

Gulf Property

20,000 COPIES DISTRIBUTED WITH GULF NEWS
Emerging stronger from economic slowdown

11 TH YEAR OF PUBLICATION

The region's premier monthly for lifestyle, real estate and construction

Free
Distribution
with Gulf News

10 years of
uninterrupted
journey. We
never
stopped!

A magazine can't
change the
industry. But it
can change
public
perception... by
revealing the
truth, unveiling
the reality and
unmasking the
hype, fantasy

Buy property
Sell property
But read only
Gulf Property!

Property redefines living
We redefine perception



A MONTHLY BUSINESS MAGAZINE

- Free Circulation of 20,000 copies distributed with *Gulf News*
- It's a magazine of record – it publishes important realty news
- Launched in October 2008, when the crisis hit the GCC
- Survived the Global Financial Crisis of 2008-2009
- Published every edition throughout the last 10 years
- Remained industry vanguard when others disappeared
- Rich in contents with good in-depth articles



A publication by
Pan Asian Media

Gulf Property

The region's premier monthly for lifestyle, real estate and construction

Our strength comes from our knowledge, market intelligence and our expertise in the industry

Information is knowledge and knowledge is power. Therefore, information is power. We deal with information.

That's why, *Gulf Property* is a powerful publication. It's full of information and full of life!

A Publication With a Difference

Gulf Property, a monthly business magazine for the Middle East's real estate, lifestyle, interiors, construction and building materials sectors, has been delivering real-time information and market intelligence reports on these sectors for investors, industry professionals and consumers.

Gulf Property has been consistent in delivering its promises to be different, better and offer real value to readers, despite the economic challenges faced by the region's real estate, construction and building materials sectors that had wiped off all other property-related publications.

The magazine thrives on providing news and information that its readers are interested in and find real value in them.

A team of journalists and experts have been working day and night in selecting contents that are close to the hearts of hundreds of real estate professionals and to thousands of investors. People with a wealth of knowledge on real estate and construction have been engaged to provide the real time information and market intelligence report for the readers. ■

**20,000
Print Run**



Benchmark for Quality

Gulf Property isn't just another publication on the shelf, it is run by an experienced team of expert professionals and publishes well-researched contents for the benefit of the industry officials and end-users. A strong professional editorial team runs the magazine. They have years of knowledge and experience behind them to be able to add value to the readers – the biggest stakeholders.

The publication has already set a benchmark in quality of content, both in merit and display. It is bold and honest, accurate and fair.

Readers are the publication's biggest stakeholders. It also provides a good platform for industry stalwarts, professionals and average man on the street. ■



Content is King!



Content is king. It's contents are the main driver for its success and circulation as the contents remain close to the hearts of our readers. News on property dominates the contents of **Gulf Property**. Macro-economic factors that impact the region's real estate developments are addressed through various issues and sections.

The publication's content mix ensures that it remains a business publication of record. This means, whatever happens in the real estate sector in a particular month, **Gulf Property** will capture that and publish. This makes the publication a part of the region's history in real estate.

The A-4 glossy publication is edited by a strong professional editorial team. The number of pages to range between 84 to 100, depending on the news flow. Although a monthly publication, news and information dominate its content so that the readers and the real estate community benefits the most. ■

Target Audience



The region's real estate community is getting bigger and better. Currently, there are more than 25,000 professionals serving the GCC's real estate sector including 10,000 in the UAE – all of whom are **Gulf Property's** potential readers.

Besides, more than 100,000 families have already moved to their freehold homes in Dubai and a large number are expected to move in to their dream homes over the next five years – all of whom would be **Gulf Property's** readers.

Apart from that, there are thousands of homebuyers and would be buyers as well as investors who will eventually be its subscribers. ■

Simple Layout

Gulf **Property** contents are laid out in simple and easy layout designs that helps readers to navigate through each report, story and article where images, text and graphics offer a simple but beautiful combination – easy to read and navigate.

The magazine promotes quality contents – not fancy layout. It's a serious business magazine for serious readers. Ease in content navigation is key to help attract to the contents, in addition to strong business news. It's a magazine to read, not to flip through. ■

In a world where survival is only for the fittest, *Gulf Property* has made its mark by being the only business magazine in the real estate sector to continue publication uninterrupted for 10 long years – amid multiple crises and economic slow-downs

It's a publication with a character!

