

ELGOUNA MAGAZINE

Advertising Rates 2012

In fairness to all our advertising clients, published rates are non-negotiable.

Price per issue	Total size	Rate
COVER FOLD OUT	2 pages, double	42,000
PREMIUM FOLD OUT 4	4 pages, double back to back	40,000
PREMIUM FOLD OUT 3	3 pages, double plus 1 back	30,000
STANDARD FOLD OUT 4	4 pages, double back to back	29,000
STANDARD FOLD OUT 3	3 pages, double plus 1 back	21,000
STANDARD 2-SIDED HARDSTOCK	2 pages, back to back	16,000
PREMIUM DOUBLE PAGE SPREAD	2 pages, double	18,000
SUB-PREMIUM DOUBLE PAGE SPREAD	2 pages, double	17,000
FIRST CLASS DPS	2 pages, double	16,000
DOUBLE PAGE SPREAD	2 pages, double	13,000
OUTSIDE BACK COVER		19,000
INSIDE FRONT COVER		14,400
INSIDE BACK COVER		12,200
OPPOSITE INSIDE FRONT COVER		12,000
OPPOSITE TABLE OF CONTENTS		11,500
OPPOSITE INSIDE BACK COVER		8,000
PREMIUM FULL PAGE		8,800
ADVERTORIAL FULL PAGE		8,400
FIRST CLASS FULL PAGE		7,000
FULL PAGE		5,600
HALF PAGE		3,400
QUARTER PAGE		2,220

Published rates are in Egyptian Pounds. **See discounts on next page.**

Guaranteed placement "opposite ..." or "together with ..." or "right hand page" within the editorial pages of the magazine is granted against a 25% surcharge.

El Gouna Magazine reserves the right to modify rates and discounts without prior notice. In the event of rate card changes, all contracted rates will be respected.

El Gouna Magazine is published by Icon Communications, S.A.E.
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www.elgounamag.com

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Discounts

Rates are significantly reduced when you advertise in multiple issues.

Quantity discounts for upfront payment

2 ISSUES (6 months)	10%
4 ISSUES (12 months)	15%
6 ISSUES (18 months)	20%
8 ISSUES (24 months)	25%