM** therefore is published in **two languages**. It explores the diversity of the Arab countries, reports on new developments, and provides background information in the **German language** and presents the wide spectrum of German culture and the export strengths of Germany in the **Arab language**.

**ARAB FORUM** seeks to make a contribution that will counter old stereotypes of each other that dominate in the cultural groups of Germany and the Arab countries through, among other things, travel reports, interviews with key players in German-Arab relations, and reports **about important events in the German-Arab dialog**.

**Education, Health, Tourism**, and renewable energy are some of the areas in which a rapid development is taking place in the Arab world, and Germany, **German services and German expertise**, enjoy a good reputation in these elds. The Arab countries are already among Germany's more important trading partners, well ahead of Latin America and the emerging nations of Southeast Asia.

**ARAB FORUM** brings together these subjects that are of interest to its readership in **politics, business, culture, and tourism**, while illuminating the tradition of relations marked by respect and esteem that has grown over the centuries between the Orient and Occident.

Reader Profile

Circulation and Distribution

Publication Dates

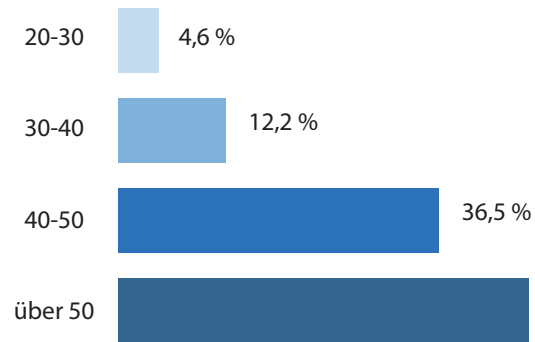
Advertising Rates

Ad Formats

Technical Data

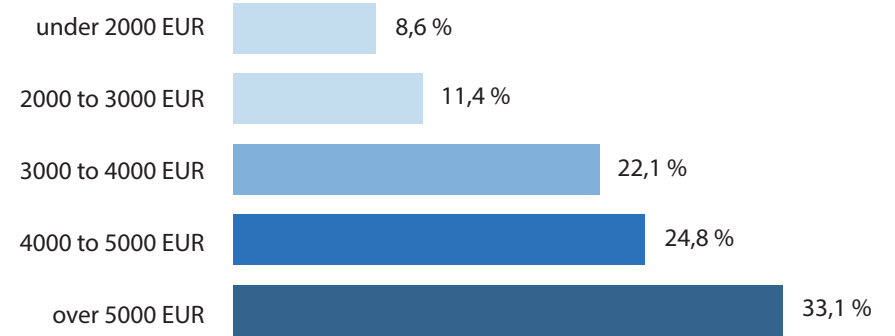
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## ARAB FORUM reader age distribution

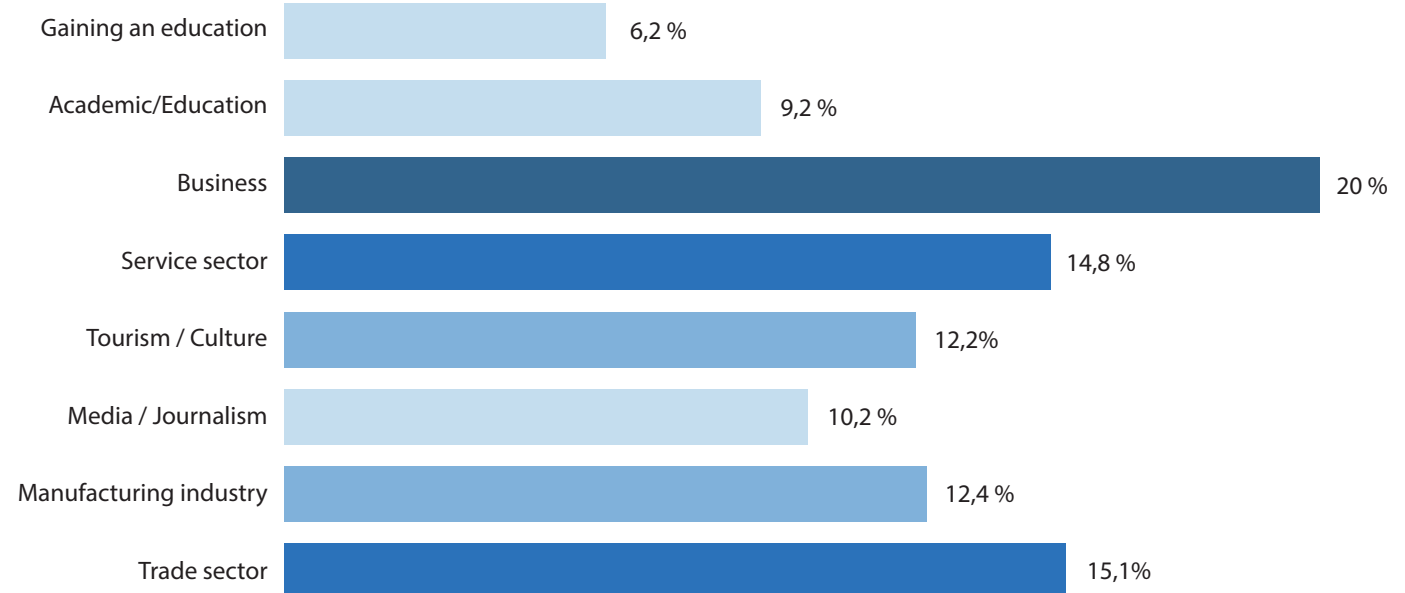


The average age of the reader of ARAB FORUM is **46,5 years**

## Net household income of ARAB FORUM readers



## Occupational distribution of ARAB FORUM readers



# Circulation and Distribution

## Editorial Profile

## Reader Profile

## Circulation and Distribution

## Publication Dates

## Advertising Rates

## Ad Formats

## Technical Data

### ARAB FORUM Data and Facts

Circulation	12.000 copies
Reader per issue	ca. 32.560
Reader per copy	3,2
Publication frequency	4 pro Jahr
Price per copy	9,00 €
Subscription price	36,00 €

