



Great Magazine of Timepieces

MIDDLE EAST EDITION



RATE CARD 2017

CONCEPT

Mirroring the spirit of Fine Watchmaking since 2000, GMT also institutionalized the 12th Art (the art of time measurement), is the media partner of Grand Prix d'Horlogerie de Genève and launched the Geneva Watch Tour. The only B2C watches magazine, certified by REMP, GMT also offers the highest publication frequency.

GMT's editorial content is exclusive and varied, balanced and rich, written by experienced journalists including chief editors from the best foreign specialist magazines. GMT will bring readers close up interviews with key players in the horological field, carefully researched information based features that will assist readers in making critical buying decisions.



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READERSHIP

At GMT, we cater for the elite, not just the inspirational. Our readers include serious collectors who deploy considerable spending power on their own collections. GMT is the perfect vehicle to those most interested and actively involved in the latest and greatest in horology. The average age of our readers are 40 years and their average yearly income is 240,000 USD, and the split between male/female is 85/15 on readership.

ADVERTISING RATES

Front Cover + 2 Editorial Pages	US\$ 25,000
Inside Front Page Cover Spread	15,000
First DPS	12,000
Full Page	7,200
Front Cover Gatefold/DPS	18,000
Outside Back Cover	15,000

PUBLISHING DATES

Issue	Month	Material Deadline
1	15 November 2016	1 November 2016
2	15 January 2017	1 January 2017
3	15 March 2017	1 March 2017
4	15 May 2017	1 May 2017
5	15 July 2017	1 July 2017
6	15 September 2017	1 September 2017



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Print Run and Split by Country
Total Print Run on Stands at 25,000 COPIES

DISTRIBUTED AS FOLLOWS:

UAE	6,000
KSA	6,000
Qatar	3,000
Kuwait	2,000
Bahrain	1,000
Oman	1,000
Lebanon	1,000
Jordan	1,000
Watch Boutique + Clients	2,500
Hand-picked VIP List	1,500

SPECIFICATIONS

Printing and Binding offset litho CMYK 104 pp perfect bound.

		Width x Height (mm)
DPS	Trim	420 x 297
	Bleed	430 x 307
Full Page	Trim	210 x 297
	Bleed	220 x 307

FILE FORMAT

All artwork must be high quality, provided at 300 dpi, CMYK color profile. Artwork must be flattened and all fonts outlined. All images should be embedded.

FILE SUBMISSION

Preferred format is PDF / X-3 (Print standard)

Other formats: TIFF, EPS, JPG and any other formats are subject to prior consultation. Can be emailed or supplied by CD/DVD.



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