



THOUQ IS GULF'S LUXURY LIFESTYLE MAGAZINE FOR MEN AND WOMEN. A QUARTERLY UPDATE ON FASHION, CULTURE, AND ART THROUGH THE EYES OF AN EDITORIAL TEAM OF YOUNG AND TALENTED LOCALS. DELIVERING EVERY SEASON AN EXTRAORDINARY MIX OF CAPTIVATING PHOTOGRAPHY AND WITTY CONTENT.

READERSHIP

Our readers are the young and highly-educated males and females who set the fashion trend in the Gulf. They are the big spenders on luxury items who enjoy a strong sense of personal style and care about quality not price.

READERSHIP PER ISSUE 100,750

STATISTICS

Female, Male 68%, 32%

Median Age 23 years

University Degree 74%

Average Household Income \$65,400

Statistics based on previous issues

DISTRIBUTION

Thouq is delivered every season door-to-door to selected residents who represent the crème of society in key areas across Kuwait. Plus, free distribution to the top and leading hotels, spas, salons, lounges, and fashion stores in the Gulf.

TOTAL CIRCULATION 20,150

BREAKDOWN

Residents & Subscriptions 10,000

Stores, Salons, & Spas 4,100

Newsstands 6,050

MARKETING

Thouq heavily promotes every issue with many effective ways. Such as the association with Villa Moda and Al-Othman that allows Thouq magazine placement throughout their stores. This kind of retail partnership is being reproduced in key fashion stores in the region. Also, Thouq follow each issue debut with an out-door and print ad campaign in prominent daily newspapers.



RATE CARD 2008

	KD	USD
FULL PAGE	1,500	5,360
FULL PAGE, BEFORE INDEX	1,600	5,720
DOUBLE PAGE SPREAD	2,000	7,150
DPS, BEFORE INDEX	2,200	7,860
INSIDE FRONT SPREAD	2,800	10,000
INSIDE FRONT COVER	2,400	8,570
INSIDE BACK COVER	2,000	7,150
OUTSIDE BACK COVER	3,000	10,720

Advertorials and promotions are carried out by arrangement and only at the consent of the editor-in-chief. Terms and conditions available on request.

EDITORIAL CALENDAR 2008

Issue 14	SPECIAL SECTION Summer Fashion + Art	ON SALE March '08
Issue 15	Travel + Spas	June '08
Issue 16	Furniture + Jewelry	October '08
Issue 17	Winter Fashion + Cars	January '09

Editorial calendar subject to change

AD SUBMISSIONS

We accept artwork in digital files of type EPS or TIF. All images should be a minimum of 300 dpi and should be converted to CMYK. A printed copy of the ad must be supplied. Orders and cancellation must be made two weeks before publication.

SPECIFICATIONS
Full Page
Double Page Spread

All trim sizes
23 x 28 cm
46 x 28 cm

ADVERTISING ENQUIRIES

Please call (+965) 2461192/3, email info@thouq.com

Files must contain bleed area of at least 3mm.