

CHARGED

MIDDLE EAST

THE MAGAZINE

The idea of the gadget mag is five years behind the time. The concept of a lad's mag is archaic. The world of gaming as an elitist pass-time is bordering on the anachronistic. At the end of the the 21st century's first decade, it is a new place where men and women, boy and girls, all revel in a world of high-tech products and entertainment. Everything from the Internet and mobile phone to the DVD has changed how the average twenty-somethings live their lives, so why not have a magazine that embraces that? This is Charged, a magazine for the new millennium. It doesn't hide behind niche concepts or shy away from the information age. Instead it becomes a companion for the digital world order.



FEATURES

Rather than catering niche material, Charged focuses on the broad spectrum of entertainment and gives its readers interesting articles on topics ranging through movies, music, technology, lifestyle and anything that is exciting and interesting.



LIFESTYLE

In Charged regular lifestyle features include fashion, cars, live music events and more. Instead of limiting its focus on certain topics, Charged will bring anything that appeals to its readership onto its pages. The lifestyle content is always fresh and interesting, not simply limiting itself by what is available. Lifestyle in Charged is global and cutting-edge.



TECHNOLOGY

With roots in the world of gadgets, Charged can take an authoritative stand when it comes to technology. As such it strives to talk about the latest and greatest gadgets and breakthroughs that will appeal to everyone. But unlike most technology magazines it does not get stuck in jargon, nor will it talk down to readers - all too often the case in mainstream publications!



ENTERTAINMENT

Entertainment is the backbone of today's young professional and Charged caters to that with regular and varied articles on music, movies and gaming. It won an independent award for its gaming coverage and frequently features top films on the covers.



BRAIN FOOD

Charged is not just about gossip and fleeting tidbits. It aims to open the world to its readers. That is why the magazine goes the extra mile to expose more about interesting topics to the casual magazine browser and dedicated reader alike.

For further information please contact our team -
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THE READER

The average Charged reader is a well-informed and information hungry person who doesn't have the time to dig deep into scenes and topics that hardcore fans would revel in. As such charged readers draw from a wide age demographic (early teens to late 30s) and across the gender divide.

DISTRIBUTION

Published monthly Charged is available throughout the GCC. The magazine is on sale in all major supermarkets, bookshops and petrol stations including Carrefour, Spinneys, Choithram, Borders and Magrudy's. CHARGED is also distributed free to hotels, bars, gyms and at airport lounges.

CIRCULATION

GENERAL INFO

Frequency	12 p/a
Coverprice	10 AED
Printrun	9,000

CIRCULATION PERCENTAGE

News-stand sales	75.23%
Controlled Free	11.02%
Bulks	11.75%
Subscriptions	2%

PERCENTAGE REGIONAL RETAIL BREAKDOWN:

UAE 76% KSA 24%

THE RATES

Outside back cover	34,500 AED
Inside back cover	29,600 AED
Inside front cover DPS	44,800 AED
Double page spread	36,300 AED
A4 < 21	23,500 AED
A4 ROP	22,000 AED
Bookmark	23,500 AED
HALF PAGE	13,000 AED
FIVE cm STRIP	7,200 AED

SPECIFICATION

PAGE Bleed 230mm x 307mm Trim 220mm x 297mm Type 210mm x 287mm
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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