DECOR

The Creative Catalogues of the Middle East

SNOB AL HASNA – DECOR was launched in the beginning of 1993. The basic idea behind this Catalogue is to offer to Lebanese and Arab Architects and Designers a specialized and luxurious platform, through which they can exhibit their products and achievements to a select audience of Middle Eastern costumers.
The catalogue is released **3 times per year, on March, July, and November**, every issue is available in all Arab markets for 4 months, and is distributed as follows:

Country	*Quantity*
KSA	18000
UAE	11000
Kuwait	5000
Bahrain	2000
Qatar	4000
Oman	1000
Yemen	1000
Lebanon	12000
Syria	5000
Jordan	3000
Libya	1000
Egypt	5000
Moroco	1000
Algeria	1000
Tunisia	3000
Europe	1000
Total	**74000**

Starting 2009 **SNOB AL HASNA - DECOR** launches a series of **special edition** catalogues, each featuring a specific aspect of interior design. Its content holds technical information on the matter, illustrated by pictures of products available in the Arab market through designers' creations and international brand names.
The catalogue is released **2 times per year, on May and October**, every issue is available in all Arab markets for an unlimited period of time, and is distributed as follows:

	Pan Arab Rate US$
Gatefold	28,000
Back Cover	20,000
Inside Front Cover	23,000
Inside Back Cover	15,000
Double Page Spread	18,000
Full Page	9000

Technical Specifications:
- Pictures on CD:
Format: JPEG, TIFF, PSD (for modification)
Resolution: 300 dpi, Real Picture Size.
- Pictures by mail: JPEG.
- Logos or drawings: Illustrator or Corel Draw.
- Please always check the CD after writting.
- Snob Monthly dimensions: Trim Size: 21.5 x 28 cm Bleed Size: 22.5 x 29 cm
- Business Pioneer dimensions: Trim Size: 20.5 x 27 cm Bleed Size: 21.5 x 28 cm
- Decor catalogue dimensions: Trim Size: 23 x 30 cm Bleed Size: 24 x 31 cm
- Fashion & Beauty catalogue dimensions: Trim Size: 21.5 x 28 cm Bleed Size: 22.5 x 29 cm

Remarks:
- Publisher has the right to refuse any material that does not meet the technical standard of the publication with no compensation on its behalf.
- Client may not cancel his booking order without a written document stipulating his wish to do so, two months prior to the issue date of the publication.
- Material should be handed at least 20 days prior to the issue date of the catalogues & on the18th of each month for the monthly publications.

SNOB PUBLISHING GROUP S.A.L
Beirut, Lebanon, Hamra, Mneimneh St, Hashem Bldg, Level: 4,5,8 - Tel: +961 1 344244 - Fax: +961 1 755194 - P.O.Box: 113 /5389
Dubai, Media City / Bldg 8 - Office: 419 - Tel: +971 4 3902125 / Fax: +971 4 3908861 - P.O.Box: 502054, Dubai UAE

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