

HEALTH

The most acclaimed **HEALTH & LIFESTYLE** magazine in the region

Media Kit

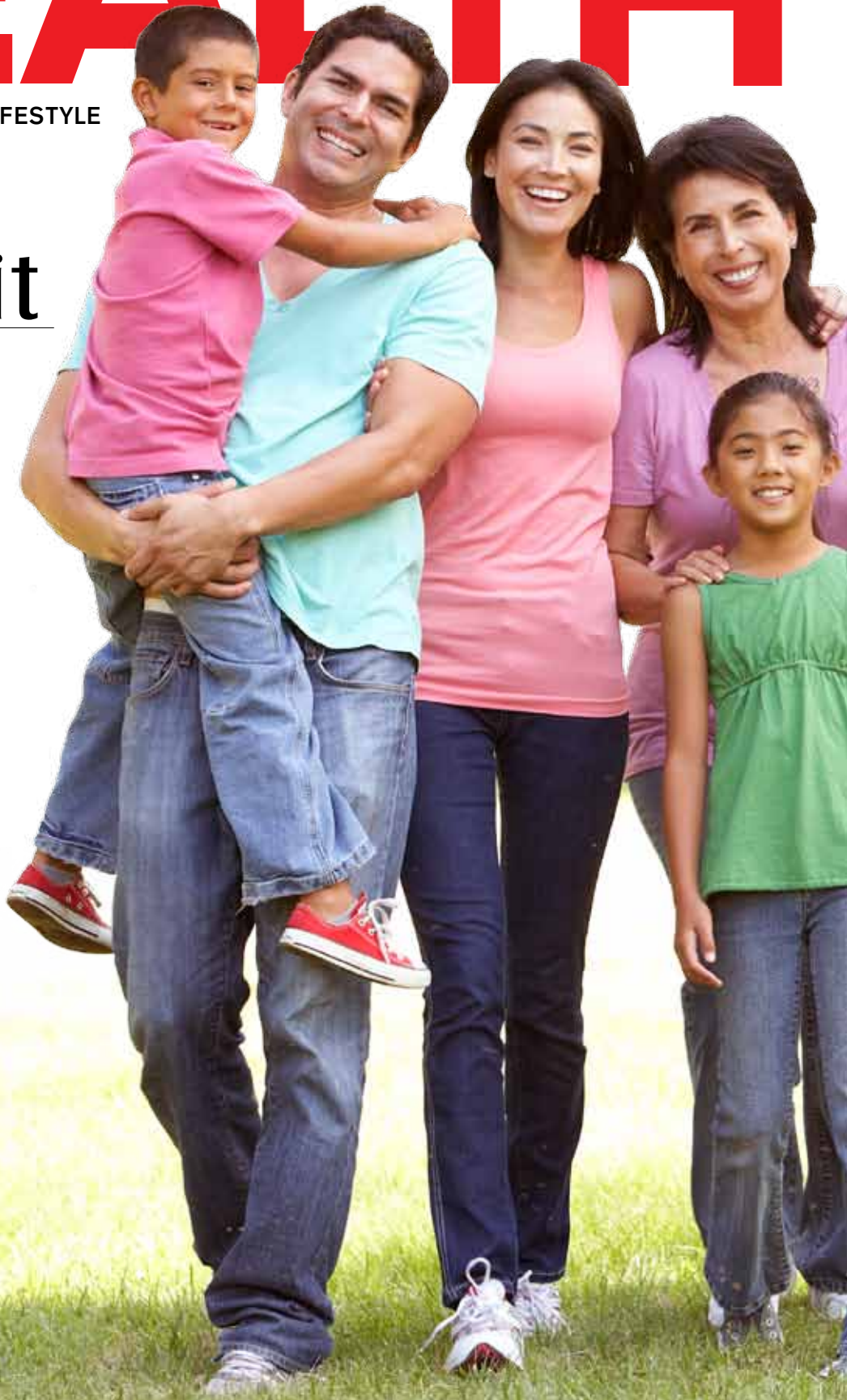
www.healthmagazine.ae

> Inspiration & Motivation

> Fitness & Training

> HEALTH & Nutrition

> Beauty & Style



University Medical Center
Hamburg-Eppendorf

www.facebook.com/gmuhealth



Introduction

HEALTH Magazine is a Bi-monthly bi-lingual health magazine

Being in its 13th year of publication, HEALTH is one of the longstanding health publications in the region. It is highly regarded and read by healthcare professionals and general public in the region and globally.

HEALTH Magazine has partnered with the world-renowned Johns Hopkins – USA, Royal Australian College of General Practitioners, Australia, Mayo Clinic - USA and Ministry of Health UAE to carry articles from their experts.

> Fitness & Training

> Inspiration & Motivation

> HEALTH & Nutrition

> Beauty & Style

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THUMBAY

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Inside

Every article, every feature, and every story in HEALTH Magazine is written and designed on the page with our reader in mind. We designed our editorial content to entertain, uplift, inform and enlighten the reader while maximizing advertiser's exposure.

Editorial Content

Health magazine is divided into six distinct topical sections:

Health/Expert advice

Our best picks around the world on breakthroughs, findings and products.

Lifestyle

Relationship advice, local beauty and fashion products and advice, and other articles about how to live and enjoy life to its fullest. Focus is also on local entrepreneurs and those individuals making a difference in the field of healthcare.

Health and Beauty

Engaging the soul, mind, heart and body through articles on health, fitness and relaxation and local health professionals.

Nutrition

Highlights importance of healthy cooking and nutrition, including local and international recipes, food choices, new products, importance of herbs and spices.

Health Features

More content on serious diseases and health issues which range from cardiac care to diabetes, psychology and mental health, kids, men's and women's health issues that are in the current news.

