

Media & printing (DG Magazine)

Dear Guest (DG) Company successfully released its Business & Life Style magazine in 2002 which have clearly & rapidly found its way to be one of Egypt's best English magazines in the market. In addition of the normal coverage and articles that all other magazines in the market present, DG magazine focuses on all customer service related issues through its main chapters such as, Mystery shopping chapter, Enrich your Knowledge and all marketing & customer services articles.

DG also interview executives through our executive of the month chapter, lady of the month chapter, even further by focusing on either an industry or an organization in terms of customer satisfaction.

DG distribution venues include, major hotels, bookshops and newsstands, supermarkets, airports, tourism centers, embassies, cultural centers, 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 through its main chapters such as:

1. Covering weddings, social & corporate events.
2. Box office reviews for those people interesting in cinema & movies.
3. DG Fashion chapter.
4. DG cuisine.
5. DG features which cover different types of life style articles.
6. DG beauty for ladies.
7. Celebrities interviews which we minimum interview more than three celebrities per issue.
8. DG all around chapter, which we focus on travel destination and different hotels all over the world.
9. DG auto chapter, read about your favorite cars.
10. Business editorials, which we write about customer service, marketing and other business articles.
11. Top executive interviews with Egypt's top business men.
12. 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.

The above are in addition to the topic of the month which is related to the month that the issue comes out to the readers as follow:

January & February issue:

New Year, valentine day activities

March & April issue:

Mother day and eastern etc...

May & June issue:

Summer activities etc...

July & August issue:

Summer activities etc...

September & October issue:

Back to School & Ramadan etc...

November & December issue:

Christmas activities etc...

DG Magazine Media Kit 2010

As of Jan. 2010

<i>Size (23.6cm X 31cm) including 0.6 surrounding bleed</i>	<i>Rate L.E(one Shot)</i>
<i>Inside Covers</i>	<i>15,000</i>
<i>Page # 1</i>	<i>9,000</i>
<i>Full Page</i>	<i>6,000</i>
<i>Half Page</i>	<i>4,000</i>
<i>Inside Back Cover</i>	<i>12,000</i>
<i>Back Cover</i>	<i>16,000</i>
<i>Logo Placed At Magazine Cover "10c*6c"</i>	<i>21,000</i>
<i>200 gm Carton page (P O)</i>	<i>20,000</i>
<i>2 Pages Spread</i>	<i>14,000</i>
<i>Flip Front Cover</i>	<i>25,000</i>
<i>Flip Back Cover</i>	<i>20,000</i>

Dear Guest Distribution Outlets:

<u>Cafes</u>	<u>All Five Stars Hotels</u> <u>Book Shops Such as:</u>	<u>Airlines</u>	<u>Markets & Malls</u>	<u>Music & Gifts</u> <u>Shops</u>
1. Gold's Gym	Grand Hyatt	EgyptAir	Alfa Market	1.Nuts & Nuts
3. Mohamed el saghir	Hilton	international	Carrefour	2.Kookai
5. trianon	Le Meridien	flights on	Metro	3.Catterpillar
7. Mambo	Marriott	first &	On The Run	4. Wibia
9. Maestro	Movenpick	business	Emarates Egypt	5. Mambo
11. Farah	Movenpick Jolly Ville	class.	Dandy Mall	
13. Mohamed el saghir	Sheraton			
15. Harry's Café	JW. Marriot			
17. Latino's Café	Safir Zamalek			
19. Tabasco	Safir Dokki			
21. Coffeology	Maliv Air line			
23. Rostery	Sun Rise Hotel			
25. Spectra Café	Hilton Green Plaza			
27. Philies Café				
29. Retro Café				
31. Sidi Mansour				
33. Mint Café				
35. citco				
37. Deals				

Dear Guest Distribution:

- 3000 copies complimentary (top VIP's and decision makers)
- 4000 copies El Ahram outlets stretching all over the A.R.E. All returnable copies are distributed complimentary to different outlets between café's, hotels, social clubs and special events.
- 1500 copies sales and marketing departments reaching prominent clients and franchise.
- 1500 copies selective subscribers.
- Egypt Air international flights on first & business class.