

Masala!

THE HOTTEST BOLLYWOOD NEWS AND GLAM ASIAN SOCIAL SCENE

MEDIA PACK 2011

Print • Online • Supplements • Events

Masala!

THE MIDDLE EAST'S HIGHEST SELLING ASIAN WEEKLY!

Masala! is the region's biggest selling Asian weekly, boasting the highest penetration throughout the UAE and the GCC, among the Asian expatriate population. With exclusive interviews, hottest news and latest gossip straight from Bollywood, Masala! brings the Hindi film industry right to our doorsteps in the Middle East. Present at every red carpet event in Bollywood, Dubai and Bahrain, Masala! brings a unique take on glamour. Trusted and read by everyone – from Bollywood celebs to Indian CEOs, fashion designers to socialites, Masala! is the only magazine of its kind in the region. That's why our readers have continued to stay with us and it's not unusual to have two generations read the magazine in a household.

MASALA! IS ASSOCIATED WITH THE BIGGEST ASIAN EVENTS THROUGHOUT THE GCC

Masala! partners with many of the top Asian promoters here in the UAE, Bahrain and the GCC to showcase events aligned with its readers. Every week you will see the Masala! paparazzi at the top events of the week, taking pictures of readers who are attending these events and love seeing their photos online and in the magazine. From cinema screenings to concerts and shows, Masala! 'represents' at the Asian events.



READ BY THE SOCIAL ELITE AND CINEMA LOVERS ALIKE...

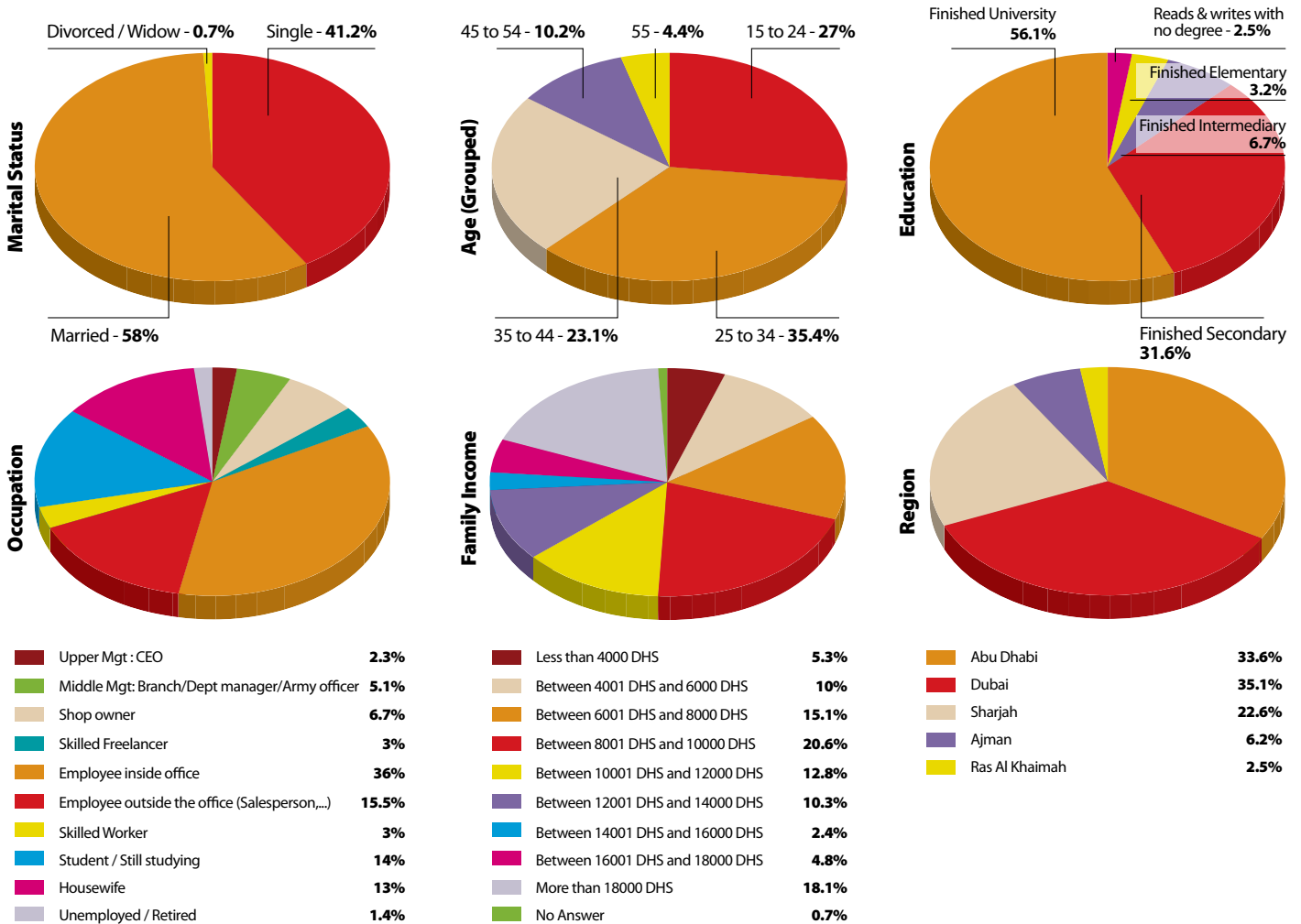


* Publisher's own data

SPEND EFFICIENTLY. MASALA! DELIVERS RESULTS

MASALA! READER PROFILE – IPSOS

Masala's readership is wide ranging, touching every part of the Asian community both here in the UAE and wider throughout the GCC. The data from the 2008 IPSOS survey, which focuses on the UAE, shows Masala's readers are well educated with over 55% holding a university qualification. The majority of readers have an income of more than Dhs8,000 per month with over 25% earning more than Dhs14,000 per month. Masala's readers' occupations spread from housewife to CEO, it is truly a magazine that reaches out to the entire community. The age range spans from 15-55+ with the majority of readers aged 15-44. Our readers are spread throughout the UAE with strong readership in the four main centres.



