

# buzzon



The smarter  
classified

# Classifieds Reclassified



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## **OBJECTIVE:**

To give advertisement platform to those small businesses who cannot afford big advertising expenses. If you are a small company and dreaming big, let's join hand with Buzzon to explore your marketing possibilities. Buzzon is a platform (print and online) for small business to grow big.

The smarter Classifieds is Buzzon, where you can, not only see your print ad but you can print and make your ad live with the help of QR Code. With the help of QR code you can embed your photo, video, audio and much more than what a print ad can do for you.



# Find, Buy, Sell

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## **BENEFITS:**

Some of the benefits if you chose Buzzon for your advertisement

- **Buzzon are inexpensive.** This is perhaps the biggest advantage of using this form of advertising. Given the low cost, you can actually run an entire series of classifieds for the price of one full-page ad. This help you reach out to your prospects on a regular basis without breaking your saving account.
- **Buzzon are great for low-cost testing.** If you wanted to test the market and various elements of a large display ad, it would indeed be costly. The reason is obvious: Each time you test, you'd have to pay for the space of the whole ad. On the other hand, Buzzon allow you to inexpensively test copy throughout a series-and at the cost of a single large display ad.
- **Buzzon are good for generating leads and prospects.** The two-step approach means that you make an offer in your ad that prompts the reader to make contact with you. Through Buzzon ads you invite them to contact you by telephone or e-mail. Once the contact is made, you simply follow-up with a sales call.
- **Jobs & Careers.** Print and Online section of Jobs & Careers helps employers to find the right candidates faster, easier and far more cost effectively than any other method, giving you the best and the most resourceful database in the UAE.

Jobs & Careers is published inside the Business pages of Khaleej Times & also kept live on buzzon.com in jobs section which is the most visited page on our website with close to 800,000 page views per month. One can place and find a job every week Sat to Thu in the print section and online is open for all days.



# Reach & visibility

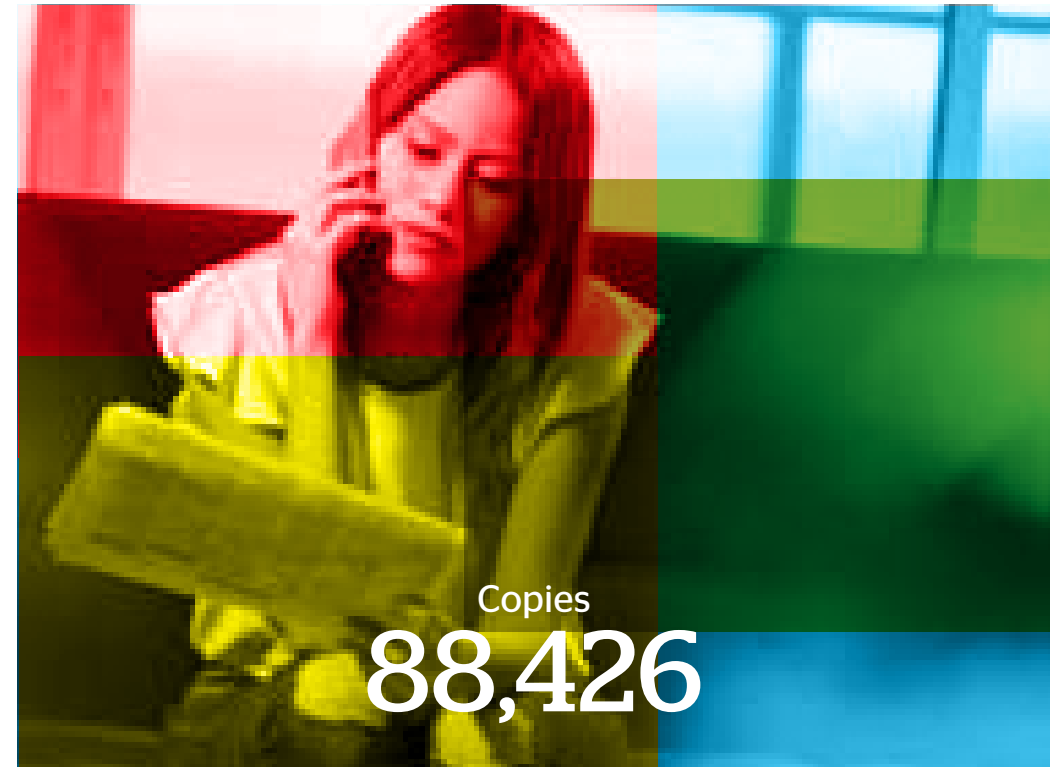
## TARGET AUDIENCE:

Anyone and everyone who are looking for a property to buy, sell or rent. One who is searching for a job or a company who is searching for a right candidate for the job. The one who is searching to buy or sell a car or want to setup a business and looking for some company who can guide. A travelers searching for a right travel company to plan his tour or an aspirant to migrate to other countries. A women looking for a beauty salon or a health freak searching for sports equipment.

