

OK!
MIDDLE EAST
FIRST FOR CELEBRITY NEWS

MEDIA KIT



FIRST FOR CELEBRITY NEWS!

THE REGION'S BIGGEST CELEBRITY MAGAZINE **OK!** MIDDLE EAST FIRST FOR CELEBRITY NEWS

JESSICA ALBA
ANOTHER OK! EXCLUSIVE!
THE SULTRY ACTRESS OPENS UP ABOUT MEN, MOVIES... AND MISBEHAVING!

PLUS: VICTORIA BECKHAM, POSH GOES BACK TO HER ROOTS, DIOR FASH BASH, STYLE MEETS THE STARS

PLUS HEATHER MILLS' OUTBURST, MTV AWARDS, NICOLE KIDMAN

THE REGION'S BIGGEST CELEBRITY MAGAZINE **OK!** MIDDLE EAST FIRST FOR CELEBRITY NEWS

JOSS STONE
ON THE EVE OF HER SOULMATE EP
EXCLUSIVE INTERVIEW AND PICTURES ONLY IN OK! 2007

'GIVEN MY TASTE IN MEN, I'M PROBABLY BETTER OFF SINGLE!'

'I HAVE QUITE A FEW BAD HABITS BUT I'M PROUD OF WHAT I'VE ACHIEVED SO FAR'

PLUS WIN TICKETS TO THE DESERT RHYTHM FESTIVAL 2007

OK! IS THE WORLD'S BIGGEST MAGAZINE - SELLING 85% MORE COPIES THAN HELLO! MAGAZINE

Source: Audit Bureau of Circulation - UK/ROI newstrade and other single copy sales, July to December 2006

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KYLIE MINOGUE
CANDID CHAT WITH THE PRINCESS OF POP!
IN HER MOST REVEALING INTERVIEW SINCE HER RECOVERY, KYLIE TELLS OK! HOW HER ILLNESS AFFECTED HER OUTLOOK ON LIFE

PLUS SPICE GIRLS, BRITNEY, NATALIE PORTMAN, BEYONCÉ

THE REGION'S BIGGEST CELEBRITY MAGAZINE **OK!** MIDDLE EAST FIRST FOR CELEBRITY NEWS

ANGELINA
'SHILOH SAVED ME FROM MY DEMONS'

EXCLUSIVE PHOTOS! KELLY ROWLAND

THE BEST OF LONDON FASHION WEEK

PLUS SEYCHELLES, AT HOME WITH AYESHA DEPALA, EVA MENDES

" I think a lot of celebrities support OK! magazine. They know it will be their words released. It's hard with all the tabloids – it's all fabricated. OK! makes you feel like you can speak what's on your mind and speak the truth and say 'ha ha' to everything else."

Jessica Simpson



EDITORS NOTE

Boy, Nicole Richie is one lady who knows how to party! Girls on roller skates, a flashing dance floor, bowls of M&M's and disco tunes... When Nicole asked OK! if we'd like to join her at her birthday bash it took all of two seconds to pack our bags and head over there. We think our US workmates have still got their arms stuck in the YMCA position.

Life's good for another celeb lady too. Kirsten Dunst told us she's back with Jake. Hurrah! She told us they're taking it one day at a time, but we're not risking it.

But before we make room for the hats we've got a whole load of goodies to give away. Robbie's latest CDs, tickets to see Zorro at a secret venue and VIP tickets to Phil Collins in Dubai. Blimey, aren't we good to you!

Enjoy!

The OK! team

OUR MISSION

OK! Puts a new face on celebrity magazines.

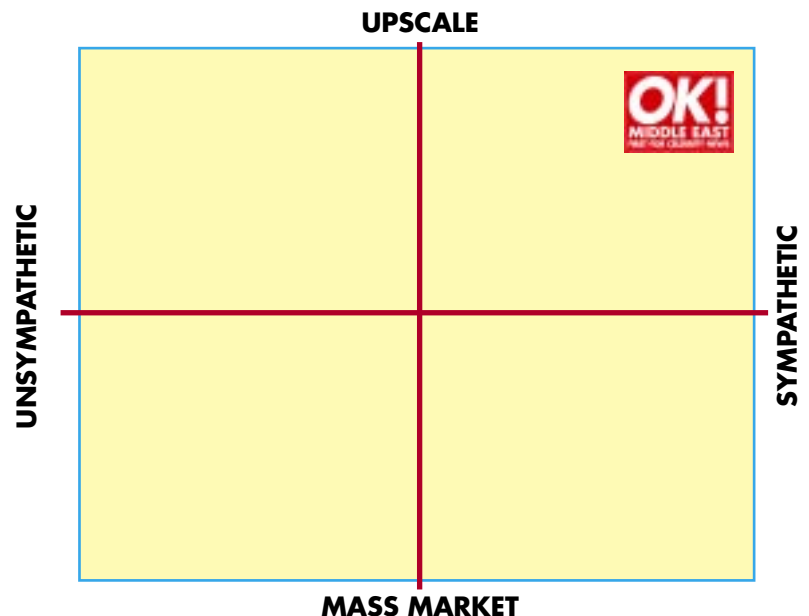
Born in the UK and fast becoming the global gold standard in the genre, OK! Has a heritage of unabashed pro-celebrity coverage and world exclusives.

