



2021-2022

# MEDIA KIT

KUWAIT'S LEADING LIFESTYLE & FASHION MAGAZINE

## PRINT ADVERTISING RATES & SPECS

Position	Trim Size h x w (cm)	Rate (KD)
Cover Full Gatefold	30 x 48	2750
Cover Half Gatefold	30 x 24	1750
Outside Back Cover	30 x 24	2500
Inside Cover DPS	30 x 48	2000
Back Cover Inside	30 x 24	1500
DPS - Prime Section	30 x 48	1550
Insertion /Folded (4 Face)	30 x 48	2200
Insertion (2 Face)	30 x 24	1550
Inside DPS	30 x 48	1200
Full Page - Prime Section	30 x 24	1175
Full Page - Inside	30 x 24	850
Belly Band (Including Production)	Up to 5cm Height	4000
Inserts Flyer / Booklet (12 to 24 pages)		2000
Fashion Shoot (Includes Director, Model+Location +Stylist+Publision)	6 Pages	3500
Live Event Coverage (8 Posts on Instagram + Half Page in Magazine)		700
Advertorial	Full Page Double Page	650 1000

### TARGET AUDIENCE

CityPages is for anyone wanting to get the most out of their time in Kuwait, appealing to a broad range of Kuwaiti residents and visitors.

**READER PROFILE** Middle-Upper and Upper Social Strata

**GENDER:** Female: 60% , Male: 40%

**NATIONALITIES:** Arabs: 60% , Expats: 40%

**AGES:** 18 and Above

**ISSUES:** 12 Issue per year

**COPIES:** 10,000 printed copies per month

**DISTRIBUTION POINTS:** 280+ Locations in Kuwait

**AVERAGE READERS PER COPY:** 4

**Deadlines:** • Publication Date: **15th of every month** • Booking: **25th of the month prior to publication** • Material: **30th of month prior to publication** • Cancellation: **In written 10 days prior to the publication date.**

**Agency Commission: 25% on the Rate Card Prices.**

### Artwork Specifications:

The artwork should be a press ready PDF file (version 1.3 or higher) generated through Illustrator/or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks

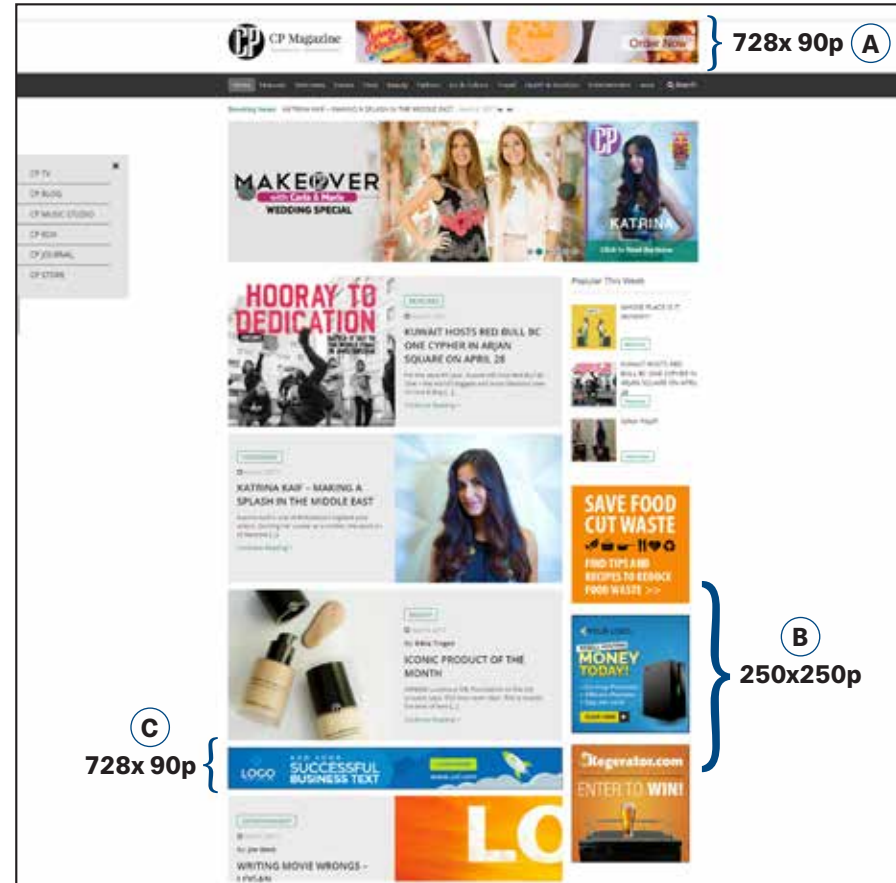
- All files must be CMYK format and all black text as over print
- For bleed size add 5mm extra on all four sides after trim marks
- Ensure that text is at least 10mm inside from the crop marks
- If text runs across a DPS please ensure that the text is 3 to 4mm away from the gutter on either side





