MOJEH

MEDIA PACK 2017

The
BRAND STATEMENT

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Created in 2011 to cater to the region’s most stylish, affluent and discerning women, MOJEH delivers engaging, inspiring and relevant content across a wide variety of genres and subjects. Our carefully curated content delivers exclusive access to the industry’s most influential players and key tastemakers as well as compelling visual narratives and photoshoots with in-demand luxury brands. Our monthly issues are supported by our standalone digital platform MOJEH.com which provides instant, up-to-the-minute coverage of important news and events across fashion, beauty, culture and society. Our popular social media channels entice and engage a vast international audience across Facebook, Twitter, Snapchat and Instagram.

Mojeh Izadpanah, Editor-in-Chief

The CONTENT

FASHION AND BEAUTY:
An authoritative voice on all things fashion and beauty, we offer a wealth of knowledge on the latest trends and how to best interpret them.

JEWELLERY AND ACCESSORIES:
Our relationship with the world's most prestigious brands afford us unrivalled access to most exceptional jewels and each season's most coveted accessories.

HEALTH AND WELLNESS:
We highlight important health issues within our society and consult industry experts to discover the most relevant and accurate information.

SOCIETY:
Each month we profile and feature some of the region's most prolific and inspiring individuals who have an active role in transforming our society.

CULTURE:
MOJEH travels the globe to discover the art, films, literature, music and exhibitions that matter.

TRAVEL:
We uncover must-visit places both near and far, that provide unparalleled luxury experiences for the sophisticated traveler.

The READER

MOJEH Magazine is lead by the flawless tastes of its reader (aged 24-55) = she is our constant muse. Both affluent and educated, she demands thought-provoking features, the latest luxury must-haves and inspiration to optimise her high purchasing power. With an equal interest in both local and international designers, she desires the best of both worlds.

The
PARTNERSHIPS

DIOR JEWELLERY

CHANEL

PIAGET

GUERLAIN

Brand Partners: Alexander Mcqueen, **Audemars Piguet**, Azzedine Alaia, **Balenciaga**, Baume Et Mercier, **Bloomingdales**, Bogh-Art, **Bottega Veneta**, Boucheron, **Brioni**, Bulgari, **Burberry**, Carolina Herrera, **Cartier**, Cavalli, **Celine**, Chanel, **Chloé**, Chopard, **Christian Dior**, Coach, **David Morris**, Dolce & Gabbana, **Elisabetta Franchi**, Elie Saab, **Fendi**, Franck Muller, **Giuseppe Zanotti**, Givenchy, **Graff**, Gucci, **Guerlain**, Harvey Nichols, **Harry Winston**, Hermés, **Hervé Léger**, Hogan, **Huawei**, Istana Jewellers, **Jacob & Co.**, Jaeger Le Coultre, **Jimmy Choo**, Kate Spade, **Level Shoes**, Longines, **Loro Piana**, Louis Vuitton, **Lori Blu**, Mall Of The Emirates, **Marc Jacobs**, Marni, **Maserati**, Messika, **Missoni**, Miu Miu, **Moschino**, Net-A-Porter, **Nina Ricci**, Oscar De La Renta, **Patek Phillipe**, Piaget, **Poltrona Frau**, Prada, **Richard Mille**, Rolex, **Saint Laurent**, Stella Mccartney, **Tod's**, Tom Ford, **Valentino**, Visionnaire, **Versace**, Zilli

The
PORTFOLIO

MOJEH.com

Our standalone editorial platform combines the same rich content as its print companion with dynamic exclusives, tailor-made for an online audience. With editorial across a broad range of lifestyle categories –from fashion and beauty to culture and society –MOJEH.com is the home of MOJEH on the web.

SOCIAL MEDIA

Our social media platforms engage with an international audience across Facebook, Twitter, Snapchat and Instagram.

MOJEH MEN:

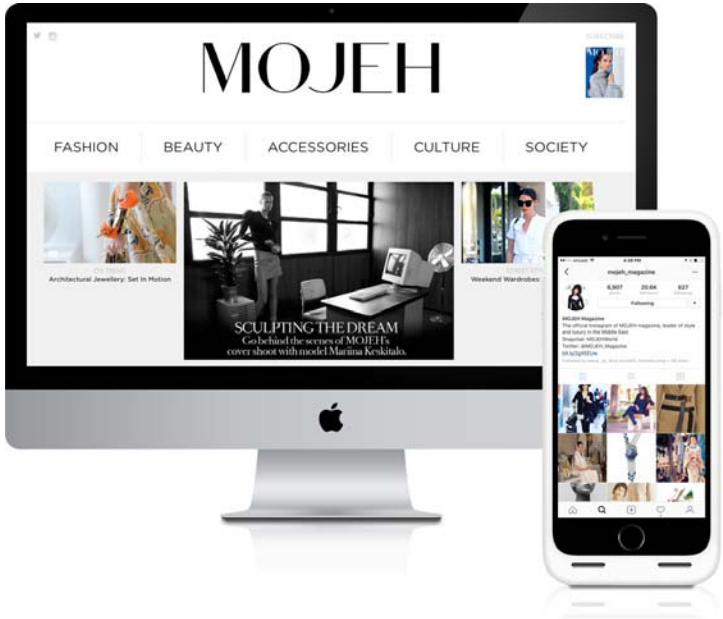
Issued March and September, MOJEH Men our associate publication is a biannual luxury fashion, culture and lifestyle publication for the successful Middle Eastern man.

