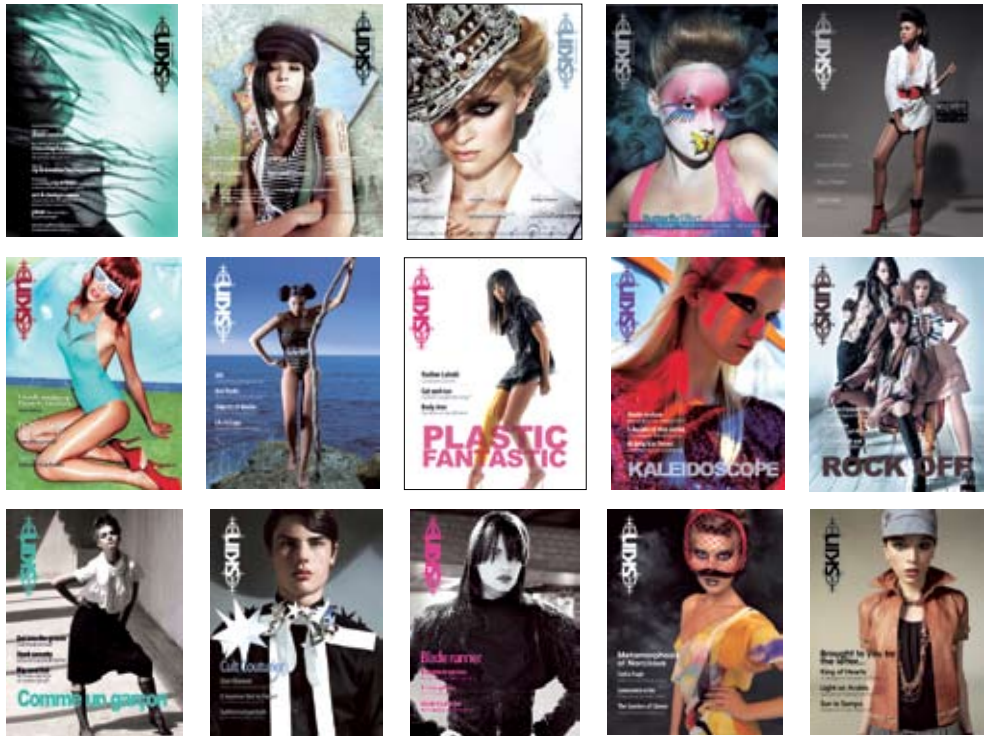


SKIN

Media Kit 08





About us

The Middle East is rich in art and design, but lacks a cohesive, comprehensive forum to expose our regional talent. **Skin** magazine, a monthly publication, intends to provide that platform and motivate regional artists and designers by publishing their work, offering sponsorship and technical support, and bringing them together with international artists. Above all, **Skin** aims to provide the inspiration to help bridge the cultural gap between west and east.



Skin fashion

Skin readers are street-style savvy, but they also appreciate the world of haute couture and the avant-garde. So when it comes to style, taste and brand awareness, they don't want nothing less than cutting edge.

Fashion magazines in our region portray fashion solely from the consumer's point of view, but neglect a journalistic interest in the design process and behind-the-scenes workings of the fashion industry. **Skin's** approach to fashion journalism will show readers what **Fashion Design** is all about, rather than simply tell readers what is trendy and what isn't.



more specifically,

male	22%
female	78%
age	18-29 63%
	30-41 26%
	41+ 11%
occupation	
students	21%
employed	43%
self employed	36%
university degree	77%
income 1000 usd +	75%
have access to the internet	65%
own a mobile	98%



Skin readership

Skin readers are the arts, fashion and culture of the Middle East. They crave an authority on the visual arts, and need a publication that will raise standards in visual communication for the region. Wanting to provoke and inspire others in their society, they look to **Skin** to find that constant source of inspiration.



Total no. of copies to be printed = **18,000 copies**

Skin monthly circulation

Circulation Territory

● Jordan	5,000
● Lebanon	5,000
● UAE	5,000
● Bahrain	3,000
Total	18,000



Skin advertising

Skin has sections devoted to specific areas of fashion, art & design practice, which enable advertisers to tailor the exact level of exposure required.

With up-to-date news from the world of art, design and advertising, **Skin** offers its readers a network of international, regional and local contributors (largely from middle eastern descent) with dispatches from the world of fine art, design, advertising, fashion, photography, film and the media – industries which, with the help of foreign investment, have been growing rapidly in the region.

Readers of **Skin** who are in the field of marketing and advertising will also have a real opportunity to advertise their cutting edge brands in a richer and a more sophisticated cultural environment.

In addition to carrying advertising from public and commercial galleries, **Skin** aims to attract advertising from major international museums, arts organisations, international art fairs, online galleries, individual artists and lifestyle advertising including absolut, absinthe, paul smith, issey miyake, hugo boss...

Skin is the best vehicle in the region for precisely targeted and focused promotion.



Skin advertising rates

Rate (JOD)

Position/ Size

Inside Front Cover Double Spread	JOD 2,700
Inside Front Cover	JOD 1,500
Outside Back Cover	JOD 2,700
Inside Back Cover	JOD 1,500
Double Page Spread	JOD 2,125
Single Page	JOD 1,050
Single Page (Premium location- first 10 pages)	JOD 1,250
Gate Fold	JOD 2,800
Fashion Shoot	JOD 2,500
Jewellery Shoot	JOD 1,500



Skin advertising rates	Rate (USD)
Position/ Size	
Inside Front Cover Double Spread	USD 3,800
Inside Front Cover	USD 2,115
Inside Folded Cover	USD 4,930
Outside Back Cover	USD 3,800
Inside Back Cover	USD 2,115
Double Page Spread	USD 2,995
Single Page	USD 1,480
Single Page (Premium location- first 10 pages)	USD 1,765



Skin Technical Specs

measurement in mm



- **Double page spread**
- **Inside front cover**
- **Inside back cover**

Bleed: w 470 x h 310

Trim: w 460 x h 300



- **Single page**
- **Outside back cover**

Bleed: w 240 x h 310

Trim: w 230 x h 300

File Format:

All files should be supplied in **PDF** format at **300dpi** resolution and in **CMYK** color mode

File Transfer:

1. Go to www.skin-online.com/public/
2. Click "**choose file**" and select your **PDF** file
3. Click "**upload**"

Please make sure your PDF is named according to the following format:

BrandnameMonthYear.pdf

Example: SkinApr06.pdf



Skin in house ad design

We pride ourselves on the visual quality of **Skin** magazine. Our design team has the outstanding capability to design any ads in-house for clients re-thinking their creative approach to advertising their products. Our team offers in-house designs and at no extra cost.

Technical specs page, as you see fit

Booking deadline:

21 days prior to publication

Material deadline:

10 days prior to publication

Cancellations of, or amendments to, advance bookings will only be accepted in writing within **21** days prior to publication date

What **Skin** can offer you:

Advertorial features

Media events

(fashion, film, music, art)

Artist collaborations



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