

الخيال

Al KHAYAL Magazine
Monthly, Exclusively for Horses

●● مجلة شهرية تعنى بشؤون الخيل

The Leading Pan Arab Equestrian Magazine



Al KHAYAL Magazine is the voice of the Equestrian sport in the gulf region. As one of its kind niche magazine, it masters a blend of news; from the world's most prestigious Equestrian championships and events, features, interviews, analysis, researches to the top jockeys and outstanding trainers in the field.

Since its inception in 2001 Al KHAYAL has become the premier source and a trade mark innovation in its segment and markets. It's ranked as number one Equestrian magazine in the region due to its credibility and the ideal luxuries advertising environment it grants through a theme of luxury complement wealthy sports and lifestyles.

Al KHAYAL is a monthly magazine published by Wael Raouf Daou and up to the international luxuries standards. It's an Arabic one with an English section that is written by international writers and broadcasters from around the world.

Countrya	Circulation
United Arab Emirates	20,000
Kingdom Of Saudi Arabia	16,000
Oman	1,500
Kuwait	2,300
Qatar	2,100
Bahrain	2,500
Lebanon	1,350
Jordan	1,000
Egypt	2,000
Syria	1,000
VIP list	3,000
Studs and farms (worldwide)	800
Pan Gulf Racing Club	1,500
Other countries	1,300
Total circulation	56,850

Target Audience

It targets and influences the high-net-worth male & female audience and affluent A-list readers interested in a specialized lifestyle sports magazine.

Al KHAYAL is the unique prestigious and the valuable platform experience for all advertisers and readers. Al KHAYAL drives the purchase power due to its high level of trust.

Advertising Rates Effective September 2013

Position	Rates in \$
Front Gatefold.....	12,500
Reverse Gatefold.....	10,000
Outside Back Cover.....	11,200
Inside Back Cover.....	6,800
Inside Front Cover Spread.....	12,500
Full Page Color.....	5,500
Facing Index.....	6,900
Facing Editorial in Chief.....	6,900
Facing Managing Editor.....	6,900
Facing Deputy Managing Editor.....	6,900
Double Page Spread.....	10,200
Half Page.....	4,000
Quarter Page.....	3,000

First 20 Pages Loading 15% charges

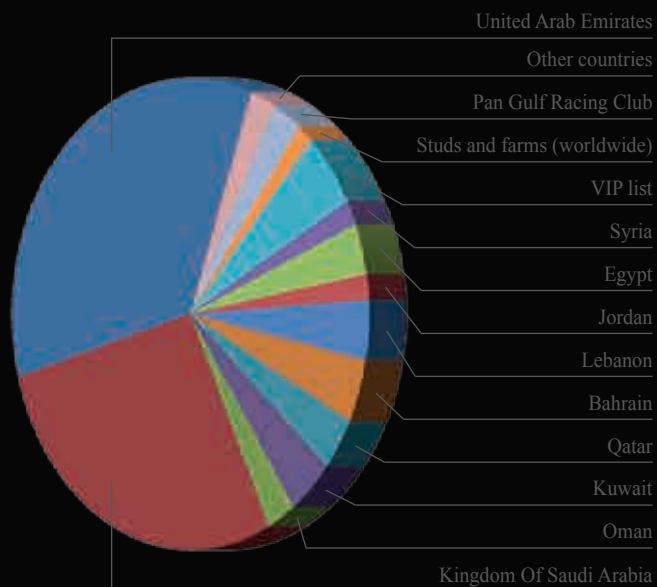
Conversion: US \$ rate in UAE Dirham is 3.68/ US \$ rate in Saudi Riyals is 3.7

Circulation

56,850 copies

- GCC, Levant & Egypt
- Racing Clubs, Studs & Farms (worldwide)
- All Lounges of Dubai Int'l Airport (in the 3 terminals)
- Major Business Hotels in UAE
- World's Prestigious Events & Exhibition

A large number of Al KHAYAL magazine is circulated among Royal Families, decision-makers, and eminent individuals across the region.



The key leadership aspects

From Endurance, Flat Race, Show Jumping, Horse Beauty Contest, Thoroughbred to World Cups covering the world's headlines equestrian stories, Al KHAYAL represents a mix of significant insight and in-depth news related to the Equestrian fragment through a multi distinctive-channel approach, offering fresh perspectives and editorial credentials as the region's most highly respected specialized magazine.

Technical Data

Page Type		Size
Full Page	Bleed	22.5 x 29 cm.
	Trim	22 x 28.5 cm.
	Type Area	19 x 27 cm.
Inside Front Cover Spread	Bleed	44.5 x 29 cm.
	Trim	44 x 28.5 cm.
	Type Area	41 x 27 cm.
Double Page Spread	Bleed	44.5 x 29 cm.
	Trim	44 x 28.5 cm.
	Type Area	41 x 27 cm.
Gatefold	Bleed	44.5 x 29 cm.
	Trim	44 x 28.5 cm.
Half Page Horizontal	Type Area	19 x 14 cm.
Half Page Vertical		9 x 27 cm.

Advertisement material must be as PDF Format, (300 DPI).



The Equestrian Passion



Contact Us: Address: Dubai Sheikh Zayed Road (Al Hawaii Tower) 4th Floor # (404)
Tel: +971 4 3430 633 Fax: +971 4 343 0488 P.O.Box: 50775,
Email: info@alkhayalmagzine.com
www.alkhayalmagzine.com

Follow us on:

