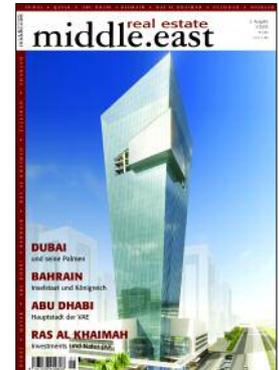
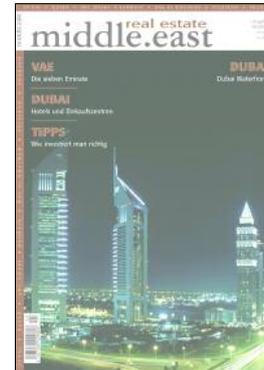
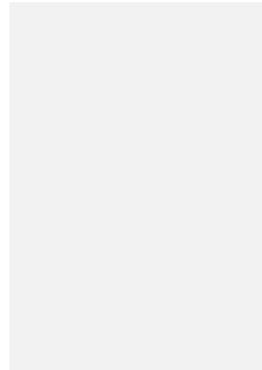


## RATECARD

# real estate middle.east



## 1. ABOUT THE PUBLISHER

### **Publishing House:**

Happy Read Publishing Ltd.  
Wilhelm Hale Straße 53  
80639 Munich, Germany

### **Publisher:**

Peter Kerler

### **Company No. 5858919**

Companies House Cardiff  
Registered Office London  
UID: DE252236067

### **Managing Director:**

Bernd Eger

### **Terms of Business :**

For processing of orders the terms of business for advertisements and supplements in the magazine middle.east real estate are valid, court of jurisdiction is Munich.

## 2. CIRCULATION



### AIRLINE Distribution

More than 10.000 copies are distributed to the following Top Target Audience:

On Bord-Magazines:

Airline	Passenger Type	Destinations
Ethiad Airways	First Class / Business	Frankfurt – Abu Dhabi
Qatar Airways	First Class / Business	Frankfurt – Doha/Qatar
Gulf Air	First Class / Business	Frankfurt – Bahrain

Lounge-Magazines:

Airline	Passenger Type	Destinations
Emirates	First Class / Business	Frankfurt – Dubai
Emirates	First Class / Business	Munich – Dubai
Emirates	First Class / Business	Hamburg – Dubai
Emirates	First Class / Business	Duesseldorf – Dubai
British Airways	First Class / Business	Frankfurt – London
British Airways	First Class / Business	Berlin – Dubai
Air France	First Class / Business	Frankfurt – Paris / Lyon
Air France	First Class / Business	Berlin – Paris / Lyon
Sky Club Lounge Frankfurt	First Class / Business	miscellaneous

Gate-Magazines:

Airline	Passenger Type	Destinations
Royal Brunei	First Cl. / Business / Eco	Frankfurt – Bangkok

**Total Circulation:**

approx. 25.000 copies  
(print run)  
> 10.000 Airline copies

**Area of Distribution:**

Germany, Europe and  
international destinations.

**Target Group:**

Investment Consulting,  
Architects, Property  
Developer, Banks, Savings  
Banks, Building Companies,  
Financial Consulting, Real  
Estate Companies, Estate  
Agents, Project Developer,  
Investors, Investment Firms,

Lawyers, Notaries, IT-  
Companies, Advertising  
Agencies, Insurance Companies  
and many more. Please ask for  
the chart with all target  
groups.

**Distribution:**

- personalized by letter post  
- Airline Distribution (see chart)  
- direct selling  
- Events

**Price per Copy:**

9,80 € / 11.90 US \$

**Frequency:**

Quarterly

### 3. TECHNICAL DETAILS

Middle East Real Estate (MERE) informs you about the highlights in real estate business in the Middle East, reports about the most important and upcoming projects and the high-quality lifestyle in the whole region. MERE creates exactly those superior contacts in Germany and Europe, which you normally can achieve only in personal meetings. The magazi-

ne is distributed to the top policy-makers and entrepreneurs in Germany and Europe and opens the "high profitable market".

MERE is an insider magazine and tells about backgrounds, companies and project stories and furthermore it gives you visions for the future in these areas.

MERE arouses interest to the readers to invest, to buy properties, to live or to have at least a summer residence there. All these features are presented to a top target group because the publishing house is eminently respectable in Germany and has an excellent distribution database and high-class subscribers. In the near future the distribution will be expanded

to the boomtowns in real estate, like New York, Moscow or London, and to the Big Players, who are based there. First-class cooperations with first-class real estate-events will achieve first-class contacts for advertisers and media industry.

### 4. TECHNICAL DETAILS

**Format:**  
DIN A4  
(210 mm wide x 297 mm high)

**Print:**  
offset printing / adhesive bound  
4/4-coloured Euroskala

size), bar codes 1200 dpi,  
picture data as .tiff or .eps,  
Vectordata (Freehand, Illustrator, Corel Draw) saved for  
MAC, attach fonts, printing in QuarkXpress for MAC  
b) or scan drafts (control or review), as slides, fotos, negatives, bar drawing

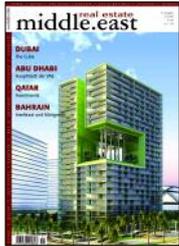
**Grid Pattern:**  
60th. grid

**Paper:**  
Cover: glossy coated,  
BD 200 g/qm  
Inner pages:  
soft BD 100 g/qm

**Print Information:**  
a) electronical print information preferred / MAC-files:  
4-coloured (CMYK) pictures  
or s/w in 300 dpi (original

**Colours:**  
For delivered, true coloured  
drafts proofs are needed. Minor  
changes in colour or layout do  
not authorise for complaints.

# 5. RATES – ADVERTISING OR ADVERTORIALS



Cover Story

Prize in AED:  
23.420

Prize in US \$:  
6.380



Back Page Story

Prize in AED:  
21.960

Prize in US \$:  
5.980



Cover Page U2 or U3 Story

Prize in AED:  
20.120

Prize in US \$:  
5.480

## 5. RATES – ADVERTISING OR ADVERTORIALS



1/1 Page Ad or Promo

Prize in AED:  
6.980

Prize in US \$:  
1.900



2/1 Pages Ad or Promo

Prize in AED:  
9.980

Prize in US \$:  
2.720



4/1 Pages Ad or Promo

Prize in AED:  
17.690

Prize in US \$:  
4.820

The final price depends on the value added tax of the customers particular country.

## 6. WORLD WIDE WEB

**Internet:**

The content of the Middle East Real Estate-Magazine will be available online for a period of currently six months on

[www.middleeastrealestate.de](http://www.middleeastrealestate.de). This website will be commercialized on the WorldWideWeb and registered in the main search engines. Some major real

estate events are linking to the page. Interested people have the opportunity to order a subscription online.

## 7. ADVERTISING SALES DEPARTEMENT

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Happy Read Publishing Ltd.  
Wilhelm Hale Straße 53  
D – 80639 Munich – Germany

[www.middleeastrealestate.de](http://www.middleeastrealestate.de)

**Further publishing product released by the Happy Read Publishing house are:**

Telefon  
+49 89 24 44 888 10  
Telefax  
+49 89 24 44 888 29

Email:  
[mail@middleeastrealestate.de](mailto:mail@middleeastrealestate.de)

Büroanzeiger Germany

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