In addition to photo-based news, OK! Magazine enjoys unparalleled access to these very private individuals; from weddings and parties, to births and birthdays, celebrities invite OK! To cover the major moments in their lives.

With a large, luxurious, photo-driven format, OK! Has a glamour and style not yet seen in any weekly celebrity title on the market today.



A GROWING CELEBRITY MARKET

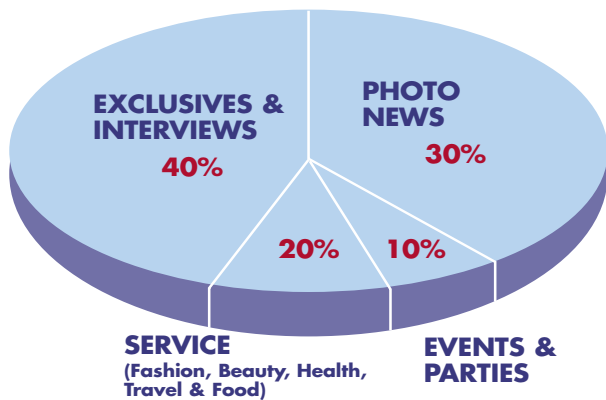
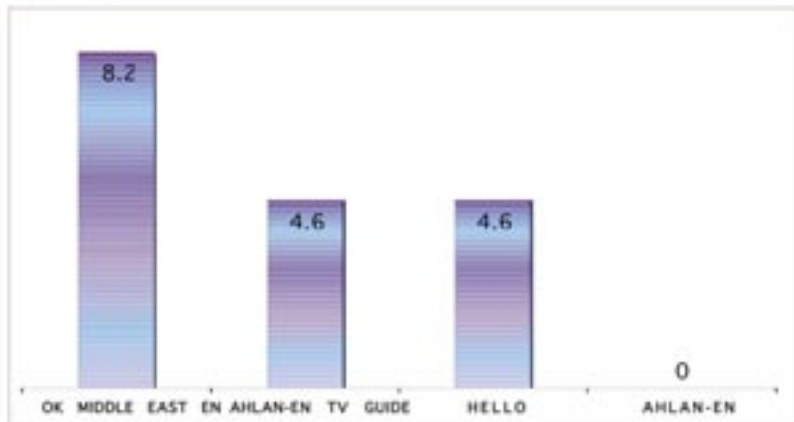


AN INSIDE LOOK



Best Target

Female, Expats living in the UAE, 15-34, AED 12,000 and above



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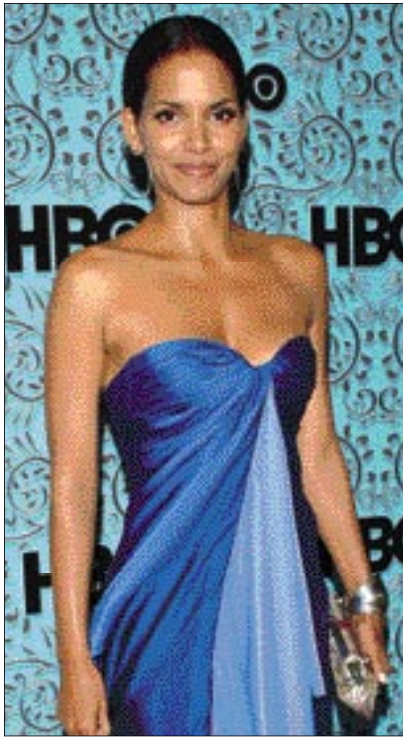
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MORE READERS

SEEN IN ALL THE RIGHT PLACES



With a genuine readership of 50,000, *OK! Middle East* has one of the largest circulation and largest readership of any celebrity title in the region. *OK! Middle East* distributes 10,000 copies across the UAE & 5000 copies across the region every week:

- 8,000 High street/retail outlets – including high profile spots at Spinneys, Choithrams, Carrefour, Park 'n' Shop, selected newsagents, Eppco petrol stations and bookshops.

