

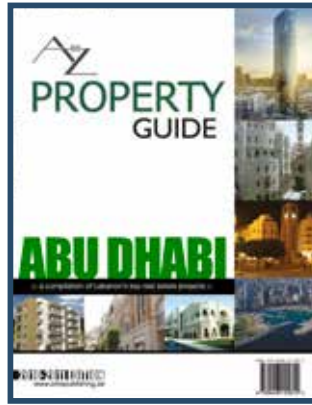
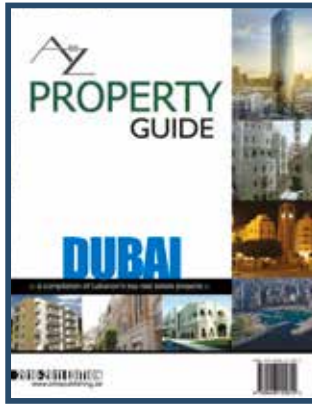
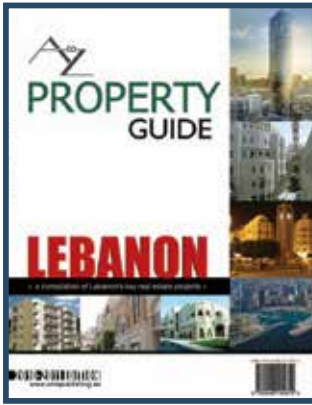


Property Guide

دليل عقارات لندن LONDON

RATE CARD 2016

PREVIOUS PUBLICATIONS



The "A-Z Property Guide" Series was conceptualized and executed by Dr. Ali Matar in 2005. The first issue was released in Dubai, which sold over 22,000 Copies across the Dubai Duty Free Airport, Book shops & Virgin Megastores. Two thousand copies were given out for Free to executives & high net worth individuals across the UAE and the Gulf States. In 2006, the A-Z Property Guide Abu Dhabi was released and in 2007, Lebanon was then launched and became best sellers at Virgin Megastores in the Dubai Mall of Emirates Store selling a record amount of 6,000 copies alone in the month of December 2007. The retail price was \$30 / copy at that time.

ABOUT

Property Guide London will be a one of a kind yearly publication reaching out to Middle Eastern clients seeking to buy a property in London for investment.

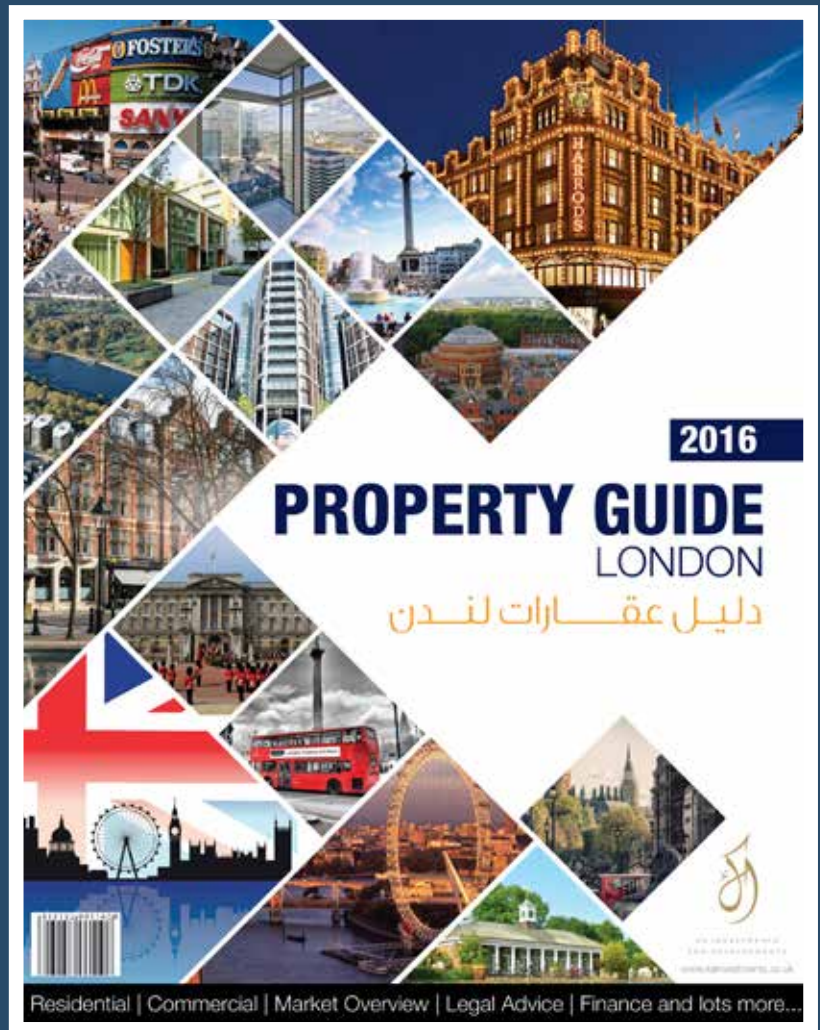
The guidebook will be launched mid May 2015.

