

ELGOUNA MAGAZINE



NA
LINE

Summer 2009
www.elgounamag.com

ELGOUNA
MAGAZINE

Spring 2009
www.elgounamag.com

ELGOUNA
MAGAZINE

Fall 2009
www.elgounamag.com

El Gouna Marks
20 Years

Art in the Desert
Meet the Entertainers

Un
veiling
our
new
look

Enviro
menta
Issue.

Meet the Chefs!
Desserts and Drinks | Books on Food | Recipes

ELGOUNA
MAGAZINE

Winter 2009-2010
www.elgounamag.com

ELGOUNA
MAGAZINE

Fall 2012
www.elgounamag.com
Life as it should be

ELGOUNA
MAGAZINE

THROW OFF YOUR BOW LINES

health
and
wellbeing

EL GOUNA MAGAZINE

BE PART OF THE RED SEA

The official community magazine of El Gouna, the Red Sea's premier leisure and residential destination, El Gouna Magazine is delivered to A-Class Egyptians, a mix of European visitors and resident expatriates in El Gouna, Hurghada and Cairo.

El Gouna Magazine content includes subjects related to the environment, sports, education, and news in the area. In addition, as part of our expansion and improvement plan currently in action, El Gouna Magazine's presence will increase, covering all the Red Sea coastline from Cairo through Ain Sokhna, Hurghada and Marsa Alam.

We invite you to advertise with us for a guaranteed market presence and a strong viewership in one of the most successful publications on the Red Sea Riviera.

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

6 El Gezira El Wosta St., 3rd Floor, Flat 3G,
Zamalek, Cairo, Egypt

Tel+2 02 273 78 125, fax+2 02 273 53 476
icon@designbyicon.com, www.designbyicon.com

For advertising inquiries, please contact:
advertising@elgounamag.com, +2 012 2110 4504

www.elgounamag.com

EGM Distribution

Total Magazine Distribution	10,000
El Gouna & Hurghada	8,000
Cairo	2,000

Advertising Rates 2017

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

Design available upon request.

Price Per Issue	Rate
Quarter Page	3,000
Half Page	4,700
Full Page	7,500
Within First Half of Magazine	9,500
Before Contents	12,000
Opposite Inside Back Cover	12,000
Opposite Table of Contents	15,700
Opposite Inside Front Cover	16,500
Advertorial Full Page	10,000
Inside Back Cover	16,500
Inside Front Cover	20,000
Outside Back Cover	26,500
Double Page Spread	17,500
Within First Half of Magazine	21,500
After Table of Contents	23,500
Before Table of Contents	24,500
2-Sided Hardstock	22,000
Back Fold-Out	44,000
Cover Fold-Out	50,000
Issue Sponsorship	56,500
Logo placement on top corner of each page	
Includes free 1 Full Page Within First Half of Magazine	
Insert (Maximum 4 pages)	
Including design, layout, and production	37,500
Printed insert for distribution only	25,000

Discounts

Rates are significantly reduced when you advertise in multiple issues.

Quantity discounts for upfront payment	
2 Issues (4 Months)	10%
4 Issues (8 Months)	15%
6 Issues (12 Months)	20%

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El Gouna Magazine Distribution

El Gouna Magazine is distributed in a number of high-impact readership locations throughout El Gouna as well as a number of important outlets in Cairo including:

Cairo

Makani
Cilantro
Alain le Notre

Hurghada

Sam & Tony Bistro
Samos Greek Taverna
Bull's Steakhouse
B's at Marina
White Elephant
Sardina
Finally Home
Fred's
Mahmya

El Gouna

ACTIVITIES

Cheeky Monkeys
Golf Champs
Island Adventure
Mini Golf

AQUA CENTERS

Beach Volley Ball
Dragon Project Windsurfing
Kiteboarding Club El Gouna
Kite Power
Liquid Park
Parasailing
Red Sea Zone
Sport & Fun Aquacenter
Stand Up Paddling
Fred's Swimming Lessons
The Orange Concept Wakeboard and Waterski
Yellow Fin Fishing Safari

BEACHES

Buzah Beach
Club 88
Mahmya
Mangroovy Beach
Zeytouna Beach

BEAUTY SALONS

Body Care
Classic
Chinese Massage by Lin
Finger Secret Massag
Lax Beauty Center

Look At Me
Movenpick Salon
Nefertari
Tamr Henna Salon
Thai Scissors
Thanita Massage

BOAT SERVICES

Art Marine
Beyond the Pyramids
Fairline
Fantasia Shipping Agency
Lodos Marine
Princess Yachts
Seascope
Sunseeker