- 1,000 Selected beauty salons, spas and health clubs .

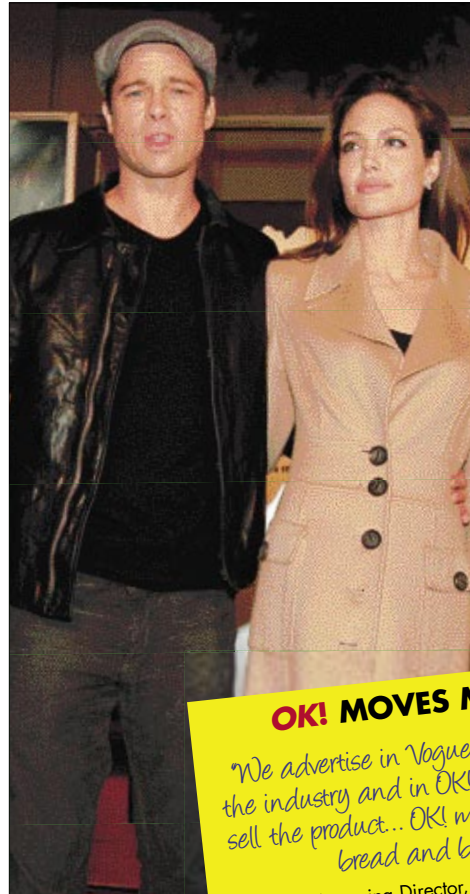
- 500 Dubai's plushiest eateries and cafes.

- 500 Medical/dental waiting rooms.

Visibility is increased across the board thanks to *OK! Middle East's* unique distribution methods including the very attractive floor stands which allow every reader to be an *OK!* cover star!

VALUED CUSTOMERS

READ BY THE PEOPLE YOU WANT TO REACH



- *OK! Middle East* is the best vehicle through which to get your brand seen:
- *OK! Middle East* is read by women between 25 and 45 years of age
- Research shows that 80% of *OK! Middle East* readers are aged 30-40 making the core demographic one of the most sought after target groups
- The average age of an *OK! Middle East* reader is 35.
- *OK! Middle East* readers are Dubai's most affluent social group – people who have a taste for life's little luxuries.
- As part of international publishing's fastest growing phenomenon, *OK! Middle East* is the hottest read in the Middle East, and no other magazine can deliver your brand to such an accurately targeted audience.

OK! MOVES MINDS

"We advertise in *Vogue* for image in the industry and in *OK! Magazine* to sell the product... *OK!* magazine is my bread and butter"

Managing Director, YSL Beauté

A WORLDWIDE STAR

A PROVEN TRACK RECORD AROUND THE GLOBE

OK! Magazine has a pedigree no other weekly title can match:

- *OK!* Magazine is the biggest celebrity title in the UK, as well as the country's fastest growing celebrity magazine
- *OK!* Magazine's aspirational and inspirational content has attracted readers who are more likely to "Spend lots on clothes" and "Keep up with the latest fashion" than *Hello* readers.
- Some 78% of *OK!* Magazine's readers are under the age of 44. Only 66% of

Hello's readers fit into the same age group – thus implying that the *OK!* brand is far more suited to Dubai's relatively youthful population.

- *OK!* Magazine sells around 500,000 copies each week in the UK, while *Hello* shifts less than 296,000.* If these figures are echoed in Dubai, *Hello* would sell only 59.2% as many copies as *OK! Middle East*.

*Source: ABC, Jan-July 2003.

THE ONLY CHOICE FOR ENGLISH & ARABIC READERS

FIRST FOR NEWS, FIRST FOR QUALITY



- *OK! Middle East* is Dubai's most prestigious magazine & is now available in the Arabic language

- *OK! Middle East Arabic* was launched September 2005 during a prestigious launch event starring one of the biggest names in the Arab celebrity circles, Elissa

OK! Middle East Arabic is the product of extensive market research & focus group feedback, the result of which proved that Arabic expat & GCC national women between the ages of 25 to 40 preferred International celebrity news in the language they're most familiar with

- *OK! Magazine* is the world's market leader in what is a tried and tested magazine formula. *OK! Middle East* has combined this proven international track record with a local flavour to finally bring Dubai's discerning readers what they want from a weekly title.

- Based on extensive local market research, *OK! Middle East* is the product of a talented team of journalists handpicked from around the world, delivering unsurpassed coverage of the day to day activities of international celebrities and local socialites alike. Focus group research shows that *OK! Middle East's* readership is Dubai's most affluent social group – the people your brand cannot afford not to reach!

