

CLEAN

MIDDLE EAST

www.cleanmiddleeast.ae



MEDIA INFORMATION 2017

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MEDIA INFORMATION

Clean Middle East is a business magazine that has been disseminating information on the cleaning and hygiene trade since 2008. In the past 9 years, the publication has carved a niche for itself in the burgeoning GCC region.

The editorial content of the magazine takes a practical approach to cleaning and hygiene, addressing different practices and technologies in the industry through authored articles, case studies and industry stories. *Clean Middle East* bridges the gap amongst the industry, government and consumers by highlighting challenges and proactive solutions for the cleaning sector.



**5,000
PRINT COPIES**



**20,000
DIGITAL COPIES**



**25,000
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- ▶ Institutional Laundries
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- ▶ Banks & Financial Institutions
- ▶ Supermarkets & Malls
- ▶ Educational Institutes
- ▶ Large / Medium / Small Manufacturing Companies
- ▶ Automobile Industry
- ▶ Building Developers

ADVERTISEMENT RATES

MAGAZINE ADVERTISEMENTS



ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	TRIM SIZE W X H (MM)	BLEED SIZE (W X H (MM)
Full Page	6,000	1,700	210 x 280	220 x 290
Half Page	3,500	1,000	185 x 130	----
Quarter Page	2,500	700	90 x 130	----
Strip Ad	2,500	700	90 x 130	----
Double Page Spread	12,000	3,400	420 x 280	430 x 290
Outside Back Cover	10,000	2,700	210 x 280	220 x 290
Inside Front Cover	8,500	2,300	210 x 280	220 x 290
Inside Back Cover	8,500	2,300	210 x 280	220 x 290

**Deadline for print advertisement is on 25th of the previous month.*

ADVERTORIAL



ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	ADVERTISEMENT SIZE
Cover Story	20,000	5500	Cover page + 4 pages inside the magazine
Authored Article	5,500	1,500	Article inclusive of 3-4 images + picture of author
Case Study	5,500	1,500	Article inclusive of 3-4 images
Talking Point (Minimum 6 Issues)	5,500	1,500	Article inclusive of 1-2 images
Technology	6,000	1,700	Article inclusive of 3 images

ROUNDTABLE DISCUSSION

Roundtable Discussion	8,000	2,000	Deliverables available on enquiry
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WEB ADVERTISEMENTS



ADVERTISEMENT OPTION	PRICE (PER ISSUE IN AED)	PRICE (PER ISSUE IN USD)	ADVERTISEMENT SIZE
Leaderboard Banner	3,500	1,000	728 x 90 pixels
Left Skyscraper	2,700	750	170 x 420 pixels
Bottom Banner	2,000	550	728 x 90 pixels
E-mail Shots	AED 2,500 per 5,000 e-mails	USD 700 per 5,000 e-mails	HTML format

Disclaimer:

Content of all paid editorial will be at Editor's discretion.

No Company Logo or Personality Picture is allowed on Cover Page



**OUR READERS
ARE YOUR
CONSUMERS!**

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