In a nutshell target audience for Buzzon are SME, Low to Medium Income Group Families, Job seeker, Women of age (15-50 Yrs), Male age (15-50Yrs), and Tourist.

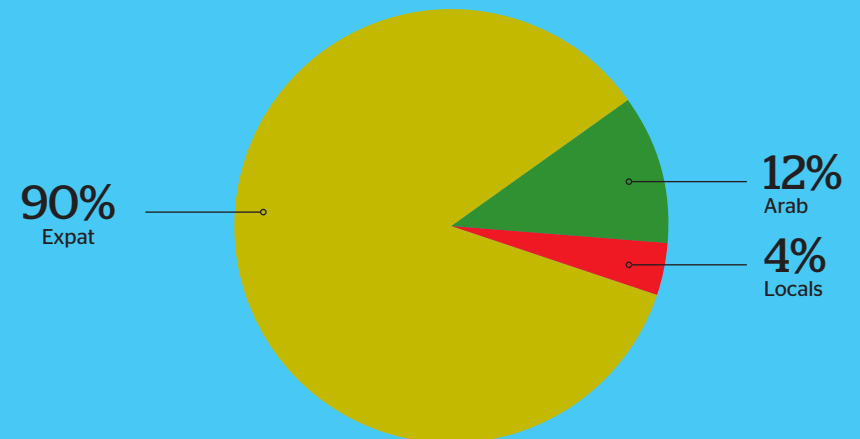
## TARGET INDUSTRIES:

Some of the major categories we covered are Automobile, Tour & Travel, Jobs and Careers, Property, Hotel & Restaurants, Furniture & Home Décor, Health & Beauty, Services(business & personal), Mobile & Electronics, Clothes & Accessories, Education/Training, IT-Hardware & Software, Business Opportunities, Entertainment, Sports & Fitness Equipment, Matrimonial, Pets etc.



Copies  
**88,426**

Reader nationalities



# Dxbuzz

## Pulse of the community

Creating a buzz across the city, Dxbuzz is a community magazine centred on the latest ventures in hip and happening neighbourhoods — from cosy Karama to the trendy Marinas.

Each edition features a theme and covers topics that satiate the needs of families in Dubai. With a plethora of activities, Dxbuzz compiles a list of monthly events that appeal to readers of all ages, and features exciting and affordable ideas for the weekend or long breaks – from staycations and exotic adventures to spa getaways, beauty makeovers and fun movie nights. It further encourages residents to try their hand at concocting delicious dishes in the comfort of their own homes, with tips and advice from top-star chefs.

Dxbuzz pages are also dedicated to talented residents, giving them a platform to showcase creative skills as well as share their accomplishments as an inspiration to others. In addition, exclusive columns on education and career are geared to guide youth and their parents towards a successful future.

Not forgetting the movers and shakers of the industry, the edition features notable organisations that offer products and services essential for daily life.

Copies  
**40,000**



## The Cost Effective Way of Flyers Distribution



Flyers can be used for local and national audiences. We said that the Flyer is a tool that allows the little Champs to be more competitive.

If you have budget constraint and dreaming big, let's join hand to explore your marketing possibilities. Flyer is a platform for you.

Some of the benefits Flyers for your advertisement

- Reach your audience-flyers provide a great platform to promote special events and reach your audience in a short notice.
- Get Creative- You can add much more information than on a small size advertisement. You can highlight main message either sale or an open day.
- Something Tangible- Flyer is tangible and one can keep it for future use. Tangible nature of flyer helps longer shelf life of your advertisement.
- Incentives- Promotion, Coupon Code and Voucher can be printed on Flyers to make your instant offer in the market very next day.
- Measurable- You can measure your response by putting up coupon code/voucher very effectively.





## BUZZON

Buzzon/Classifieds Tabloid				
Rate (Per Square cm)	SINGLE	MULTIPLE	SUPER	SLAM
	AED 16	AED 14	AED 12	AED 10

Column Width Size	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL
Buzzon/Classifieds- Tabloid 6 Col	3.91cm	8.33cm	12.74cm	17.16cm	21.58cm	26cm

Popular Sizes - Inside Page Rate	Size in Sq. cm	Single	Multiple	Super	Slam
Full Page (H - 29cm x W - 26cm)	754	5,000	4,500	3,750	3,000
Half Page (H - 16cm x W - 26cm)	416	3,000	2,750	2,500	1,500
Qtr Page (H - 16cm x W - 12.74cm)	203.84	2,000	1,750	1,500	750

\*Semi display at AED 10 per sq cm.

\* 25% premium applicable for Front page.

\* Slam rate to be applicable on booking of 4 different products or 4 same ads.

Single- 1 ad, Multiple- on booking of 2 ads, Super- on booking of 3 ads, Slam- on booking of 4 ads.

