



### **Circulation:**

10,000 copies are distributed in total. The key target audience is ABC1 Adults 18-65 with a high disposal income. The readership is divided between men and women with 65% female and 35% male.

### **Readership:**

Researches shown that every magazine is read by an average of at least 5 people in most of the Arab countries, which makes DG's readership 50,000.

### **DG distribution:**

Venues include, major hotels, bookshops and newsstands, supermarkets, airports, tourism canters, embassies, cultural canters, advertisers, numerous Egyptian and international business people, VIPs and the top decision makers within the national and multinational industries in addition to the AHRAM Newspaper as they are our distribution agent.

Through the magazine we gained the respect & trusts of over 100 new clients in the business of advertisement within the past three years.

DG Magazine is published every two month addressing all categories starting from teens, ladies, hoteliers, travelers, and business men covering weddings, social & corporate events, box office reviews for those people interesting in cinema & movies, Fashion chapter, cuisine, features which cover different types of life style articles, DG beauty for ladies, celebrities interviews, DG all around chapter which focuses on travel destination and different hotels all over the world, DG auto chapter, read about your favorite cars, in addition to different business editorials covering customer service, marketing and other business articles, top executive interviews with Egypt's top business men, the hottest topic of DG magazine is our Mystery Shopping chapter, in which we do the role of the mystery customer in all fields and gives our readers a very interesting topic to read.

### **Distribution:**

Dear Guest (DG) can be found at many exclusive venues including leading hotels, beauty salons, designer shops, embassies and supermarkets.

2,000 copies per month; Cairo/Alexandria

3,000 copies are distributed by Al Ahram distributions

5,000 copies through in-house distribution & DG's mailing list in Egypt

DG can be found at many venues, including leading hotels, beauty salons, designer shops, embassies, supermarkets and all on the run branches.

**[www.dearguest.com](http://www.dearguest.com)**

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**[dearguest@dearguest.com](mailto:dearguest@dearguest.com)**



## **2008 Rate Card**

### **Magazine Ads:**

<b>Position</b>	<b>3 Issues a year</b>	<b>Specs</b>
Full Color Page	\$1000	23.6cm * 30.6cm including bleed 0.6
Half page	\$600	
First Page	1500	23.6cm * 30.6cm including bleed 0.6
Inside Front cover	1700	23.6cm * 30.6cm
Inside back Cover	1600	23.6cm * 30.6cm
Back Cover	4000	23.6cm * 30.6cm
Inside Front Gate fold	5000	
Magazine Ribbon	3900	

### **Online Ads:**

BANNER AD	\$250/month	or \$2500/year
SPLASH AD	\$400/month	or \$4000/year

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