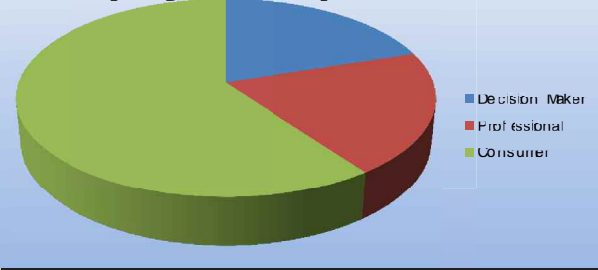


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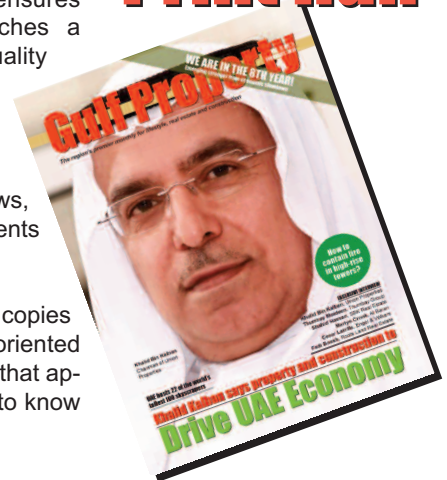
Readership Combination

Gulf Property Readership



Gulf Property has a better mix of readership including public and private sector decision makers, real estate professionals and consumers. The healthy readership mix ensures that the magazine reaches a wider cross-section of quality audience who appreciate and value in-depth contents.

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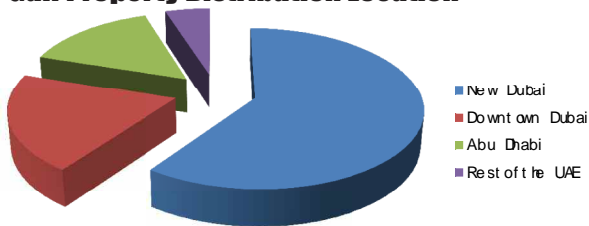
Ten years of uninterrupted publishing in challenging times!

Gulf Property runs mostly exclusive news, interviews, features and analyses – a good combination of contents – that offer readers a healthy diet for their free time.

As the magazine increased its circulation to 20,000 copies – it needed to transform itself more into a consumer-oriented publication. In this regards, it has increased contents that appeal to consumers and the general public who want to know the basic information about real estate market. ■

Distribution Reach

Gulf Property Distribution Location



Gulf Property is circulated mostly in the UAE – reaching mostly the upmarket neighbourhoods of Dubai and Abu Dhabi. In Dubai, it reaches Emirates Hills, Palm Jumeirah, Dubai Marina, Jumeirah Lake Towers, TECOM, Dubai Internet City, Dubai Media

City as well as the Government offices.

Gulf Property also reaches most federal and government offices across the UAE. In Abu Dhabi, it reaches the downtown areas where most offices are located, such as Hamdan Street, Electra Street and important offices located on the Abu Dhabi Corniche, etc. ■



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Advertisement Rates

Effective from January 2019 till December 2019

Size	Dimension In centimetres	Single Insertion Rate [\$/AED]	Six Insertions Rate [\$/AED]	12 Insertions Rate [\$/AED]
Front Gate Fold	H: 27.5 X W: 40	8,000/30,000	40,000/150,000	80,000/300,000
Outside Back Cover	H: 27.5 X W: 20.5	6,000/22,000	30,000/110,000	60,000/220,000
Inside Front Cover	H: 27.5 X W: 20.5	4,000/15,000	20,000/75,000	40,000/150,000
Inside Back Cover	H: 27.5 X W: 20.5	4,000/15,000	20,000/75,000	40,000/150,000
Double Spread	H: 27.5 X W: 41	5,000/18,300	25,000/91,000	50,000/183,000
Full Page	H: 27.5 X W: 20.5	3,000/11,000	15,000/55,000	30,000/110,000
Half Page	H: 13.5 X W: 20.5	2,000/7,500	10,000/38,000	20,000/75,000
Cover Appearance	H: 29.7 X W: 20.5	30,000/110,000		

Kindly Note:

1. All pages are of full-colour glossy paper
2. Materials deadlines to be strictly adhered to
4. Rates for annual bookings are subject to availability and negotiation

Sponsorship

No.	Description	Rate in US\$	Rate in AED
1.	Section sponsorship	20,000	73,000

Special Report/Supplement

Special Reports and supplements on mega projects, country reports, sectoral reports and to celebrate corporate milestones/anniversaries of major corporations/players
To be attached/added to each copies of the main magazine

No	Description	Rate in US\$	Rate in AED
All rates are per issue (Once a year)			
1.	An 8-page Supplement (Insert)	10,000	37,000
2.	A 20-page supplement (Insert)	15,000	55,000
3.	A 40-page A-4 book (Detached)	40,000	150,000

Online Sponsorship www.gulfproperty.media

Gulf Property has a dynamic website that will help advertisers and the real estate developer community to reach a worldwide audience.

Description	Rate in US\$	Rate in AED
Section sponsor (Per month)	3,000	11,000
Section sponsor (Per year)	30,000	110,000

The rates are tentative and subject to change.

For all inquiries, kindly contact:

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Media Facts

Size : W: 20.5 cm X H: 27.5 cm
Publication : 1st of each month
Distribution : 20,000 per month
Deadline : 20th of every month
Subscription : Dh300 per year
Distribution : Through **Gulf News Free!**



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