Source: National Media Analysis 2008 - IPSOS-STAT (UAE Data Only)

ON SALE

Masala! has a wide circulation throughout the GCC with 16,000 copies circulated each week. Alongside the 10,120 copies with high visibility at retail, Masala! is circulated in salons, spas, Arabic ladies clubs, health clinics, cafes, airlines lounges, golf clubs, hospitals and hotels.

MASALA! has a strong retail presence in the region.



MASALA! is available at major outlets across the GCC including the following:



(As per Google Analytics)

- ▶ Bollywood produces about 250 films a year and Hindi cinema has a fan base of 3.6 billion people across the world.
- ▶ **Masala.com** reaches out to billions of Bollywood fans with up to date information. It is the daily source of insider Bollywood news, fashion trends and exclusive photos of all fans' favourite stars and their parties. No other website offers these elements as a one-stop-shop on Bollywood.
- ▶ **Masala.com** also keeps a close eye on the UAE, bringing you glam party pics and the hottest events visitors to the site would love to attend.
- ▶ On an average, every month **Masala.com** gets almost 300,000 visitors from 200 countries across the world, making its reach truly global!

Visitors	391,508
Unique Visitors	266,450
Page Views	2,664,421
Pages per visit	6.81
Time on site	6:44 min
Newsletter (People daily)	24,333

ONLINE ADVERTISING



CONTENT PUSH



EYE BLASTER



INTERSTITIAL



PAGE PEEL



E-BLAST



NEWSLETTER



BRANDED BACKGROUND



SMART LINK



LEADER BOARD

SPACE BANNER

MPU



SUPPLEMENTS & EVENTS

MASALA!'S SUPPLEMENTS ARE REFRESHED FOR 2011 (CIRCULATED FREE WITH MASALA!)

Masala! sees new additions to the range in 2011, adapting the offering to its readers, following on from successful magazine sections in 2010. These supplements will be followed with anticipation by readers and heavily publicised in advance through Masala! and Masala.com.



Month: DECEMBER



MARCH



JUNE



OCTOBER



MAY



Bandhan

Bandhan is the only dedicated Asian high end, glamorous bridal magazine for affluent Asians boasting the highest penetration throughout the GCC and the UAE.

Containing the hottest news on the bridal market today, the best wedding buys in the world, fun and fresh marriage ideas and the trendiest and most classic clothes for a bride and groom – **Bandhan** was the first homegrown Asian bridal magazine to

hit the shelves in 2006. It continues to remain the market leader thanks to its expanding readership and specialised distribution throughout the GCC with Masala! Magazine. The readers have come to love and trust **Bandhan's** knowledge on the Asian and Arab bridal needs.

Bandhan is distributed with Masala! in May and September.

MASALA! AWARDS – DECEMBER 2011

Launched in 2008, the Masala! Awards are a highlight on the Asian society calendar, attended by Bollywood stars (including Amitabh Bachchan, Karan Johar and Hrithik Roshan) and the elite of the Asian social set alongside the top business people and public personalities, this event plays host to over 1,000 guests each year. Readers are invited to vote in the popular choice awards, with the event being supported by a marketing plan worth over Dhs250,000, sponsors of this event are given strong brand association throughout the lead-up campaign and on the night of the event. For sponsorship opportunities, please contact our sales team.



MASALA! PRINT RATE CARD

Advertising Specifications

Full Page	Trim size: 225mm x 300mm Bleed size: 235mm x 310mm
Half Page Horizontal	Trim size: 225mm x 150mm Bleed size: 235mm x 160mm
Half Page Vertical	Trim size: 113mm x 300mm Bleed size: 123mm x 310mm

Rate Card

Position	Rate Card (AED)
Run Of Page:	20,500
Inside Back Cover (IBC):	27,000
Opposite Contents Page:	28,000
Inside Front Cover Page (IFCP):	33,000
Double Page Spread (DPS):	40,500
Outside Back Cover (OBC):	40,500
Inside Front Cover Spread (IFCS):	55,000
Reverse Gatefold:	60,500

There will be a 20% loading charge on any special or guaranteed positions.

SUPPLEMENTS

Rate Card (AED)

Position	Rate Card (AED)	Position	Rate Card (AED)
Full Page	27,500	Inside Front Cover Spread	66,000
Double Page Spread	44,000	Reverse Gatefold	92,000
Inside Back Cover	44,000	Opp Contents / Editor's Letter	33,000
Outside Back Cover	59,000		

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MASALA.COM! ONLINE RATE CARD

Onsite Display Advertising

Position	Rate Card CPM (AED)
MPU (multi page unit)	257
White Space Banner	330
Leaderboard	330
Expanding Leaderboard (with/ without video)	349
Half Page	349
Overlay (Eyeblander)	367
Home Page Roadblock (Per day)	36,720
Interstitial	551
Page Peel	551
Content Push (Time Out Sites)	551
Content Push (Ahlan Sites)	551
Smart Links (Per month)	36,720
Microsites	55,080
Channel Sponsorship (Per month)	36,720
Branded Background (Per week)	18,360

Newsletter Advertising

Position	Rate Card (AED)
Top of Newsletter	12,852
Right of Newsletter, top half	11,016
Middle of Newsletter	11,016
Middle of Newsletter	5,508

Email Blasts (EDM)

Format	Rate Card CPM (AED)
Dedicated emailshots	1,285

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