DIVING CENTERS

Blue Brothers
Colona Dive Center
Dive Trek
Easy Divers Academy
Emperor Divers
Euro Divers
Orca Dive Club
TGI Diving
The Dive Connection

HOTELS

Ali Pasha
Arena Inn
Captain's Inn
Club Med
Dawar el Omda
Fanadir Hotel
Mosaïque Hotel
Movenpick - Brigitte
Panorama Bungalows
Sheraton Miramar
Steigenberger
Sultan Bey
TTC Ocean View
TTC Rihana Resort
TTC Rihana Inn
Turtle's Inn

MARINA SERVICES

Abu Tig Marina Office
North Basin Office
Yacht Club

NIGHTLIFE

Angels Club
Barten
C-Bar
Dunes
El Gouna Oasis
Loca Loca
Moods
Palma Karaoke Café
Peanuts
Sand Bar
Smugglers
Tambel Irish Pub
Tides Lounge Bar

NURSERIES

Les Petites
Little Gounies

Gounnes Paradise

SPORTS

Beach Buggy
Biking
Go-Karts
Golf Club
Quad Runners
Tennis Club & Academy
Yalla Horse Stable

REAL ESTATE

Ancient Sands Resort
Orascom Commercial Property
El Gouna Immobilien
El Gouna Prime Living
El Gouna Vacation Rentals
Fullstop Rentals and Management
Interhome
Magic Property Management
Orascom Sales Office - Marina
Scarab Club
Tueret Le Case di Lialina

RESTAURANTS

7th Star Restaurant
Abou El Sid
Athena Greek Taverna
Bellwa Italia
Benzini Juice Bar
Biergarten
Bleu Bleu
Bua Khao
Ceviche
Chez Chantal
China House
Dolce Vita
Drumsticks
El Bustan Café
El Tayebeen
Fairways
Fish Market
Fool House
Garox's Snack Stop
Head Coffee
Hedra
Jobox's Sport Bar
La Crepe
La Luna
La Scala
Le Deauville
Le Garage
Maison Thomas
Mamma Luisa
Mamounia
Maritim Restaurant
Mini Saigon
Moods Restaurant & Beach Club
Mori Sushi
Nathan's
Nubian House
Oasis Café
Oriental Grill
Pier 88
Rive Gauche
Saigon
Surf & Turf
Shawerma On Coal

Tamr Henna Food Court
Tandoor
The Club House
The Coffee Bean & Tea Leaf
The Snack Shack
Upstairs
White Elephant

SHOPS

Ainedther Boutique
Aisha
Alam Writing Materials
Ambiente
Art Life
Art Of Form
Art Village
B. Tech
Best Way
Black Diamond
Book Shop
Casual Club
Cheers
Citizen
Cookit Kitchen Supplies
Cotton Land
Cozy Caza
Dandana
Deep Blue
Delight
Dolphin
Drinkies
El Dar
Elegant Sportwear
Fun Days Excursions
Guergues
Inside Out
Jewellux
Karakeesh Bakery
Karibe
Khan El Gouna
Khan El Khalili
Kipling
Kiranos
La Beaute
Little Palma City
Malaika
Mango
Marina Garden
Maya
Norma J
O. Mamouhe
Quicksilver
Sabaya
Safarkhan Art
Saint George
Shiekh Mounir
St. Paul Book Shop
Sun & Moon
Vigliacchi
Vilebrequin
Zanzibar Gourmet

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Technical Specifications

All artwork should be provided as a print-ready file on a CD and accompanied by a colour proof.

CD and colour proof should be sent to one of the following locations:

1. Icon Communications

6 El Gezira El Wosta St., 3rd Floor, Flat 3G,
Zamalek, Cairo, Egypt

Attn: Mrs. Ghada Youssef / Mob.: +2 012 2110 4504

Attn: Mr. Mohey Rawhey / Mob.: +2 010 0139 5999

2. Email

Send your print ready artwork to the below email address ONLY:

artwork@elgounamag.com

Please indicate your company name in email subject

File Format

All artwork must be submitted in TIFF format (for quality purposes, JPEG, PDF, EPS, and other file formats are not accepted).

Colours:

Artwork should be provided in CMYK Colour format
The publication will not be held responsible for colours of those ads which are not accompanied by a colour proof at the time of submission.

Resolution:

All files should be high-resolution, minimum 300 dpi at the appropriate size requested for the ad.

The publication will not be held responsible for the resolution of ads which fail to meet these requirements.

Note:

Although we will do our best to ensure that all artwork submitted appears in the magazine in the highest quality, Icon takes no responsibility in artwork problems resulting from corrupted files, e-mail problems, incorrect sizes and resolution, or failure to appear in the magazine due to late submission.