Product features

The latest in herbal medicines, supplements, natural products for general health, beauty and grooming, cooking, fashion, fitness and other healthcare related segments.



These sections were created as an editorial vehicle for your advertising message. By reserving space in each section, you will be sure to create maximum visual impact on your desired reader and customer.

FITNESS

HEALTH

MEDICAL

FOOD

LIFESTYLE

Readership Profile



- General Practitioners
- Hospital Directors / Administrators
- Specialists
- Ministry of Health Officials
- Pharmacists
- Purchase/Product /Marketing Managers
- Students & Faculty in Medical Colleges
- Importers, Exporters, Agents and Distributors
- Pharmacists
- Ministries
- Embassies
- General Public



Made Available to leading

- > Outlets
- > Airports
- > Property developers
- > Universities
- > MNCs etc.

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Circulation & Distribution

Health Magazine distribution and coverage area is spread across the UAE. This is in addition to an extensive subscription list including leading medical institutions, medical equipment suppliers and pharma companies worldwide.

20,000 copies of HEALTH Magazine are made available to your customers through:

- Direct mail: (10,165) Health Journal is directly mailed to a select number of upscale households, meeting a specific criteria based on age, household income and home worth.
- High traffic areas: (5,000) Health Journal is made available at select high-traffic destinations in our target markets, including boutiques, hospitals and clinics, gyms, coffee shops, spa's and resorts, leading stores, bookshops, hotels and malls.
- Waiting rooms: (3,000) copies of Health Journal can be found at waiting lounges of mainly leading physician, dental, cosmetic clinics & surgeries as well as at local pharmacies

Total Readership per issue

Health Journal magazine enjoys a 1:4 pass along rate. This means that close to 80,000 people read each issue of this magazine – including your ads!



Health Journal magazine readers are affluent, upwardly mobile, active, sophisticated, and for whom health and fitness are priority. They are looking for the best products and services that you have to offer.



Advertising Rates

SIZE	1 Insertion (Rates per Insertion)	2 Insertions (Rates per Insertion)	4 Insertions (Rates per Insertion)	6 Insertions (Rates per Insertion)
Full Page	AED. 10000.00	AED. 9000.00	AED. 8500.00	AED. 8000.00
Half Page	AED. 7000.00	AED. 6300.00	AED. 5950.00	AED. 5600.00
Quarter Page	AED. 4000.00	AED. 3600.00	AED. 3400.00	AED. 3200.00
Double Page Spread	AED. 18000.00	AED.16200.00	AED.15300.00	AED.14400.00
Inside Covers	AED. 13000.00	AED.11700.00	AED.11050.00	AED.10400.00



Banner Advertising: Health Magazine includes a complimentary link in our online marketplace for every advertiser who reserves a 1/3 page ad or larger.

For internet advertising contact our advertising team.

Positioning: Health Magazine publishes 6x per year. Rates are 4C per insertion and are net.

ADVERTORIAL FEE: Additional AED 1000.00 plus full page rate. For guaranteed positioning, add 20% to earned rate.

PAGE size: 290h x220w Bleed: 270h x 190w Non-bleed.

COLOR: Rates are 4C per insertion, gross.

POSITIONING: Rate plus 20% , on a first – come basis .

FREQUENCY : 6X per year.

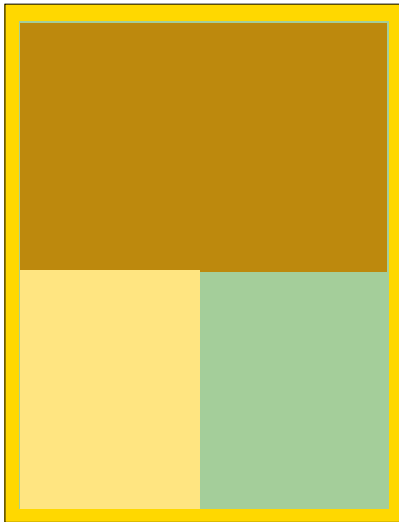


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Mechanical Specification



Size	Measurements (Height X Width in Millimeters)
▶ Full Page	270 x 190 mm
▶ Full Page with Bleed	290 x 220 mm
▶ Half Page	145 x 220 mm
▶ Quarter Page	110 x 145 mm
Printing	Offset printing
Screens	133 lpi (150 lpi acceptable)
Color ads	Colour seps with progressive proof to be provided.
Mono/Spot Color ads	Positives with colour reference.

Advertising material delivery

All art materials must be submitted as a PDF file (sent either via email, downloadable from a FTP site, or on CD – ROM). Ensure that ALL fonts are embedded, all colors are converted to CMYK, and overprinting is turned OFF, Ads with bleeds must include 3mm minimum bleed on all bleed sides and registration marks embedded in the PDF placed at least .25" outside the trim edge. We recommend saving at 300DPI. All ad materials must conform to SWOP standards.

Email material to design@healthmagazine.ae

Mail materials to

Head Office: Thumbay Group
PO Box: 4184, Ajman, United Arab Emirates
Tel: +971 6 7431333 Fax: +971 67431222
Website: www.healthmagazine.com

Acceptable Desktop File Formats

HIGH RESOLUTION PDF/EPS/Ai, ONLY CMYK
Press Ready PDF files on CD –ROM or via FTP.

Microsoft Word, PowerPoint and Publisher files ARE NOT acceptable.

Please contact +971 6 7431333 Extn: 255 with questions.



For any Requirements or Queries Contact us at:

Advertising & Marketing Department:

Yacqub Lye

Tel: +971 6 7431333 Ext 255

Mob.: +971 55 6114297

Divya jyothi

Tel: +971 6 7431333 Ext 379



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PUBLISHED BY GULF MEDICAL UNIVERSITY

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