### International Distribution

German Lufthansa	4000-7000 Copies
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(Inkliding international flights to the middle east and africa)

### Distribution in Germany

Professional and business associations	1.800 Copies
Federal and state ministries in Germany	1.000 Copies
National representatives	300 Copies
Management consultancies	400 Copies
Lawyers	300 Copies
Luxury hotels	800 Copies
Art and cultural foundations	300 Copies
Private clinics and practicing physicians	300 Copies
Foreign tourist associations	500 Copies

### Distribution in 22 Arab Countries

Service providers	1.400 Copies
Commercial enterprises	800 Copies
Manufacturers	500 Copies
Chambers of commerce and industry	700 Copies
Economics and foreign trade ministries	400 Copies
Health and tourism ministries	400 Copies

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Issue 1/2014 will be published:

**March 2014**

Closing date for ads & editorial deadline: 22.02.2014

Issue 2/2014 will be published:

**June 2014**

Closing date for ads & editorial deadline: : 30.05.2014

Issue 3/2014 will be published:

**September 2014**

Closing date for ads & editorial deadline: 29.08.2014

Issue 4/2014 will be published:

**December 2014**

Closing date for ads & editorial deadline: 28.11.2014

Issue 1/2015 will be published:

**March 2015**

Closing date for ads & editorial deadline: 27.02.2015

Issue 2/2015 will be published:

**June 2015**

Closing date for ads & editorial deadline: : 29.05.2015

Issue 3/2015 will be published:

**September 2015**

Closing date for ads & editorial deadline: 28.08.2015

Issue 4/2015 will be published:

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## Ads

Format: Rate (4c)

2/1 Page 3.500 €

1/1 Page 2.900 €

1/2 Page 1.400 €

1/3 Page (vert., hor.) 1.000 €

1/4 Page (vert. hor.) 860 €

1/6 Page 750 €

## Sonderplatzierung

Inner page: Rate (4c)

Cover (german) 3.900 €

Cover (arabic) 3.900 €

## Rabatte

2 Ads 5 %

4 Ads 10 %

2 Pages 15 %

4 Pages 25 %

Surcharge for bleeds 3%

All discounts will be calculated within one year.

**Page format:**  
210 x 297 mm

**Color:**  
4 color - CMYK

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<p>2/1 pages</p> <p>Print space 390 x 277 mm</p> <p>Bleed 420 x 297 mm</p>	<p>2/1 pages</p> <p>Print space 390 x 277 mm</p> <p>Bleed 420 x 297 mm</p>	<p>1/1 pages</p> <p>Print space 180 x 277 mm</p> <p>Bleed 210 x 297 mm</p>	<p>1/2 pages</p> <p>Print space 180 x 135 mm</p> <p>Bleed 210 x 145 mm</p>	<p>1/2 pages</p> <p>Print space 90 x 277 mm</p> <p>Bleed 105 x 297 mm</p>
<p>1/3 pages</p> <p>Print space 180 x 92 mm</p> <p>Bleed 210 x 102 mm</p>	<p>1/3 pages</p> <p>Print space 55 x 277 mm</p> <p>Bleed 70 x 297 mm</p>	<p>1/4 Seiten</p> <p>Print space 180 x 85 mm</p>	<p>1/4 pages</p> <p>Print space 85 x 120 mm</p>	
		<p>1/6 pages</p> <p>Print space 85 x 70 mm</p>	<p>1/6 pages</p> <p>Print space 75 x 120 mm</p>	

## Editorial Profile

Printing process: Offset print

## Reader Profile

Color space: CMYK, ISO coated v2  
Slight deviations in tonal value within the tolerance zone of the offset process are justified.

## Circulation and Distribution

Proof: Digital proof or print  
We cannot be held responsible for deviations in tonal value without a color compliant proof or facsimile.

## Publication Dates

Storage media: DVD-ROM, CD-ROM

## Advertising Rates

File formats: PDF (higher print quality or PDF X3 -2002, with all fonts embedded)  
EPS  
TIFF  
JPEG (min. 300 dpi)  
InDesign (include linked les, fonts, and images)  
Quark Xpress (include linked les, fonts, and images)

## Ad Formats

Extra charge for Pantone colors.

## Technical Data

Should a program or le format other than those listed above be used, we will be forced to reconstruct the ad according to your guidelines. Additional fees will be charged according to time expended and size of ad.



## Editorial Profile

### ARAB FORUM

Wilhelmstrasse 118  
10963 Berlin

Fon + 49 (0)30 693 96 79  
Fax + 49 (0)30 692 35 83

e-mail: [info@arabforum.de](mailto:info@arabforum.de)  
[www.arabforum.de](http://www.arabforum.de)

### Publisher & Printing house

Azzawi Media Print  
Wilhelmstrasse 118  
10963 Berlin

Fon + 49 (0)30 693 96 79  
Fax + 49 (0)30 692 35 83

e-mail: [info@azzawimediaprint.de](mailto:info@azzawimediaprint.de)  
[www.azzawimediaprint.de](http://www.azzawimediaprint.de)

### Bank Details

Deutsche Bank  
Account Nr.: 213 20 90  
Bank code 100 700 24

IBAN DE13 100 700 240 21320900  
BIC DEUT DE DBBER

### Conditions of payment

ayment within 14 days upon receipt of invoice without any deduction.

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