Methods of Payment

Check or Cash Payments

Via cash deposit at bank

Bank: Crédit Agricole Egypt

Branch: El Mohandeseen Branch

Bank Add: Mohandiseen, Giza - Egypt

Acct Holder: Icon Communications & Advertising

Client Add: 6 El Gezira El Wosta St., flat 3G, Zamalek, Cairo - Egypt

Acct. No: 00051300001276

Customer No: 45682901

Swift code: AGRIEGCX

Via courier to Icon Communciations

Mr. Ramez Farouk, Finance Department

Address: 6 El Gezira El Wosta St., 3rd Floor, Flat 3G,
Zamalek, Cairo, Egypt

Working Hours: 10am to 5pm, Sunday to Thursday

Electronic Transfer from any local or international bank

To confirm transfer send scanned payment slip via email to ramez@designbyicon.com or copy by fax to +2 02 2737 8125, extension 110

Egyptian Pound (LE) Account:

Bank: Crédit Agricole Egypt

Branch: El Mohandeseen Branch

Bank Add: Mohandiseen, Giza - Egypt

Acct Holder: Icon Communications & Advertising

Client Add: 6 El Gezira El Wosta St., flat 3G, Zamalek, Cairo - Egypt

Acct. No: 00051300001276

Customer No: 45682901

Swift code: AGRIEGCX

US Dollar (\$) Account:

Bank: Crédit Agricole Egypt

Branch: El Mohandeseen Branch

Bank Add: Mohandiseen, Giza - Egypt

Acct Holder : Icon Communications & Advertising

Client Add: 6 El Gezira El Wosta St., flat 3G, Zamalek, Cairo - Egypt

Acct. No: 00051110001677

Customer No: 45682901

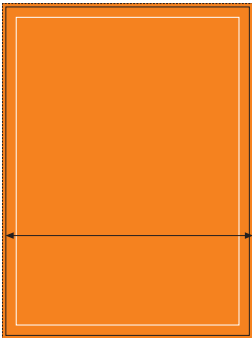
Swift code: AGRIEGCX

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El Gouna Magazine Advertisement Specifications

Full Page Bleed

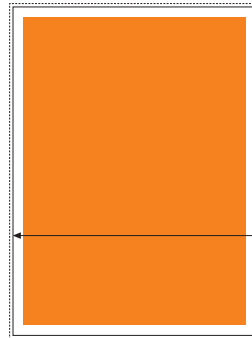


Artwork Size: 21.6 x 30.6cm
Live Size: 18 x 27cm

Trim Size: 21 x 30cm
Bleed: 0.3cm

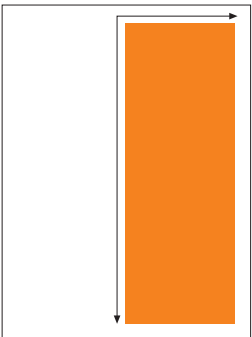
all text/logos should be placed inside the live area: 1.5 cm inside trim size

Full Page Ad



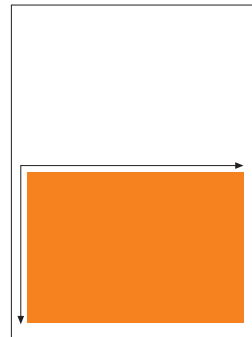
with white frame
Trim Size: 21 x 30cm

Half Page Ad Vertical



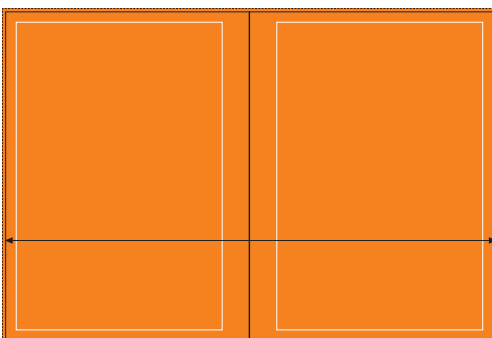
Artwork Size: 9 x 26.5cm

Half Page Ad Horizontal



Artwork Size: 18.5 x 12.5cm

Double Page Spread



Artwork Size: 42.6 x 30.6cm

Trim Size: 42 x 30cm

Live Size: 00 x 00cm

Bleed: 0.3cm

all text/logos should be placed inside the live area:

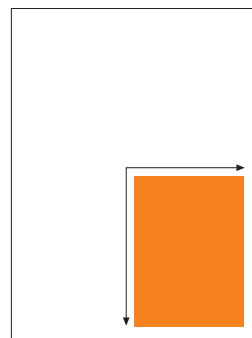
Top 1 cm

Bottom 1 cm

Inside 1.5 cm

Outside 1 cm

Quarter Page Ad



Artwork Size: 9 x 12.5cm