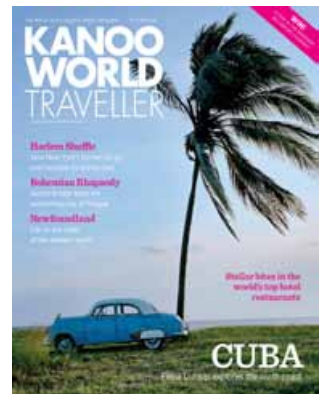


Kanoo World Traveller Media Pack



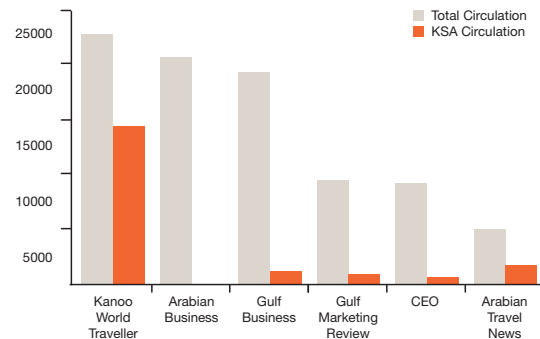
The magazine

Kanoo World Traveller is officially the highest-circulating travel magazine in the GCC. It is the region's only consumer-focused travel title. Launched in 2006, this English-language monthly magazine focuses on luxury travel, with tips, holiday ideas and in-depth destination features from award-winning writers and photographers.

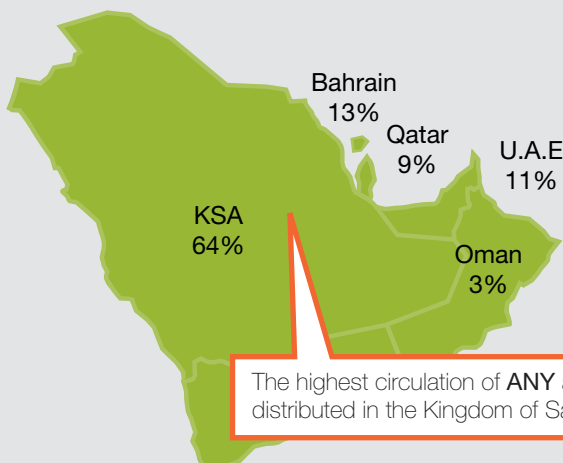


Circulation

Kanoo World Traveller enjoys exclusive distribution to the high-spending customers and corporate clients of Kanoo Travel, the Middle East's largest travel company, and American Express Travel. Its total circulation spans the GCC region and tops that of any other magazine in the market, giving advertisers unrivaled reach and access to a unique audience of travellers.



(BPA Consumer Audit reports June 2011)



The highest circulation of ANY audited magazine distributed in the Kingdom of Saudi Arabia

= 22,953

Officially the highest-circulating travel magazine in the Gulf



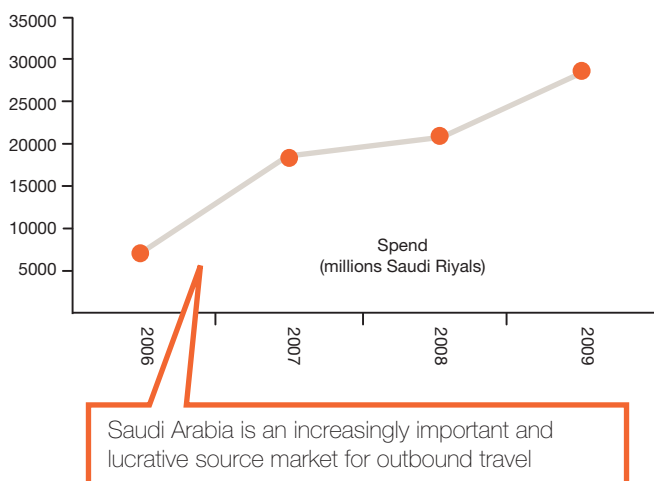
Who is Kanoo Travel?

Kanoo Travel has a long, distinguished history that stretches back to its launch in 1890. It is the largest travel company in the Middle East, with a customer base that includes high-net-worth individuals and the senior employees of Fortune 500 companies, including Saudi Aramco, Investcorp and Philip Morris. Kanoo Travel also owns and operates **American Express Travel** in the Middle East, Egypt, France and the UK.



The audience

Kanoo World Traveller has the highest audited circulation of any magazine in Saudi Arabia. Since the title launched in 2006, the number of outbound travellers from this increasingly important, yet difficult to reach, market has grown exponentially, with money spent on holidays taken outside of the Kingdom now at a level 550% higher than in 2006.



Basic facts

Launch 2006

Frequency Monthly

Audience Delivered exclusively to the customers and corporate clients of Kanoo Travel (The Middle East's largest travel company) and American Express Travel.

Editorial focus Luxury travel with tips, holiday ideas and in-depth destination features from award-winning writers and photographers.

Rates for advertising

Run of paper positions:

Full page colour	\$16,800
Double page spread	\$25,600
Outside back cover	\$22,400
Inside back cover	\$19,200
Inside front cover double page spread	\$33,280
Full page facing contents	\$19,200

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

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