

WKND



MENSURABLE
 Fashion designer
 looking for an
 opportunity to
 expand his
 brand beyond the
 UAE borders.

C
COMFORTABLY CHIC
 The fashion industry is
 constantly evolving and
 designers are looking for
 ways to make their
 brands more accessible
 and comfortable for
 their customers.

FATHER'S DAY SPECIAL: A hilarious chat with Twitter's funniest dad

WKND
 JUNE 16, 2017
 khaleejtimes.com/wknd

IS THE FASHION
 INDUSTRY READY
 TO BANISH THE SUPER
 SKINNY BODY TYPE?
 DESIGNER TAMARA
 AL GABBANI AND
 THREE UAE-BASED
 INFLUENCERS WEIGH IN
**THE
 ZERO
 SUM
 GAME**

**Redefine
 your weekend**

Own every weekend



WKND magazine offers its readers the perfect dose of a wide range of information, ranging from topics that are of interest to the entire family. The new-look WKND that was rolled out earlier this year is bigger, better and higher on the lifestyle quotient. Its range is very broad spectrum, the tenor is young and its attitude grabs your attention.

The sleek design and consistently high quality of editorial writing and packaging sets WKND apart from the competition and establishes it as a leader in the magazines' domain.



From fashion to food, entertainment to experiences, there's only one way to start your WKND



All about the content



The magazine is the essential weekend leisure read, factoring in subjects like fashion, beauty, trends, food, cinema & entertainment, human interest, motoring, travel, gadgets, technology... Additionally, our world-class columnists provide insight into new domains and make for an entertaining read. There's something for everyone: whether you are a fashionista or a travel junkie or high on motoring adrenaline or someone with a social conscience, it's a one-stop shop.

It makes for a perfect ambience for any premium brand looking for an upmarket read. Our associations have long term, thus reinforcing the trust people have in our brand.

Copies

90,000

Readers

400,000+



Reach & visibility

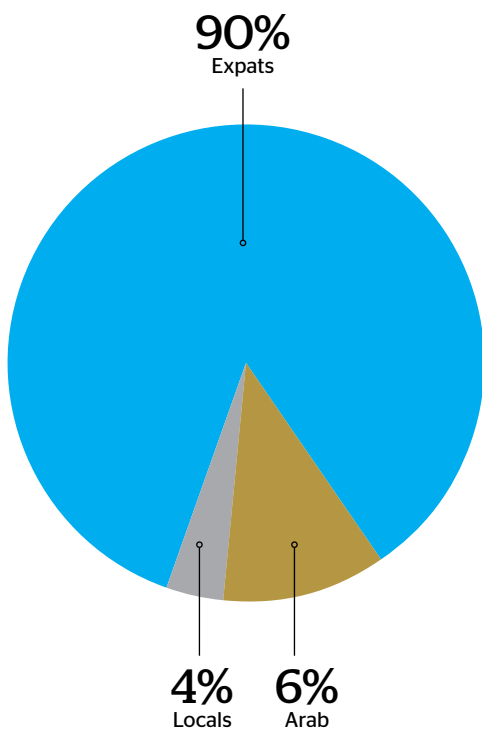


With a circulation of more than 90,000 copies and an average per copy readership of four, Wknd reaches to more than 400,000 readers every week. Copies are also sent to restaurants, gyms, Uber Select, VIP cars, spas, hotels, airport lounges and tourist centres.

WKND reader belong to the most popular income group with reasonable to high disposable income.



Reader nationalities





Our rates



RATES	
CASUAL	
DPS	AED 37,000
Full page	AED 20,000
Half page	AED 13,500
1/3 page	AED 9,500
1/4 page	AED 7,500
LOADING / PRIME POSITION	
Outside back cover	AED 35,000
Inside front cover	AED 30,000
Inside back cover	AED 26,000
Facing IFC	AED 24,000
Facing content page	AED 22,000
Specified section/page	20% Loading
Belly band	AED 35,000
Front cover gatefold	AED 70,000
Bound Insert	AED 45,000

*In compliance to the new UAE VAT law, all invoices issued will be subject to additional 5% VAT.

AD MATERIAL SUPPLY

Advertising material is only acceptable in digital formats, using all popular softwares like Adobe Illustrator, Photoshop, Freehand, Indesign etc.

Make sure all fonts are converted into curve paths, pics in CMYK binary formats are embedded in document or supplied along with document.

Please add all trimming marks and reg. marks into document. Please save document under the clients title.

DEADLINES FOR BOOKINGS AND MATERIALS

Bookings: 12 days prior to publication date.

Material: 10 days prior to publication date.

CONDITIONS OF ACCEPTANCE

The publisher reserves the right to refuse or alter any advertisement without prior notice and without providing any reasons for doing so. While every care is taken in publishing the advertisements neither the publication nor their agents accept responsibility for any inaccuracies or errors of omission/ commission or for any consequences arising from the publication of any advertisement.

DIMENSIONS	
DPS	
Bleed	w 40.6 cm x h 27.6 cm
Trim	w 40 cm x h 27 cm
Print area	w 38 cm x h 25 cm
FULL PAGE	
Bleed	w 20.6 cm x h 27.6 cm
Trim	w 20 cm x h 27 cm
Print area	w 18 cm x h 25 cm
HALF PAGE	
Horizontal	w 18 cm x h 12.5 cm
Vertical	w 9 cm x h 25 cm

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WKND



Redefining your weekend

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What's Hot for This Week

- Jogg it up**
Gear that can motivate you to get moving... *—Sarahella Saeed*
- Eye for an eye**
This is a new 70mm lens that's actually... *—Sarahella Saeed*
- Hankering for heels**
There are some shoes that really grab your... *—Sarahella Saeed*

HEALTH TRIP: UAE residents embrace the clean eating revolution



Prawn laksa

Ingredients:
1kg prawns, 200g rice noodles, 100g bean sprouts, 100g carrot, 100g green beans, 100g mushrooms, 100g shallots, 100g garlic, 100g ginger, 100g chili, 100g lime juice, 100g fish sauce, 100g soy sauce, 100g oil.

Method:
1. Boil the prawns in water until they are cooked through. Drain and set aside.
2. Heat the oil in a large pot. Add the shallots, garlic, and ginger. Fry until fragrant.
3. Add the mushrooms and green beans. Fry for a few minutes.
4. Add the rice noodles and stir-fry until they are coated in the sauce.
5. Add the prawns and bean sprouts. Fry until the prawns are cooked through.
6. Add the lime juice, fish sauce, and soy sauce. Stir well.
7. Serve hot with a garnish of fresh chili and lime wedges.

BEAUTY

KEEP YOUR SKIN FEELING BETTER.

The Pirella
The Pirella is a... *—Sarahella Saeed*

HOW ABOUT SOME LIP SERVICE?

Pirella
The light, creamy lipstick... *—Sarahella Saeed*

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The light, creamy lipstick... *—Sarahella Saeed*

