



Rate Card

Nina

- Launch date May '14, Nina 2 November 2014
- Estimated readership 50,000 (distribution via print and internet)
- Initial publication in English and Arabic
- Frequency : 2015 Quarterly

Nina is a new magazine and web portal for Iraqi women everywhere. Published initially in English and Arabic, distributed in country (20,000 magazines across Iraq) and globally via the internet, Nina contains 64 pages of content (32 Arabic/32 English) the market has created, connecting around women's economic empowerment.

Nina targets the special needs and interests of working women, reaching women executives and managers, as well as female entrepreneurs and thought leaders with an aspirational focus. The magazine is age inclusive however, it is expected that the main market will be aged 22 - 55.

Nina recognises the importance of women as consumers. The women's market is growth area for consumer goods and services in Iraq. Nina is a meeting point for tradition, innovation and ideas and so creates a powerful forum for companies wishing to advertise their products and services to women with purchasing power. By engaging with a receptive diaspora, Nina also creates an opportunity to reach successful Iraqi women across the world.

"By sharing experiences, strength and hope in print and online Nina creates a forum for the voices -and a vehicle for the opportunities that are at the heart of economic growth".

Khalid Mahdi, Chair, PSDC

**"The Spirit of ENTERPRISE
The Heart of IRAQ"**



Rates

Issue 2 (Winter) Deadline: Wed, Nov 5th, 2014

Published: November 30th

Opportunity	Cost in USD
Issue Sponsorship Logo on Front Cover Page +2 pages advertisement (1 Arabic, 1 English) +1000 magazines for distribution	5,500
Feature Sponsorship is an advertising banner under each article For example: Lead Interview (A Moment in Time) Oil and Gas Column (Heart of Industry) Health and Wellbeing (Looking Good!) Events, mailing lists, trade and organisations showcase (Connexions) Universities, courses etc (Education/Training) Insurance, investment, banking (My Money) Green technology and the environmen (Focus Iraq)	Per feature English + Arabic 2,000/ 2 page article 1,000/ 1 page article
Advertising	
Inside Front Cover English	1,650
Inside Front Cover Arabic	1,650
Centre Spread, English + Arabic	3,500
Full page, each language	1,500
Half page	900
Quarter page	500
Web advertising (flexible size and page packages available)	
Sky banner (rotating on all pages, see Asiacell banner)	1,000 / 90 days
Tower banner (see Dollar Download banner)	650 / 90 days
Bottom banner (see PSDC banner)	1,000 / 90 days
Button (125 x125 pixels)	500/ 90 days

Production Deadlines

Winter Deadline for print ready PDF: 5th November 2014
 Published: Nov 30th 2014

Spring Deadline for print ready PDF: 6th March 2015
 Published: 31st March 2015

Please Note:

Graphic design of all adverts can be arranged, but will be charged separately.
 European registered companies may be liable to pay vat.