

# Better Homes Abu Dhabi Media Pack



## The magazine

Better Homes Abu Dhabi is a quarterly property and homes magazine, written for new and current residents of Abu Dhabi. In addition to carrying details of properties for sale, rent and short-term use in the capital, the magazine includes interviews, area guides, interiors advice and community service listings.

## Circulation

Better Homes Abu Dhabi is the only property and homes magazine dedicated to Abu Dhabi. It is distributed in three ways: via newsstands in all major supermarkets and petrol stations across the UAE, direct to Better Homes' customers via the company's walk-in offices in Abu Dhabi and door-to-door to selected residential areas in the capital.

## 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 **only** property and homes magazine dedicated to Abu Dhabi



total circulation  
**16,000**

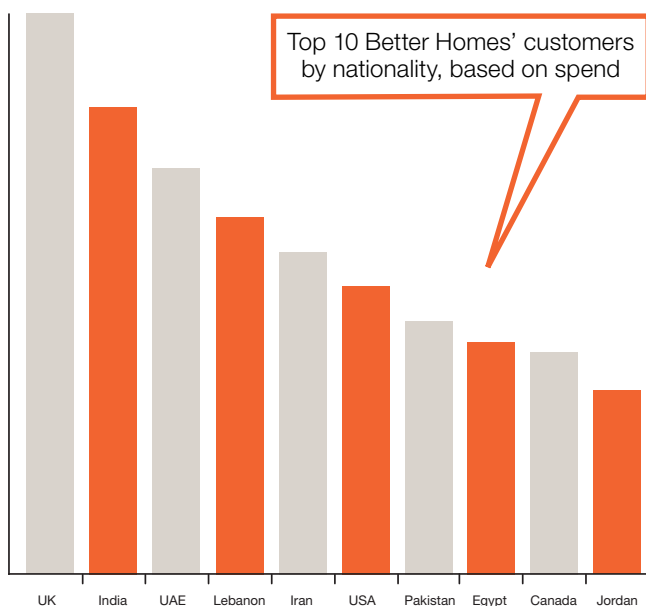
## Who are Better Homes?

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 Abu Dhabi 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** 2010

**Frequency** Quarterly

**Audience** Delivered exclusively to the customers of Better Homes and to residents of Abu Dhabi via in-office distribution and door-to-door deliveries. The magazine is also sold at the newsstand.

**Editorial focus** Homes for sale or lease, resident interviews, interiors tips and advice from industry experts 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** Al Shatha Tower, Dubai Media City,  
PO Box 502565 T 04 364 2880 | F 04 369 7594  
www.hotmediapublishing.com