ONLINE ADVERTISING

WWW.CPMAGAZINE.NET



MAIN PAGE

position	size	weekly	monthly	yearly
A - LEADER BOARD	728p x 90p	100 KD	350 KD	3500 KD
B - SQUARE	250p x 250p	75 KD	250 KD	2500 KD
C - LEADER BOARD	728p x 90p	60 KD	200 KD	2000 KD

INSIDE PAGES

position	size	weekly	monthly	yearly
A - LEADER BOARD	728p x 90p	75 KD	235 KD	2500 KD
B - SQUARE	250p x 250p	55 KD	180 KD	1800 KD
C - LEADER BOARD	728p x 90p	50 KD	175 KD	1650 KD

CP PAGES - CP BLOG, CP TV, CP STORE, CP MUSIC, CP JOURNAL

position	size	weekly	monthly	yearly
A - LEADER BOARD	728p x 90p	75 KD	235 KD	2500 KD
B - SQUARE	250p x 250p	55 KD	180 KD	1800 KD
C - LEADER BOARD	728p x 90p	50 KD	175 KD	1650 KD

Static .jpg, .png and animated .gif files are accepted.

## DISTRIBUTION LOCATIONS IN KUWAIT

### CAFES

CARIBOU COFFEE  
COSTA COFFEE  
CAFE SUPREME  
COLUMBUS COFFEE  
COFFEE BEAN & TEA LEAF  
DUNKIN DONUT  
HEART BREAK CAFE  
SECOND CUP  
GLORIA JEAN'S  
RED BERRY  
CAFE DEL MAR  
NJA CAFE  
THINK CAFE  
PAUL CAFE  
NESTLE TOLL HOUSE  
JUAN VALDEZ CAFE

### RESTAURANTS

CHILLIS  
CARINOS  
APPLEBEES  
PIZZA IN  
MOTI MAHAL  
GATHERING  
SEGAFREDO  
HANHOUM  
REOUO  
SMASH BURGER  
ELEVATION BURGER  
DIET CARE  
JOHNY ROCKETS

### UNIVERSITIES

KUWAIT UNIVERSITY  
AMERICAN UNIVERSITY OF KUWAIT  
AMERICAN UNIVERSITY OF MIDDLE EAST  
AUSTRALIAN COLLEGE OF KUWAIT  
BOX HILL COLLEGE FOR GIRLS  
ALGONQUIN COLLEGE  
GULF UNIVERSITY FOR SCIENCE AND TECHNOLOGY  
KUWAIT TECHNICAL COLLEGE  
KUWAIT COLLEGE FOR SCIENCE AND TECHNOLOGY  
KUWAIT INTERNATIONAL LAW SCHOOL

### HOTELS

KUWAIT REGENCY  
RADISSON BLU  
NEW PARK HOTEL  
JUMEIRAH MESSILAH BEACH  
SYMPHONY STYLE  
INN & GO  
HOLIDAY INN  
HOLIDAY INN DOWNTOWN  
CROWNE PLAZA  
SHERATON KUWAIT  
MARRIOTT HOTEL  
JWTT MARRIOTT  
RESIDENCE INN  
HILTON KUWAIT RESORT  
MOVENPICK  
SAFIR INTERNATIONAL  
SAFIR FINTAS  
LE ROYAL  
PLAZA ATHENE  
COSTA DEL SOL

