The authority behind the influencer

2017 MEDIA KIT
Harper’s Bazaar Arabia stands as the most revered fashion title in the Middle East because it seamlessly blends local perspective with international vision. Bazaar is the style authority. We combine an innate understanding of the GCC’s luxury consumer with impeccable expertise in the global luxury fashion arena. Nowhere else in the world is femininity, glamour and beauty celebrated so joyfully, which is reflected in the content produced across Harper’s Bazaar Arabia’s print, digital and social media platforms, all tailored to the aesthetic and cultural spirit of the GCC. Alongside world-leading designers and entertainers, Harper’s Bazaar Arabia profiles the most stylish and influential women in the region. Harper’s Bazaar has flourished for more than 145 years by continually reinventing itself, always striving to delight, inform and inspire readers by being a beautiful and sophisticated visual muse.

— LOUISE NICHOL, Editor-in-Chief
WHAT WE DO?

INTERNATIONAL
The world’s longest established fashion magazine, Harper’s Bazaar was launched in the United States in 1867. Today, it has 27 editions worldwide, including the United Kingdom, China, Russia and India, as well as the US and Arabia.

REGIONAL
Since launching in the GCC in March 2007, Harper’s Bazaar Arabia has become the most prestigious and respected women’s fashion magazine in the region, blending local flavour with international style to reflect its discerning readership. Harper’s Bazaar Arabia is sold in the UAE, Kuwait, Bahrain, Qatar, and Oman and is audited by BPA Worldwide.

READER PROFILE
Harper’s Bazaar Arabia readers share a love of luxury fashion and style. High-spending Arab and expatriate women aged 20-years-old and upwards, they are affluent, educated and discerning. They embrace both local and international designer fashion, are regular travellers and have exceptionally high personal grooming and beauty standards.

DIGITAL
Harper’s Bazaar Arabia content is published online under HarpersBazaarArabia.com, available in English and Arabic, joined by its Art, Interiors, Bride and Junior brand pillars. A beautifully designed, simple yet functional online space that encompasses fashion, beauty, people and lifestyle sub-divisions, alongside daily news stories and original articles. It shares a weekly newsletter with a network of 20,000+ readers, while the print edition is also available via the Newsstand app, ensuring the magazine reaches a new global customer.

SOCIAL MEDIA
A vibrant and engaging presence on Instagram, Facebook, Twitter, Snapchat and YouTube connects Harper’s Bazaar Arabia with readers across the Middle East and beyond, providing behind-the-scenes insight and access to the region’s leading fashion magazine, amassing over 150,000 organic followers.

CELEBRITY EXCLUSIVES
As the Middle East’s leading fashion title, Harper’s Bazaar Arabia has gained exclusive access to some of the most iconic names in the world. From regional talents such as Huda Kattan, Afef Jnifen, Hanaa Ben Abdesslem and Nancy Ajram, to international superstars like Rihanna, Kim Kardashian, Kendall Jenner and Rita Ora, who have all been photographed and interviewed for cover stories, that in turn attracted coverage in major international news outlets including The Daily Mail, Huffington Post, People magazine and E! News.
Harper’s Bazaar Arabia is widely available to buy at supermarkets and bookshops across the UAE and GCC. Public place copies are also circulated onboard Emirates first and business class cabins, as well as lounges, beauty clinics, beauty salons, spas, ladies clubs and hotels across the UAE.
BAZAAR ARABIA
Special Editions

JANUARY
HARPER’S BAZAAR INTERIORS

MARCH
HARPER’S BAZAAR BEST DRESSED
HARPER’S BAZAAR ART
HARPER’S BAZAAR INTERIORS

APRIL
HARPER’S BAZAAR JUNIOR
QATAR SPECIAL

MAY
HARPER’S BAZAAR BRIDE
HARPER’S BAZAAR ART
HARPER’S BAZAAR INTERIORS

SEPTEMBER
QATAR SPECIAL
HARPER’S BAZAAR ART
HARPER’S BAZAAR INTERIORS

OCTOBER
HARPER’S BAZAAR JUNIOR

NOVEMBER
HARPER’S BAZAAR BRIDE
HARPER’S BAZAAR ART
HARPER’S BAZAAR INTERIORS

EXCLUSIVE JEWELS JUST FOR YOU

AUTUMN/WINTER 2015
COMPLIMENTARY NEW SEASON LOOKS TO LOVE

THE NEW FACES OF FEMINISM
TRAILBLAZERS
REDEFINING DOHA’S FILM INDUSTRY
LIFE IN MOTION
Bespoke events

BEST DRESSED
MARCH

BAZAAR ART
DINNER
MARCH

HOUSE OF
BAZAAR
OCTOBER

INTERIORS
AWARDS
NOVEMBER

DIFF STUDIO
DECEMBER
Ten reasons to advertise in BAZAAR

1. BAZAAR is the NUMBER-ONE-selling premium FASHION magazine in ARABIA

2. BAZAAR gives readers the AUTHORITY on FASHION and BEAUTY

3. BAZAAR offers ORIGINAL local content

4. BAZAAR readers are big spenders. They spend five times more than the average on fashion, leather goods and accessories.

5. BAZAAR’s heritage DATES BACK to 1867

6. BAZAAR readers have a MEAN household income of over Dhs2 million

7. BAZAAR offers true ACCESS to INTERNATIONAL and LOCAL designers

8. BAZAAR offers INTEGRATED and unique CREATIVE SOLUTIONS that are FIRSTS in the market

9. BAZAAR offers INTEGRATED and unique CREATIVE SOLUTIONS that are FIRSTS in the market

10. BAZAAR brand extensions include: HarpersBazaarArabia.com, BAZAAR Bride, BAZAAR Art, Qatar Special, BAZAAR Junior, BAZAAR Interiors
CREATIVE GUIDELINES & SPECIFICATIONS

READERSHIP
89% Female
AVERAGE AGE
25-45

PROFILE
Aspirational tastes in luxury with above average spending power

BILLBOARD BANNER
Dimensions: 1280 (w) x 150 (h) pixels
Size of file: 50KB
Type: GIF / JPEG / FLASH / VIDEO
Creative Deadline: 2 working days prior to live

WSB
Dimensions: 300(w) x 600(h) pixels
Size of file: 50KB
Type: GIF / JPEG / FLASH / VIDEO
Creative Deadline: 2 working days prior to live

MPU
Dimensions: 300(w) x 250(h) pixels
Size of file: 50KB
Type: GIF / JPEG / FLASH / VIDEO
Creative Deadline: 2 working days prior to live

BILLBOARD – PAGE END/FOOTER
Dimensions: 1280 (w) x 150 (h) pixels
Size of file: 50KB
Type: GIF / JPEG / FLASH / VIDEO
Creative Deadline: 2 working days prior to live

BRANDED BACKGROUND*
Dimensions: 1652 (w) x 770/1000 (h) pixels
Size of file: 100KB
Type: GIF / JPEG / PNG
Deadline: 2 working days prior to live
* Subject to brand and creative approval

RATE CARD CPM – HOMEPAGE AND ROS
Billboard Banner: AED 515
MPU: AED 365
WSB: AED 440
Billboard page end/footer: AED 440
Branded Background: cost upon request
+20% for video content
+20% multiple copy (up to 5 creative changes)

HarpersBazaarArabia.com
# Rate Card 2017

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### DEADLINES 2017

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</table>
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