



Publicitas International AG  
Magazines  
List of represented titles

## Middle East

# 2010



**Monthly**  
Copies:  
30'600  
Editions:  
English and  
Arabic

**CEO Middle East** delivers strategic insights and analysis of Chief Executive Officers across the region to help them run more effective businesses. Every month, CEO Middle East profiles a number of high level executives and explains how they have built successful businesses. It also covers the latest market developments and carries a wide range of columnists that are well positioned to provide useful advice to its readers.



**Weekly**  
Copies:  
65'000  
Editions:  
English

**Arabian Business International** is the Arab World's first global business magazine, dedicated to bringing the best of the region to a global audience. It's a monthly digest for the most important regional market news. Arabian Business International will also exclusively interview the region's biggest business leaders, those now making an impact on the global stage. And our truly global coverage will be reflected by our columnists based in Dubai, Hong Kong, London and New York.



**Weekly**  
Copies:  
50'000  
Editions:  
English and  
Arabic

**Arabian Business** is the weekly Middle East business magazine that covers the most up-to-date regional and international news in the business world. It offers readers in-depth analysis on the latest happenings and focuses on interviewing the region's business leaders whilst offering the latest financial and business statistics, capital markets growth and stock reports. Arabian Business is published in both English & Arabic, offering coverage of the region's entire business community.



**Weekly**  
Copies:  
11'000  
Editions:  
English

How much do you really know? Find out by reading the GCC's first ever weekly current affairs magazine. With award winning writers from around the globe, Arabian Insight will provide unrivalled commentary, in-depth analysis and reviews of the major events shaping both the region and the world. A team of specialist in-house journalists, complemented by the best articles from the USA, Europe, Africa and the Far East, will combine to produce a 64 page weekly - the first ever of its kind in the region. It's **Arabian Insight**.



**Monthly**  
Copies:  
30'000  
Editions:  
English

**Arabian Banking & Finance** provides news, data and in-depth analysis for the region's financial professionals on a monthly basis while also investigating the latest trends and product developments within the industry.



**Weekly**  
Copies:  
12'000 engl.  
15'000 arab.  
Edition:  
English and  
Arabic

**Arabian Property** is the weekly magazine focused on the Gulf's property industry and covers the latest projects and developments in the GCC. It has dedicated sections that highlight the key issues in property such as investment opportunities, environmental concerns, market trends, architectural and land issues. Readers gain insight from some of the region's biggest players as well as the magazine's expert team.



**Monthly**  
Copies:  
21'800  
Edition:  
English

**Arabian Travel News** offers its readers updates and information on the travel industry in the Middle East. Published on a monthly basis, Arabian Travel News delivers relevant news, industry trends, destination reports and essential data to travel agents and travel providers in the Middle East region.



**Monthly**  
Copies:  
10'000  
Edition:  
English

**Commercial Interior Design** covers all aspects of commercial interiors, from residential to industrial, offices to retail outlets, hotels to health spas. It contains the latest local and international news, product launches, project focuses, and contract wins. Published every month, Commercial Interior Design updates interior design professionals across the GCC with key industry trends and opportunities.



**Monthly**  
Copies:  
7'000  
Edition:  
English

**Commercial Outdoor Design** is an essential guide for Middle East outdoor design and architectural professionals, offering the latest news, information and trends in landscaping and architecture.



**Monthly**  
Copies:  
17'000  
Edition:  
English

**Emirates Home Magazine** is targeted at the modern affluent U.A.E homeowner. Emirates Home provides its readers with a unique blend of new features as well as the regulars. Emirates Home helps readers be actively involved in the decorating process of their homes.



**Monthly**  
Copies:  
17'500  
Edition:  
Arabic

**L'Officiel Middle East Magazine** is the Middle East, Arabic language version of Paris's chic and trendy haute couture magazine. It is targeted at sophisticated and elegant shoppers who want to be dressed to the nines or are looking for some crazy bargains, all with a Euro-centric fashion eye. The magazine also addresses the world of fashion with an analytical approach of the latest styles.



**Monthly**  
Copies:  
12'500  
Edition:  
Arabic

**L'Officiel Hommes Magazine** is the first Arabic monthly fashion and lifestyle title for men in the Middle East. It is targeted at men who have a passion for the finer things in life from clothes and haute couture to interior design.



**Monthly**  
Copies:  
15'000  
Edition:  
English

**Harper's BAZAAR** focuses on the luxury market and covers what's new to what's next. Like its high profile sister publications around the world, Harper's BAZAAR Middle East is the arbiter of fashion and good taste for educated, elegant and refined women in the region.



**4 x per year**  
Copies:  
20'000  
Edition:  
English

**Bandhan** targets the Asian luxury shoppers from India, Pakistan and the UK who fly to Dubai for weekend shopping trips. It caters to the needs of affluent Indian and Pakistani brides and grooms and their families who live in the UAE, across the Middle East, India, Pakistan and the UK.



**Monthly**  
Copies:  
16'000  
Edition:  
English

**Kohl** magazine is the UAE's women's lifestyle and fashion monthly catering to intelligent and educated Asian expat women between the ages of 25 - 40. The magazine is stylish, smart and very relevant to the Asian culture. Kohl is about defining, representing and inspiring women from an Asian background, now living in the region.



**Monthly**  
Copies:  
15'000  
Edition:  
English

**First Class** is a luxurious monthly magazine targeted at VIP travellers to inform them about the ultimate in high-class travel. It notifies its readers about the hottest travel issues of the day and keeps them updated on the world's most exciting places to visit. From private jets and luxury cruises, to hotel reviews and destination reports, First Class also includes a wide range of incisive current affairs/travel features, aimed at readers who not only like to be truly informed about the most interesting places to visit on the globe, but how to get there in style.



**Monthly**  
Copies:  
10'000  
Edition:  
English

**Middle East Golfer Magazine** is targeted at beginners and golfing pros alike. Middle East Golfer combines local golf news and events with the latest updates of what is happening in the international golfing scene. It also delves into the topics of best kit, best tuition and the best courses to play on in the region as well as internationally.



**Monthly**  
Copies:  
10'000  
Edition:  
Arabic

**Boat International** is the Middle East's premium Arabic yacht magazine. It is targeted at affluent yacht owners from within the Middle East as well as high net-worth individuals. The magazine focuses on topics such as power and sail yachting through articles as well as pictures from some of the top yachting journalists and photographers.



**Monthly**  
Copies:  
12'000  
Edition:  
English

**Boat Owner Middle East Magazine** is targeted at boat owners and sailing enthusiasts alike. The magazine provides its readers with current international and regional news about the boating world. It also offers reviews on the latest boats and yachts, interviews with boat owners and producers, profiles on boat owners in the Middle East and current racing reviews.



**Monthly**  
Copies:  
16'000  
Edition:  
English

At a time when Cricket is experiencing unprecedented growth both in terms of its global popularity and financial leverage, and Dubai fast establishing itself at the centre of global cricket's administration through developments at Dubai Sports City, which will soon feature cutting-edge facilities and expertise; the launch of **Middle East Cricket** aims to inform, educate and entertain the region's uniquely diverse, knowledgeable and dedicated cricketing fraternity with engaging features, informative news and expert advice.

# Contact

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