MOJEH JEWELLERY AND WATCH BOOK

Issued annually in November, our annual jewelleryand watch edition is the definitive guide to exquisite fine jewelleryas well as showcasing the latest horology offerings for both men and women.

BESPOKE EVENTS

MOJEH offer bespoke partnership opportunities to luxury brands. Their events team will oversee the event from planning to execution. A brand partnership with MOJEH will not only provide an elite guest list or luxury consumers but brand association with the regions most stylish and elegant fashion and lifestyle publication



The RATES

ADVERTISING RATES 2017

Front Cover Gatefold	25,300 $
Inside Front Cover Spread	26,950 $
1st Double Page Spread	23,650 $
2nd Double Page Spread	21,450 $
3rd Double Page Spread	20,350 $
4th Double Page Spread	19,250 $
Outside Back Cover	19,800 $
Double Page Spread	18,150 $
Full Page Colour Facing Editorial	11,550 $
Inside Back Cover	10,450 $
Full Page Colour	9,350 $
Advertorial	On Demand

MECHANICAL SPECIFICATIONS

Magazine Size "Single Page"	W: 230 mm, H: 303 mm
Bleed size "Single Page"	W: 236 mm, H: 309 mm
Magazine Size "Double Page"	W: 460 mm, H: 303 mm
Bleed size "Double Page"	W: 466 mm, H: 309 mm
Printing Material	PDF High Resolution, 300 DPI
Font	Outlines
Colour	CMYK
Cover	300gsm, Glossy with UV
Pages	115gsm Semi-Glossy
Finishing	Perfect Binding

KEY FACTS

Price	AED 40
Frequency	Monthly
	Except: Jul/Aug & Dec/Jan
Circulation	15,000 BPA Audited
Launched in	March 2011
Language	English

The DISTRIBUTION & CIRCULATION

UAE readers: 75%,
GCC: 15%,
International: 10%

A well calculated distribution chain, reaching the exclusive audience at every step of their luxury lifestyles.

Private distribution: MOJEH is distributed in private clubs, luxury spas, hotel rooms and resorts, business and first class lounges and women's salons.

High profile women's events: MOJEH is placed at the most important cultural and fashion events.

Strategic Partnership with Dubai Ladies Club whose members are influential and have high earning and spending power.

Exclusive Home Delivery: MOJEH is delivered to high net worth individuals throughout UAE, GCC, Geneva, Paris , Los Angeles and New York.

EDITORIAL CALENDAR

February – Love Issue
March – MOJEH 6th Anniversary Issue &
BIG Fashion issue (Spring-Summer Collections)
April – Style Issue
May – SS Couture/Bridal Issue
June – Healthy & Beauty Issue
July & August – Summer Guide & Pre-Fall Collection
September- BIG Fashion Issue (Fall-Winter Collection)
October – Style Issue
November – Couture & Festive Issue
December & Jan 2018 – New Year's Issue

DEADLINE

Booking	10th of the preceeding month
Material	15th of the preceeding month

BPA WORLDWIDE

Average qualified circulation as issued by BPA Worldwide (Jan/Jun 2016): 12,275 copies.

SEGMENTS	DATABASE SOURCE	DEMOGRAPHICS
Private Circulation to High Net-worth Individuals	Local, Regional, & International Audience	Sheikhs & Sheikhas, Business Owners, Partners, CEOs, Government officials
Five-Star Hotels, Spas/Salons, Residential Villas, Sheikh Palaces, Airport Lounges	Distributor's List: Al Nisr Distribution-Dubai, Jashanmal-Bahrain, Dar Al Sharq-Qatar, UMS-Oman, Messageries Du Moyen-Orient-Lebanon	Hotels, Spas/Salons, Residential Villas, Sheikh Palaces, Airport Lounges
Individual Subscribers	Louis Fourteen Database; MOJEH Subs	Business Owners; CEO's; High net-worth individuals
Newsstands & Premium Book Stores	Distributor's List: Al Nisr Distribution-Dubai, Jashanmal-Bahrain, Dar Al Sharq-Qatar, UMS-Oman, Messageries Du Moyen-Orient-Lebanon	UAE, GCC and Lebanon Readers
Strategic Tie-ups with Dubai Ladies Club and Atlantis, Promotions etc	Events; Distribution List	Hotel; High net-worth individuals

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