

# Rotana



Media  
Information

**ITP**  
CUSTOMER  
PUBLISHING

# 2008



## ROTANA MAGAZINE

Rotana magazine is produced exclusively for hotel guests, with content tailored to their lifestyle and interests. Designed to ensure readers get the most out of their stay, it provides quality content for a discerning readership.

## THE ROTANA BRAND

Rotana's unique brand of hospitality is defined by a blend of traditional Arabian hospitality and world class standards of excellence. Rotana offers the best of two worlds; a unique understanding of the culture and communities of the Middle East and the collective expertise of an executive team with over 35 years international experience in the service industry.

## ADVANTAGES OF BEING PART OF ROTANA

1. Your opportunity to speak to a new generation of traveller.
2. Your opportunity to connect with 125,000 visitors across 11 major cities on six continents within the MENA region.
3. Your opportunity to make first contact with visitors that want to continue their Rotana experience and are in a buying mood.
4. Rotana offers an unique audience of leisure and business visitors.
5. Brand association with an ambitiously growing international brand.



## ROTANA HOTELS INDUSTRY ACCOLADES

- ★ "Middle East's Leading Hotel Brand" World Travel Awards 2007
- ★ "Region's Most Innovative Hotel Brand" Horeca Hospitality Awards 2006
- ★ "Best Hotel Brand" GCC National Brands Excellence Awards
- ★ "Best Hotel Chain in the Middle East" Al Iktissad Wal Aamal 2004
- ★ 13 awards and 8 nominations at the What's On awards, DEPA awards, MENA awards and Business -Traveller ME awards 2006



LOCATIONS & DISTRIBUTION
<b>UNITED ARAB EMIRATES</b>
<b>Abu Dhabi &amp; Al Ain</b>
Beach Rotana
Al Maha Rotana
Al Rawda Rotana
Al Ain Rotana
<b>Dubai &amp; Northern Emirates</b>
Al Bustan Rotana
Al Murooj Rotana
Towers Rotana
Jumeira Rotana
Rihab Rotana
Rimal Rotana
Villa Rotana
BurJuman Rotana
Fujairah Rotana Resort & Spa
Sharjah Rotana
<b>LEBANON</b>
Gefinor Rotana
Hazmieh Rotana
<b>SYRIA</b>
Queen Center Rotana
<b>EGYPT</b>
Coral Beach Rotana Resort -Tiran
Coral Beach Rotana Resort - Hurghada
Coral Beach Rotana Resort - Montazah
Grand Rotana Resort & Spa - Sharm El Sheikh
<b>KUWAIT</b>
Al Manshar Rotana
<b>SUDAN</b>
Al Salam Rotana

## READERSHIP

Rotana magazine is distributed to 5,697 rooms and suites, in addition to VIP lounges, reception areas and concierge desks in 11 major cities. With an average stay of three to seven nights, this presents advertisers with between 50,000 and 125,000 stays throughout the quarter,\* and with editorial tailored to engage with Rotana's exclusive guests, the magazine is a premier advertising vehicle, ideally placed to influence an affluent brand-inspired readership throughout the MENA region.

\*based upon an average stay of 3 – 7 nights and average occupancy of 72%.

## ADVERTISING RATES

ADVERTISING RATES	
Full Page	AED 20,200
Full Page (early)	AED 24,000
Double Page Spread	AED 38,500
IFC (English)	AED 29,200
IFC (Arabic)	AED 29,200
IFC Spread (English)	AED 49,500
IFC Spread (Arabic)	AED 49,500

## THE BENEFITS

With higher than average disposable incomes, Rotana's guests are able to indulge themselves with luxury products, and expect to have access to brands and products that reflect the memorable experience they get from their stay with Rotana.

Rotana magazine gives advertisers the opportunity to communicate with this highly receptive audience whose attention is focused on what they do with their time whilst staying in the luxury of their Rotana suite.



## CONTACTS

For all your advertising enquiries please contact Charles Roets: Tel: +971 4 2108255,GSM: +971 50 5034281 | Email: charles.roets@itp.com