

# CHARGED

MIDDLE EAST

Media Information 2011

## THE MAGAZINE

Today, men and women, boys and girls, all revel in a world of high-tech products and entertainment. We were once in awe of the internet and mobile phones, and even DVD players, but today these are so blasé. The technological world changes each and every day and Charged is your guide through it. We live on the cutting edge, analysing, testing and reviewing all that is new in an attempt to bring you the creme de la creme of new music, movies, games, gadgets, cars, bikes and even babes. 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

Charged focuses on the broad spectrum of entertainment and gives its readers interesting articles on topics ranging through comic books, movies, music, cars and bikes, and technology and lifestyle. Anything that is exciting!



## 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.



## BRAIN FOOD

Charged is not just about gossip and fleeting tidbits. That is why the magazine goes the extra mile to expose more about interesting topics to the casual magazine browser.

For further information please contact our team -  
Telephone: +971 4444 3000 or email: [chgsales@itp.com](mailto:chgsales@itp.com)

# 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 Magrudys. 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 Frees 11.02%  
Bulks 11.75%  
Subscriptions 2%

## PERCENTAGE REGIONAL RETAIL BREAKDOWN:

UAE 70% KSA 10% Bahrain 5% Qatar 5%  
Oman 5% Kuwait 5%

# THE RATES

Reverse Gatesfold 51,500 AED  
Outside back cover 36,750 AED  
Inside back cover 31,250 AED  
Inside front cover DPS 45,900 AED  
Double page spread 38,600 AED  
A4 < 21 23,900 AED  
A4 ROP 22,100 AED  
Bookmark 23,900 AED  
HALF PAGE 12,900 AED  
FIVE cm STRIP 7,750 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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