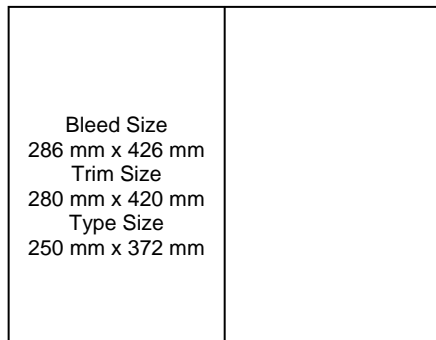
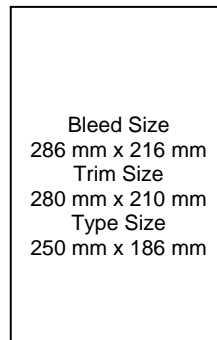


MEED Magazine Print Advertising Size Specifications 2009

Any section of MEED magazine:

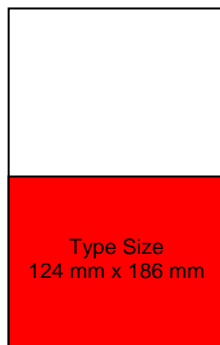


Double page spread

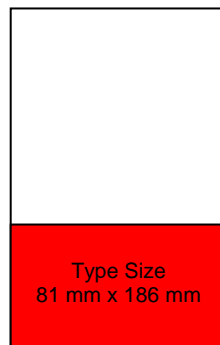


Full page

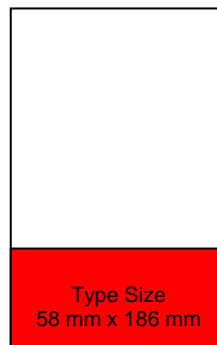
Special Reports, Features or News:



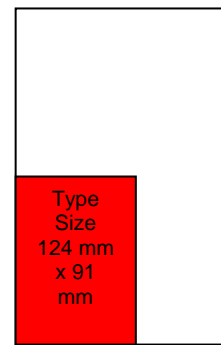
1/2 page horizontal



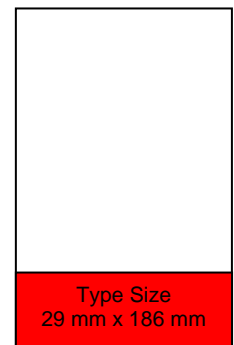
1/3 page horizontal



1/4 page horizontal



1/4 page square



1/8 page horizontal

These pages are not available for fractional adverts:

- Contents
- Commentary Pages
- News – First Page/Spread
- Interview – Opening Spread
- Cover Feature – Opening Spread
- Agenda
- Business Close-Up
- Reportage
- Nomenclature
- Special Report – Title Page/Opening Page
- Weekly Web Summary Page
- The MEED List

Please note that rates may be subject to change at any time without prior notice.

Booking deadline : Two weeks prior to publication.

Text heavy adverts:

- No full page can carry more than 30% text. The rest must be made of an illustration, photograph or logo.
- For a single page advert, there can be no more than 300 words of copy. For a double page spread there can be no more than 600 words.

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MEED Magazine Mechanical Information

Copy requirements:

MEED is a fully digital publication. Please supply advertisements as a digital workflow.

The following list describes the acceptable file formats for supplying advertisements digitally, in order of preference:

1. High resolution PDF
Composite PDF with fonts embedded and subsetted below 100%
2. Illustrator or Photoshop files
EPS Files with Macintosh preview, with fonts outlines and/or embedded
3. Adobe InDesign

We cannot accept QuarkXpress or Freehand files:

All images should be split for CMYK and supplied in the following resolution:

- Colour bitmap image
- Effective resolution 300 dpi
- Greyscale bitmap images
- Effective resolution 300 dpi

Pictures of logos supplied in illustrator should be saved as EPS files with all text saved as outlines.

Please supply all fonts:

- Gutter allowance for type matter on all spreads is 5mm
- Safety margin on all sides of bleed ads is 3mm
- Separated file is not accepted

MEED WILL NOT BE RESPONSIBLE FOR ANY ERRORS AFTER PUBLICATION IF COPY IS NOT SUPPLIED IN THE CORRECT FORMATS AND WITH A DIGITAL COLOUR PROOF.

Files can be sent digitally via:

- Email
- CD Rom
- FTP

Material deadline:

10 days prior to publication

Please contact:

Monica D'souza

Telephone: +971 (0) 4 390 0698

Email: monica.dsouza@meed-dubai.com

www.meed.com/advertise

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