## DXBUZZ

Dxbuzz (Monthly Magazine)		
SIZE	SPECIFICATION	RATE-FULL COLOR
Full Page	H - 25cm x W - 18cm	AED 4,000
Half Page	H - 12cm x W - 18cm	AED 3,000
Quarter Page	H - 12cm x W - 9cm	AED 2,000
Strip AD	H - 5cm x W - 18cm	AED 1,500
5x2 Col Cm	H - 5cm x W - 9cm	AED 800

## JOBS & CAREERS

Jobs & Careers				
Rate (Per Square cm)	SINGLE	MULTIPLE	SUPER	SLAM
	AED 24	AED 19	AED 17	AED 15

Column Width Size	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL
Jobs n Careers - Broadsheet - 6 Col	4.62cm	9.56cm	14.5cm	19.44cm	24.38cm	29.32cm

Jobs & Careers Print- Popular Sizes	Size in Sq. cm	Single	Multiple	Super	Slam
Half Page (H - 26cm x W - 29.32cm)	762.32	18,000	14,500	13,000	11,500
Qtr Page (H - 26cm x W - 14.5cm)	377	9,000	7,000	6,400	5,650
10x4 Col (H - 10cm x W - 19.44cm)	194.4	4,500	3,700	3,300	2,900

Single- 1 ad, Multiple- on booking of 2 ads, Super- on booking of 3 ads, Slam- on booking of 4 ads.

## ONSERT OPERATION

CIRCULATION	SIZE	SPECIFICATION	BOTH SIDES	ONE SIDE
UAE Run	Full Page	H - 28cm x W - 21cm	21,500	12,000
Dubai Run	A4	H - 28cm x W - 21cm	14,500	8,000

Printing & Distribution

## INSERT OPERATION

CIRCULATION	SIZE	SPECIFICATION	BOTH SIDES	ONE SIDE
UAE Run	Full Page	H - 28cm x W - 21cm	15,000	8,000
Dubai Run	A4	H - 28cm x W - 21cm	10,500	6,000

Printing & Distribution

## CONTACT US FOR MORE DETAILS

### Al Quoz, Dubai

Dubai Tel: 04 338 2525

Fax: 04 338 1040

Email: buzzon@khaleejtimes.com

### Deira, Dubai

Tel: 04 299 5120

Fax: 04 299 5086

### Abu Dhabi

Tel: 02 633 7666 / 02 634 5424

Fax: 02 634 4339

Email: buzzon@khaleejtimes.com



*Khaleji Times*

## ADVERTISING TERMS AND CONDITIONS

- ❖ Galadari Printing and Publishing will not be held responsible for any legal action imposed by the regulatory authorities on the advertiser or advertising agency as a consequence of advertising.
- ❖ **DEADLINES**
  - Bookings: 3 - 4 Days prior to the date of publication.
  - Creative: 2 Days prior to the date of publication.
- ❖ **CANCELLATION DEADLINES**  
Same as the booking deadline.  
Any advertisement cancelled after that will be charged at the full card rate.
- ❖ All Rates in Net (currency AED).
- ❖ All advertising will attract 5 % VAT on the net applicable rates.
- ❖ Special Contract rate will be discussed upon request.

# buzzon.ae

## ADVERTISING OPTIONS

### PACKAGES

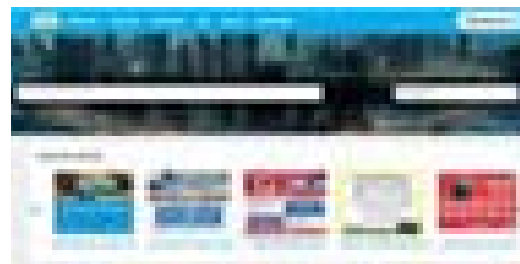
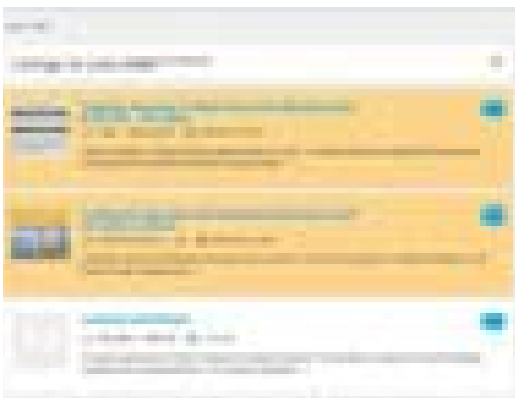
- Gold Listing
- Featured Listing

### CATEGORY SPONSORSHIP - Fixed position in Category

- Cars
- Tours & Travels
- Property
- Jobs & Apps
- Hotels & Rest
- Furniture & Decor

### DISPLAY ADVERTISING BANNER - Exclusive

BANNER TYPE	SIZE IN PIXELS
Home Page Header LB	728x90
Home Page Footer LB	728x90
Home Page/ Category Page - Medium Rectangle	300x250
Home Page/ Category Page - Vertical Rectangle	300x600
Search Category Header LB	728x90





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