The glamour of
In Style

The soft touch of
People

The celebrities of
**Weekly,
In Touch**



ADVERTISING RATES AND TECHNICAL DATA

BE PART OF THE OK! PHENOMENON

ENSURE YOUR BRAND IS SEEN IN THE PAGES OF THE
GULF'S MOST PRESTIGIOUS TITLE



ADVERTISING RATES

Front Cover Gatefold	AED73,600
OBC	AED50,600
IFC	AED43,700
IFCSpread	AED66,700
IBC	AED36,800
2nd DPS	AED55,200
DPS Run Of Magazine	AED43,700
FPC Facing Editorial	AED34,500
2nd FPC	AED32,200
Normal FPC	AED23,000
1/2 Page Guaranteed Position	AED13,800
1/2 Page Normal Position	AED12,650
1/3 Page Run of Magazine	AED11,000
1/4 Page Guaranteed position	AED10,200
1/4 Page Run of Magazine	AED9,200

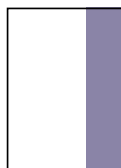
Prices for inserts, tip-ons, belly bands, cover mounts and other creative options available on request.

TECHNICAL SPECIFICATIONS



DPS

Bleed size: 49.5cms (W) x 33.3cms (H)
Trim size : 48cms (W) x 32.3cms (H)
Type area : 45.5cms (W) x 30cms (H)
(Please observe the 'Gutter' area)



ONE THIRD PAGE (VERTICAL)

Bleed size: 9.5cms (W) x 33.3cms (H)
Trim size : 8cms (W) x 32.3cms (H)
Type area : 7cms (W) x 30cms (H)



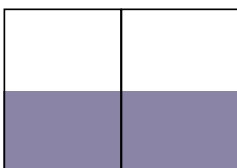
SINGLE FULL PAGE

Bleed size: 25cms (W) x 33.3cms (H)
Trim size : 24cms (W) x 32.3cms (H)
Type area : 22cms (W) x 30cms (H)



ONE THIRD PAGE (HORIZONTAL)

Bleed size: 25cms (W) x 10.5cms (H)
Trim size : 24cms (W) x 10cms (H)
Type area : 22cms (W) x 8.5cms (H)



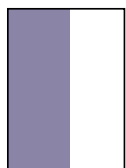
HALF PAGE DPS (HORIZONTAL)

Bleed size: 49.5cms (W) x 16.5cms (H)
Trim size : 48cms (W) x 16cms (H)
Type area : 45.5cms (W) x 13.5cms (H)



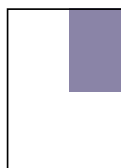
QUARTER PAGE (HORIZONTAL)

Bleed size: 25cms (W) x 9cms (H)
Trim size : 24cms (W) x 8.5cms (H)
Type area : 21cms (W) x 6.5cms (H)



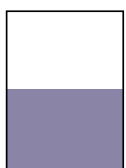
HALF PAGE (VERTICAL)

Bleed size: 12.5cms (W) x 33.3cms (H)
Trim size : 12cms (W) x 32.3cms (H)
Type area : 9.5cms (W) x 30cms (H)



QUARTER PAGE (VERTICAL)

Bleed size: 12.5cms (W) x 16.5cms (H)
Trim size : 12cms (W) x 16cms (H)
Type area : 10.5cms (W) x 14.5cms (H)



HALF PAGE (HORIZONTAL)

Bleed size: 25cms (W) x 16.5cms (H)
Trim size : 24cms (W) x 16cms (H)
Type area : 21cms (W) x 14cms (H)



STRIP AD (HORIZONTAL)

Bleed size: 25cms (W) x 6.5cms (H)
Trim size : 24cms (W) x 6cms (H)
Type area : 22cms (W) x 5cms (H)

MATERIAL SPECIFICATIONS

ALL ARTWORK SHOULD BE ACCOMPANIED WITH A PRINTED COLOUR PROOF AND SUPPLIED IN:

- Illustrator 10 or CS1 Version or later: Text converted to OUTLINES, Links should be embedded in the artwork OR saved in tiff. OR eps format on CD
- Quark Xpress Version 5 or later version: Collect fonts, and links to CD.
- Adobe InDesign: Open file, Collect all links and fonts into CD
- Adobe Photoshop CS1 Version: EPS, TIFF or JPG file saved in CMYK format 300DPI resolution at PRINT Size
- Adobe PDF Format: PDF file at High Resolution with fonts embedded

Note: No changes should be made one day before publication date