### OTHERS

RIVER  
MOONLIGHT STUDIO  
CLEAN CARE  
COMMERCIAL FACILITIES CO.  
SHOP N DROP  
GENIUS BRAIN

### KUWAIT INTERNATIONAL AIRPORT

CARIBOU COFFEE  
COSTA COFFEE  
PEARL LOUNGE  
DASMAN LOUNGE

### SHEIKH SAAD TERMINAL

CHILLIS  
COFFEE BEAN & TEA LEAF

### CLINICS AND HOSPITALS

NOOR CLINIC  
NEW MOWASAT HOSPITAL  
AL SEEF HOSPITAL  
INTERNATIONAL CLINIC  
CLOVER CENTER  
BMS MEDICAL CENTER  
ROYAL HAYAT HOSPITAL  
ASNAN CLINIC  
BAYAN DENTAL  
EASY DENTAL  
PEARL CLINIC  
NEW SMILE DENTAL  
BRIGHT DENTAL  
WHITE DENTAL  
HADI CLINIC  
FATMA CLINIC  
QUTTAINAH MEDICAL CENTER  
TAIBAH HOSPITAL  
RASHID HOSPITAL  
BEVERLY HILLS  
FANAR CLINIC  
ZUHAIR MEDICAL CENTER  
SKIN CLINIC  
YIACO APOLLO  
TIJAN DENTAL  
VIEW CLINIC  
DAZZLE DENTAL  
CANADIAN MEDICAL CENTER

### SPAS AND SALONS

LAYLA HARMONY  
TONY AND GUY  
C CLUB  
AL CORNICHE CLUB  
PILATE AND MORE  
SIX SENSES SPA  
PLATINUM  
SISTERS SALON  
GLAMOUR  
SPA AQUATONIC  
LA FEM SALON  
SPA AND MORE  
CIRCUIT PLUS  
SAHARA GOLF RESORT

### OUTSIDE KUWAIT

### UAE

### BAHRAIN

### QATAR

### RIYADH

### UK

### CANADA

### USA

**10,000 PRINTED COPIES MONTHLY**  
**350 DISTRIBUTION POINTS**  
**2000 VVIP, VIP, CORPORATE SUBSCRIBERS**  
**15,000+ ONLINE READERS**  
**12 ISSUES PER YEAR**  
**10 SUCCESSFUL YEARS**  
**35+ EXCLUSIVE CONTRIBUTORS**

### SOCIAL MEDIA ADVERTISING

SINGLE POST ON INSTAGRAM: **250** KD  
SINGLE POST ON FACEBOOK : **250** KD

+4 POSTS ON INSTAGRAM: **200** KD each  
+4 POSTS ON FACEBOOK : **200** KD each

### EVENTS SPONSORSHIPS

- CP INSPIRING MEN AWARDS (NOVEMBER)
- CP POWER COUPLES AWARDS (FEBRUARY)
- CP WOMEN OF SUBSTANCE AWARDS (MARCH)
- CP YOUTH ACHIEVEMENT AWARDS (SEPTEMBER)
- CP EXCELLENCE IN SCHOOL SPORTS AWARDS (OCTOBER)
- CP STARTUPS AWARDS (APRIL)

TITLE SPONSORSHIP AND CO-SPONSORSHIP PACKAGES AVAILABLE UPON REQUEST

### REVIEWS

WE ALSO HAVE SPECIAL PACKAGES FOR THE FOLLOWING REVIEWS:

- CAR TEST-DRIVES (Includes Text, Images and Videos)
- GADGET REVIEWS (Includes Text, Images and Videos)
- TRAVEL REVIEWS (Includes Text, Images and Videos)
- RESTAURANT / FOOD REVIEWS (Includes Text, Images and Videos)

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