



# Rate Card

## Nina

- Launch date May '14 (then quarterly)
- Estimated readership 50,000 (distribution via print and internet )
- Initial publication in English and Arabic
- Frequency : Quarterly

**Nina** is a new magazine and web portal for Iraqi women everywhere. Published initially in English and Arabic, distributed in country (20,000 magazines across Iraq) and globally via the internet, Nina contains 64 pages of content (32 Arabic/32 English) the market has created, connecting around women's economic empowerment.

**Nina** targets the special needs and interests of working women, reaching women executives and managers, as well as female entrepreneurs and thought leaders with an aspirational focus. The magazine is age inclusive however, it is expected that the main market will be aged 22 - 55.

**Nina** recognises the importance of women as consumers. The women's market is growth area for consumer goods and services in Iraq. Nina is a meeting point for tradition, innovation and ideas and so creates a powerful forum for companies wishing to advertise their products and services to women with purchasing power. By engaging with a receptive diaspora, Nina also creates an opportunity to reach successful Iraqi women across the world.

*"By sharing experiences, strength and hope in print and online Nina creates a forum for the voices -and a vehicle for the opportunities that are at the heart of economic growth".*

**Khalid Mahdi, Chair, PSDC**

**"The Spirit of ENTERPRISE  
The Heart of IRAQ"**

## Rates

Issue 1 (Spring) Deadline: Feb. 24. 2014

Published: Early May

Opportunity	Cost in USD
<b>Issue Sponsorship</b> Logo on front page +2 pages advertisement (1 Arabic, 1 English) +1000 magazines for distribution	5000
<b>Section Sponsorship is an advertising banner under each section + editorial input</b>	Per section
Lead interview ( A momeny in time)Section Sponsorship Lead Interview (A Moment in Time) Sponsorhip The Heart of Industry Looking Good! Section Sponsorship Connexions Section Sponsorship Education/Training Section Sponsorship My Money Section Sponsorship The Heart of Nina Section Sponsorship	1500
<b>Advertising</b>	
Inside Front Cover English	1500
Inside Front Cover Arabic	1500
Centre Spread	3000
Full page	1000
Half page	600
Quarter page	350
<b>Web advertising</b>	Free with magazine advert/ sponsorship if purchased over 2 issues +
Sky banner	500 / 90 days
Tower banner	500 / 90 days
Bottom banner	300 / 90 days

### Special Offer:

Two issues or more Free web- advertising  
All 3 2014 issues, 1 free web advert + 10% discount

### Production Deadlines

Summer Deadline: June 30<sup>th</sup>, 2014  
Published: 31<sup>st</sup> August  
Autumn Deadline: July 26, 2014  
Published: 1<sup>st</sup> October  
Winter Deadline: 15<sup>th</sup> Oct, 2014  
Published: Mid-December