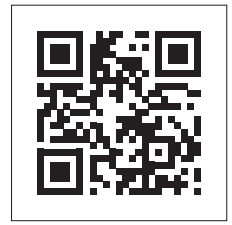


# QATAR'S NO.1 FASHION MAGAZINE



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# GLAM

**GLAM** IS THE VOICE OF TODAY'S MODERN, SUCCESSFUL AND FASHIONABLE WOMEN, WHO WANT TO BE ABREAST OF EMERGING TRENDS IN FASHION. GLAM TAKES THEM BEHIND THE CATWALKS AND OFFERS A FRONT-ROW VIEW INTO THE WORLD OF FASHION. GLAM IS A STIMULATING MIX OF FASHION, BEAUTY, GLAMOUR AND STYLE. MAINTAINING A UNIQUELY SOPHISTICATED TONE, GLAM TAKES ITS READERS TO FASHION RAMPS AND GIVES THEM A GLIMPSE OF STYLES BEFORE THEY BECOME TRENDS.

LANGUAGE  
ENGLISH

PERIODICITY  
MONTHLY

FORMAT  
MAGAZINE

TRIM SIZE  
230X275MM

READERSHIP  
40,000



## CREATIVE MARKETING SOLUTIONS

1

### INNOVATIONS

APART FROM ADVERTISING PAGES, GLAM OFFERS SEVERAL INNOVATIVE FORMATS & SOLUTIONS THAT MAKE YOUR BRAND STAND OUT, INTERACT WITH YOUR CUSTOMERS AND LEAVE A LASTING IMPRESSION.

2

### ADVERTORIALS

DRAWING ON THE MAGAZINE'S BRAND VALUES, ADVERTORIALS FLOW WITH THE EDITORIAL PAGES.

3

### GLAM SHOOTS

ALL PHOTO-SHOOTS CAN BE CUSTOMISED TO ACCOMMODATE YOUR BRAND OR PRODUCT.

4

### SPONSORSHIPS

REGULAR SECTIONS WITHIN THE MAGAZINE CAN BE SPONSORED OR BRANDED TO CREATE A POSITIVE CONNECT WITH THE READER AS PER YOUR BRAND'S REQUIREMENTS.

5

### INSERTS, COUPONS AND SAMPLES

THESE CAN BE USED EFFECTIVELY TO ENHANCE INTERACTION AND INDUCE TRIALS.

6

### EVENTS

FASHION SHOWS AND PROMOTIONS CAN BE HELD TO HELP YOU REACH YOUR TARGET AUDIENCE AND INTERACT DIRECTLY.

## CONCEPT & CONTENT

GLAM is driven with a mission to present articles with an international feel and a local touch. Every issue carries a mix of fashion, beauty and style. It provides an extensive coverage of fashion, ranging from haute couture collections of renowned designers and latest trends, to model interviews and more. It takes a fresh look at beauty with handy tips and advice, and also offers a peek at new beauty technology. GLAM takes a well-rounded approach to beauty with extensive focus on fashion. Its well researched articles promote a healthy and wholesome lifestyle. From best salons and spas, to new health products and fitness regimens, it has all in a stimulating mix.

## THE AUDIENCE

The audience of GLAM is conscious of fashion trends and wants to be up-to-date. Young, successful and affluent, she has the disposable income to try new products and labels. Extremely image conscious, she wants to look her best always. The core audience of GLAM is between 20 and 40 years, but the appeal is much wider.

## DISTRIBUTION

The circulation of the copies occurs through a multi-point strategy wherein all high profile and high traffic points are covered. Copies are distributed to high-end fashion outlets and stores, malls, shopping centres, beauty salons, gyms, spas, 5-star hotels, trendy coffee shops, lounge bars, night clubs and also at colleges and educational institutions. Copies are also available on board Qatar Airways Airport lounge and Qatar Duty Free.

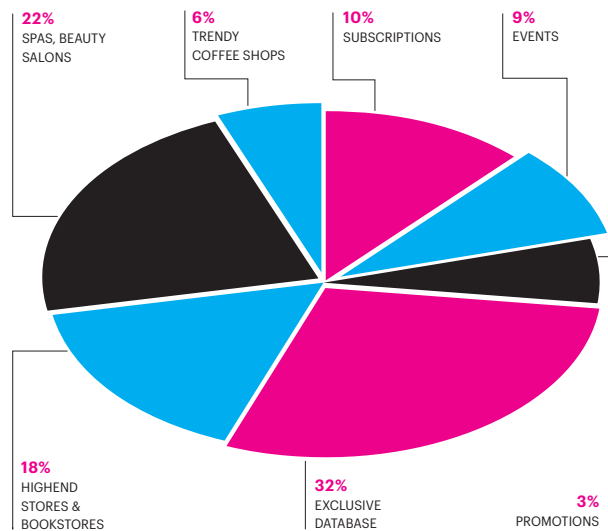
Complimentary copies are also sent to select database of readers within the target group. GLAM is sold at all popular news stands and premium book shops.

## ADVERTISING

GLAM offers your brand a trendy, fashionable audience in a platform which is equally stylish.



## DISTRIBUTION BREAK UP



## ADVERTISEMENT SPECIFICATIONS AND RATES (2017-2018)

|                   | SIZE                           | RATE (QR) | Rate (USD)* |
|-------------------|--------------------------------|-----------|-------------|
| FULL PAGE         | 236×281 mm (Live area 210×255) | 13,500    | 3,850       |
| DOUBLE SPREAD     | 466×281 mm (Live area 430×255) | 23,500    | 6,480       |
| IFC + FACING PAGE | 466×281 mm (Live area 430×255) | 35,250    | 9,660       |
| IFC               | 236×281 mm (Live area 210×255) | 17,550    | 4,800       |
| IBC               | 236×281 mm (Live area 210×255) | 15,000    | 4,100       |
| OBC               | 236×281 mm (Live area 210×255) | 25,000    | 6,850       |