It will have "summary" translations in the Arabic Language on every other page. Rich in photos and straight to the point information will make this guidebook very enticing to the purchaser. It will cover both residential and commercial sectors. Chapters in the book will include: London Facts, Residential & Commercial Market Overview, Tips on Buying, Legal, Taxation, Mortgage Advice, Selling Process, Extending a Residential Lease, Planning Permissions for converting a Commercial to Residential Property, Planning permissions for structural changes, Tips on Renting, Stamp Duty, Key London Residential Developments, Interior Design Tips for Residential Units, List of Key Commercial Properties, map of Central London & an easy to use index to search for key topics developments.

There will be a focus on the below central London locations:

Battersea, Belgravia, Chelsea, Fulham, Holland Park, Kensington, Knightsbridge, Marylebone, Mayfair, Notting Hill, St. James, St. Johns Wood, Victoria & The West End.

Retail Price: \$30



RATE CARD 2016

ADVERTISING RATES

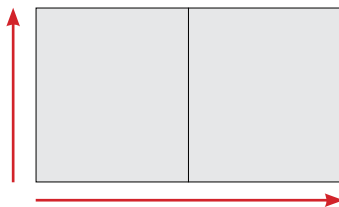
Position	Rates (£)
Inside Front Cover	1,750
Outside back Cover	4,000
Inside Back Cover	1,500
First Full Page Ad. next to Editors Note	1,250
Full Page	700
DPS	850
Special Ad. Operations:	
CDPS on Hard Paper	5,000
Book Mark	1,500



MECHANICAL DATA

Technical specifications in MM

Double Page Spread (DPS)



Trim: W 500 X H 285
Bleed: W 510 X H 29.5

Full Page



Trim: W 225cm X H 285
Bleed: W 235 X H 295

Advertising Material

- All Material should be supplied in electronic format
- Artwork can be supplied as a high-resolution PDF
- Advertisement must be supplied with a complete font and image library
- Screen: 150 LPI
- Resolution 300dpi

Reprints

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CIRCULATION & DISTRIBUTION

15,000 copies will be printed and distributed across the United Arab Emirates.

Re-Print: A further 5,000 copies will be reprinted upon a sell out and so on so forth.

UAE: Copies to be distributed the Following way with a Retail Price of \$30.

- Dubai Airport Duty Free: 5,000
- Bookshops: 3,000
- Supermarkets & Hypermarkets: 3,000
- Virgin Megastores: 3,000

Complimentary copies:

- 5 * Hotels Business Centers (UAE & GCC): 250
- Financial Institutions: 100
- Private Jets (Dubai & Abu Dhabi): 50
- Real Estate Agencies: 200
- Fund Managers (UAE & GCC): 100
- High Net Worth Individuals (UAE & GCC): 300

Distributors (Middle East): Jashanmal (Dubai Duty Free) & Dar Al Hikma LLC.



The editor-in-chief, Dr. Ali Matar, is a Ph.D graduate from London South Bank University with a degree in structural science. Dr. Matar has extensive background in the Real Estate sector, both London and the UAE as an investor & broker. With over 5 years of publishing experience and having lived in Dubai for 10 years, Dr. Matar brings a whole wide spectrum of benefits to this publication, including contacts within the luxury retail outlets, Dubai Duty Free, fund managers, to name a few.

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