



GO! DUBAI



PRESENTATION

Go! Magazine Group are proud to announce that we are now launching the most successful international magazine concept in Dubai. We currently have editions in Singapore, Scandinavia, Europe and China and reach both visitors and natives in these places. The concept is to provide the market with a 100% positive reading experience with interesting content and high end advertisers attracting more business and customers to you. As an advertiser you will always be in a positive editorial environment that will boost your business and brand. That is our concept and we are convinced that it will be as successful in Dubai as in all the other places we operate. Welcome to a whole new experience with us at Go! Magazine Group.

THE COMPETITIVE EDGE

Both regular ads and "Our favourite..." are cost effective ways to reach out to both visitors and natives that are looking for your specific business. "Our favourite..." are very popular and provides a short presentation of your unique business helping your potential customers to choose where to go for their next experience. And to get the most out of your marketing investment we strongly suggest to use both regular ads and "Our favourite" to maximize your brand visibility and attract customers.

CONTENT OF GO! DUBAI

The content of Go! Dubai is focusing on only positive experiences like dining, shopping, where to go, what to experience, active lifestyle, health, interviews, culture, arts, music, heritage and so on. The content is written in a positive and exciting way to attract interest from both visitors and natives of Dubai/UAE.

QUALITY OF GO! DUBAI

As an advertiser you would only be interested in being associated with the highest quality when it comes to printing and layout. Go! Magazine Group only uses the best printing houses and the highest paper quality available to ensure that the magazine attracts the right high end clientele. Thick paper and a UV-coated front and back makes sure that the magazine looks fantastic and withstands the handling of a lot of readers which adds value to you as an advertiser.

257 DISTRIBUTION POINTS

900.000 READERS

ADS PRINT



BOOKING & TERMS OF PAYMENT

Booking of regular ads in Go! Dubai magazine is done in single or multiple installments according to agreement. When a booking is made a confirmation is sent from sales partner to the advertiser confirming publication date(s), size, cost and deadline for material. 3 days after confirmed booking we will send out an invoice to the client to be paid within agreed days of receiving the invoice.

DELIVERY OF MATERIAL

The client is to deliver a "ready to print" PDF-ad by e-mail to us no later than the stated deadline date. The ad must be made according to specifications stated. Any faults or missing content in the ad is not the responsibility nor liability of Go! Magazine FZE.

Please send your ad material to godubai@gomagazinegroup.com



PRINT SPECIFICATIONS

CIRCULATION: 50.000/issue

FORMAT: 210 x 270 mm

PAPER: cover 130 gr WFC, UV-coated, inlay 80 gr Star Silk

SPECIFICATIONS AD-FILES:

Pressoptimised PDF file, incl fonts.

Color: 4 colors (CMYK). No pantone or decor colors.

Color profile: ISO coated v2 300% (ECI).

Pictures in ads: high resolution, 300 dpi.



DISTRIBUTION

Go! Dubai magazine is distributed for free to approximately 257 hotels and other visitor hubs in Dubai. With a circulation of 210.000 copies in 2018 you reach over 900.000 readers who are actively looking for your business.



PUBLISHING

ISSUE	PUBLISHING DATE	DEADLINE MATERIAL
JANUARY/FEBRUARY	I JANUARY	II DECEMBER
MARCH/APRIL	I MARCH	II FEBRUARY
MAY/JUNE	I MAY	II APRIL
JULY/AUGUST	I JULY	II JUNE
SEPTEMBER/OCTOBER	I SEPTEMBER	II AUGUST
NOVEMBER/DECEMBER	I NOVEMBER	II OCTOBER

ADS PRINT



DOUBLE PAGE SPREAD

420 x 270 mm + 5 mm

Double page spread: AED 29 000

Inside front

cover spread: AED 32 000



FULL PAGE

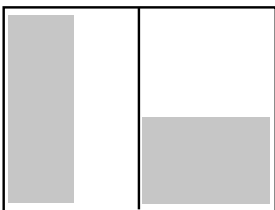
210 x 270 mm + 5 mm

Full page: AED 19 700

Inside front cover: AED 20 000

Inside back cover: AED 19 000

Outside back cover: AED 36 000

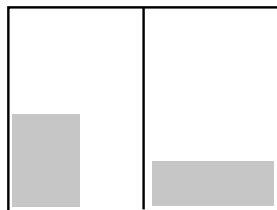


HALF PAGE

Vertical 89 x 233 mm

Horizontal 182 x 114 mm

Half page: AED 9 900



QUARTER PAGE

Vertical 89 x 114 mm

Horizontal 182 x 63 mm

Quarter page: AED 3 600

NATIVE ADVERTISING

Native advertising is a editorial space, bought by the advertiser. The advertiser delivers a "ready to use" PDF-page by e-mail containing photos, text and other content. The content must be according to laws and regulations in UAE and the quality standards of Go! Magazine Group. Go! Magazine Group have the possibility to reject any adverts that doesn't fall within the stated boundaries.

PRICE: ON DEMAND

INSERTS

Inserts is a free-standing, selfcontained addition to the magazine. The advertiser delivers full material in a "ready to use" PDF-format. Page volume is starting at 8 pages and then in 4-pages intervals (12, 16, 20 pages and so on) Go! Magazine Group have the possibility to reject any inserts that doesn't fall within the stated boundaries.

PRICE: ON DEMAND



OUR FAVOURITE...



BOOKING & TERMS OF PAYMENT

"Our favourite..." is booked in either 6 months or 12 months stints. When your business books a 12 month package your ad will be at the top of the unique segment followed by the 6 month bookings. This gives you an advantage over the short term advertisers. Go! Magazine Group will send you a confirmation of your booking through e-mail and 3 days later an invoice, also by e-mail. Billing will be in advance and terms of payment is 10 days after receiving the invoice.



DELIVERY OF MATERIAL

We need your material sent by e-mail to us or your sales contact. Written in English with a short and inspiring presentation of your business and what makes you unique. Full name of the venue, address, phone number, opening hours and a web address if you like. Max 100 words including numbers.



Please send your ad material to godubai@gomagazinegroup.com

PRINT SPECIFICATIONS

CIRCULATION: 50.000/issue

FORMAT: 210 x 270 mm

PAPER: cover 130 gr WFC, UV-coated, inlay 80 gr Star Silk

SPECIFICATIONS OUR FAVOURITE...:

100 words/ad, in English

Name, address etc and short presentation.

DISTRIBUTION

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PRICE: AED 600/month



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