

car

MIDDLE EAST EDITION

THE MAGAZINE

CAR Middle East takes motoring enthusiasts places other car magazines can't reach – exciting, enthusing, educating and entertaining them along the way. Directly affiliated to its parent magazine in the UK, CAR ME combines regional stories with international stories on the world of cars to inform and entertain its wide readership across the GCC know they are getting the facts, the opinion, the knowledge, the attitude and the intelligence that allows them to claim the mantle of 'best informed' among their peer group. CAR ME is the only motoring magazine they buy, read and trust..



FEATURES

Combines the world's best car photography with the best writing in the business to bring the reader upmarket, intelligent, stylish and definitive reviews packed with attitude and opinion you won't find elsewhere.



BULLETIN

The news section features the hottest new metal from around the world, industry news, exclusive scoops, the latest hardware, plus columns from our opinionated writers.



FIRST DRIVES

We drive the latest new cars first – both in the region and around the world – to deliver the initial verdict on everything four-wheeled.

GROUP TESTS

Only CAR ME brings together different models from a variety of manufacturers to compare the advantages and disadvantages of each, giving a definitive verdict.

INTERVIEWS

As well as face-to-face interviews with the top names in the global car industry and motorsport, CAR ME talks to those in the region that are making waves too.

THE GOOD, BAD AND UGLY

Every model on sale in our region is featured in our data section with verdicts – both good and bad – on all.



For further information please contact our team -
Telephone: +971 4210 8000 or email: carsales@itp.com

THE READER

From young and aspirational, to mature car connoisseurs, our readers earn an average of AED 36,500 and are 90% male. 92% would recommend CAR ME to a friend; 81% of copies are read by two or more people; half our readers drive a 4x4; 59% of readers only buy new cars; 82% change their vehicle at least every three years; and 38% have children.

DISTRIBUTION

Published monthly CAR is distributed across the GCC. This luxury publication is available in all major supermarkets, bookshops and petrol stations including Spinneys, Carrefour, Choithrams, Borders and Magrudys. Car is provided complimentary to VIP Airport Lounges, Car Showrooms and five star hotels.

CIRCULATION

GENERAL INFO

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CIRCULATION PERCENTAGE

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Subscriptions	2%

PERCENTAGE REGIONAL RETAIL BREAKDOWN:

UAE 67.9% Oman 7.2% KSA 18% Bahrain 6.9%

THE RATES

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Inside back cover	36,000 AED
Inside front cover DPS	61,800 AED
Double page spread	44,500 AED
A4 < 21	31,500 AED
A4 ROP	36,400 AED
FIVE cm STRIP	On request

SPECIFICATION

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DPS Please supply two pages to the full page spec.

FILE REQUIREMENTS: Quark Xpress, Illustrator CS, InDesign CS. All files should be packaged with required elements. Fonts should be supplied or outlines. All images must be CMYK, high resolution (300dpi) format.

PDF FORMAT: PDF version 1.3 or higher. All files must be high resolution, CMYK with embedded fonts. The document must be set at the bleed size with no crop marks.

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