



The Sophisticated Woman's Magazine

SNOB MAGAZINE is a monthly sophisticated woman and family magazine, featuring the following:

- **Family Life & Education:** Is concerned with providing our readers with a proper understanding and application of modern childhood – teenage education, plus building a safe and sound healthy family environment.
 - **Relationships & Psychology:** Professional advices concerning personal issues and relations (love, friendship, social, interactions).
 - **Career & Practical Tips:** For a successful professional and a well organized house.
 - **Health & Nutrition:** Featuring interviews with accredited specialists, with the latest discoveries and researches for an energetic life style.
 - **Fashion:** A special monthly section dedicated to preview the latest trends in the world of haute couture, ready to wear, and accessories for luxury brands and Lebanese and international designers, with detailed interviews.
 - **Beauty:** Latest tendencies in skin care, makeup, and fragrances.
 - **Lifestyle:** Trendy and fashionable items for and modern woman.
 - **Shopping:** Latest releases in all shopping items (cosmetics, clothing, jewellery, appliances, furniture, cars...).
 - **Public Relations:** Follow up of launching events in meaning full domains.
- In addition: Social reports and appealing interviews with local and international movie stars and singers, and a complete round up on the latest social and cultural events.

Readership Profile:

Sex: Female (70%)

Male (30%)

Age: 18-30 (30%)

31-50 (60%)

56 & above (10%)

Social Class: A (24%)

B (70%)

C (6%)

SNOB Special Sections:

Besides the previously mentioned features, **SNOB** includes a special monthly section of 16 to 32 pages emphasizing a specific topic:

January: Zodiac Booklet

February: Valentine's Day

March: Mother's Day

April: Diet & Health

May: Wedding

June: Summer Fashion & Swimsuit

July: Jewellery & Watches

September: Special Beauté

November: Jewellery, Watches & Boutique Fashion Trends

December: Christmas, New Year & Special Gifts

<i>Circulation Breakdown SNOB Monthly Magazine</i>					
Saudi Arabia	32000	Syria	6000	Iraq	1500
U.A.E	14000	Egypt	4000	Iran	500
Kuwait	7000	Jordan	4000	Cyprus	500
Qatar	4000	Tunisia	4000	Europe	500
Bahrain	3500	Europe	1500	Turkey	500
Oman	2000	Lybia	1000	USA	1000
Yemen	1000	Moroco	1000	Africa	800
Lebanon	16000	Alger	1000	Hong Kong & India	700

<i>Pan Arab Rate US\$</i>	
Gatefold	18,000
Back Cover	15,000
Inside Front Cover Spread	16,000
Inside Back Cover	8000
Double Page Spread	14,000
Full Page	7000

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 writing.

• 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 the 18th of each month for the monthly publications.

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