

Better Homes Dubai Media Pack



The magazine

Better Homes Dubai is a monthly property and homes magazine written for new and current residents of Dubai. In addition to carrying details of properties for sale, rent and short-term lease, the magazine includes area guides, interiors advice, resident interviews and community service listings.

Circulation

Better Homes Dubai has the highest audited circulation of any standalone property and homes magazine in the UAE. It is distributed in three ways: via newsstands in all major supermarkets and petrol stations, direct to Better Homes' customers via the company's walk-in offices and door-to-door to selected residential areas.

Online

A digital version of the magazine is also emailed to Better Homes' opt-in database of 97,000 customers, giving advertisers a unique online presence in addition to their printed advertisement.



The highest circulation of **ANY** standalone property and homes magazine in the UAE*



= 15,631



*does not include magazines distributed as newspaper supplements

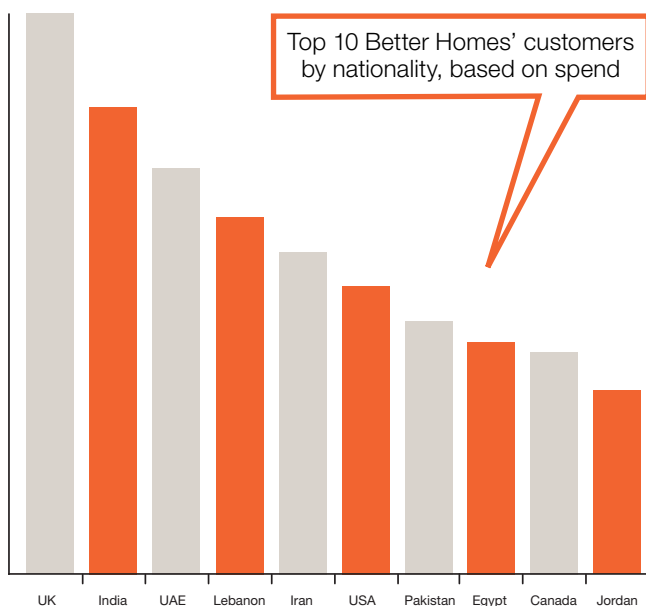
Who are Better Homes?

Better Homes was founded in 1986 and is the Gulf's largest and most reputed real estate agency. It has the best selection of property in the region; selling, leasing, and managing more properties than any other agency. Better Homes also involves itself in the local community, teaming up with schools to run student competitions and initiatives.

The audience

The readers of Better Homes Dubai have the financial means to buy or rent property that range in price up to Dhs10 million (sales) and Dhs500,000 (rent). They are also people who buy products to furnish their new homes: white goods, indoor and outdoor furniture, electricals, soft furnishings etc.

Based on statistics accumulated since the company's launch in 1986, the average Better Homes customer is aged 38 and married with children.



Basic facts

Launch 2005

Frequency Monthly

Audience Delivered exclusively to the customers of Better Homes and to residents of Dubai via newsstand sales and door-to-door deliveries.

Editorial focus Homes for sale or lease, resident interviews, interiors tips and advice from industry experts, home cooking ideas from top chefs and community service listings.

Rates for advertising

Run of paper positions:

Full page colour \$6,000

Double page spread \$10,000

Outside back cover \$15,000

Inside back cover \$9,000

Inside front cover double page spread \$18,000

Full page facing contents \$8,000

Prices for guaranteed positions and special operations available on request. Discounts for volume bookings available.

Advertising contacts:

Chris Capstick

Advertisement Director

+971 4 369 0917

+971 50 456 9938

chris@hotmediapublishing.com

Sukaina Hussein

Advertising Manager

+971 4 364 2875

+971 50 515 9691

sukaina@hotmediapublishing.com

Faaju Abdul Fatah

Classified Advertising Executive

+971 4 369 0915

+971 56 674 5757

faaju@hotmediapublishing.com

Jad Hatem

Agency Sales Manager

+971 4 433 7347

+971 55 272 0071

jad@hotmediapublishing.com

**HOT
MEDIA**

HOT Media Al Shatha Tower, Dubai Media City,
PO Box 502565 T 04 364 2880 | F 04 369 7594
www.hotmediapublishing.com