



Scene

A CAPITAL CLUB DUBAI QUARTERLY MAGAZINE

Media Kit 2018

THE READERS

The members of private clubs are the elite, a unique demographic of genuine HNW and UHNW individuals at the forefront of their industries and leading some of the region's biggest and most successful organisations.

They are royalty, dignitaries and C-level executives. They are also an elusive demographic for advertisers to reach. They lead exceptionally busy lives, own multiple homes and spend a disproportionate amount of their time travelling across the world. The one place they can relax and conduct their affairs in a more rarefied atmosphere is at the Capital Club. So much so that, for many members, the club is akin to their living room – a place where they get to relax, free of distractions and to concentrate on the things that are most important to them. This is when they read *Scene*.

EDITORIAL FOCUS

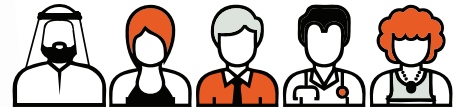
We create the experience of a private club or resort for our readers every time they open our magazine. We strive to give our readers something unique, a perspective not found anywhere else, from respected and credible sources. We create a resource for our readers, a guide to the best of the private club lifestyle. We use only the most experienced writers and photographers, experts in their selected fields. All of our stories are original, commissioned with the goal of making our content relevant to this unique audience. We are uncompromising in our pursuit of quality.

CIRCULATION AND READERSHIP

2000 copies of the *Scene* magazine are published every quarter. The magazine is delivered direct to the homes and private offices of all 1,500 Capital Club Dubai members, and will be available throughout the Capital Club Dubai at DIFC for the quarterly period of each issue.



Membership to Capital Club Dubai is **STRICTLY BY INVITATION ONLY**



The club opened in 2008 and now has **OVER 1,500 ACTIVE MEMBERS**

The club is connected to **MORE THAN 300 PREMIER PRIVATE CLUBS AROUND THE WORLD** as part of its 'reciprocal club' network



- **CNN:** 'Top 10 Global Private Club' line-up
- **GoBanking Rates:** '10 Most Elite Hangouts in the World'
- **Business Insider:** '10 of the world's most exclusive Members-only Clubs'
- **Billionaire.com:** 'The world's most exclusive Members' Clubs'

SENIORITY OF MEMBERS



CEO, MD,
Partner,
Managing
Partner
41.9%



Chairman,
Founder,
President,
Owner
14.8%



Director, General
Manager, SEO,
BDM, Advisor,
Lawyer
17.9%



COO, CFO, Vice
President
3.5%

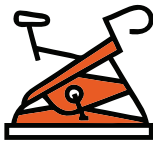


Ambassador,
Consul
General,
Judge
4%

MEMBERS' INTERESTS



Art
9.9%



Health &
Fitness
9.6%



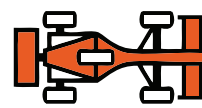
Travel
9.6%



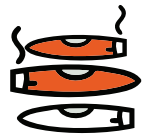
Cars
8.7%



Fashion &
Watches
7.1%



Sport
7.1%



Cigars
4.9%

INDUSTRY OF MEMBERS



Banking, finance
and insurance
34.6%



Consulting and
business services
12%



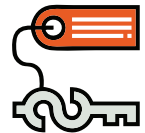
Trading
12.6%



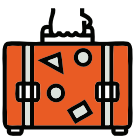
Construction and
engineering
7.9%



Real Estate
4.4%



Holding Company
3.9%



Hospitality, travel
and tourism
2.8%



Oil, Gas and
Energy
3.6%



IT and Telecomms
3.4%



Manufacturing
3.3%



Legal
3.3%



Media, Arts and
Entertainment
1.7%



Logistics,
transportation
1.7%



Healthcare and
medical
1.4%



Others
3.6%

Scene



ADVERTISING RATES (US\$):

REGULAR POSITIONS

Full page	\$6,000
Double page spread	\$10,000

PRIME POSITIONS

Outside back cover	\$12,000
Inside front cover double page spread	\$15,000
Inside back cover	\$9,000
Full page opposite Content	\$8,000

PHOTOSHOOT

Four page photoshoot	\$16,000
Six page photoshoot	\$22,000
(Price inclusive of model talent, stylist, hair & make-up artist, art direction)	

ADVERTORIALS

Full page advertorial	\$7,000
Double page spread advertorial	\$12,000

SPECIAL REQUEST

Sponsoring complete edition	\$35,000
(Price inclusive of Inside Front Cover advert, Outside Back Cover advert, Inside Back Cover advert, 6 page advertorial sponsored content, one page sponsors welcome address, 100 copies of the magazine for advertisers own use)	

PRINT SPECS (W X H)



Double page spread

Trim Size: 500 X 325 mm
Bleed Size: 506 X 331 mm



Full page

Trim Size: 250 X 325 mm
Bleed Size: 256 X 331 mm

For advertising enquiries:

scene@capitalclubdubai.com
+971 4364 0111

DIGITAL MEDIA FORMATS:

PDF (Portable Document Format)

- The artwork should be a press ready PDF file (version 1.3) generated through Illustrator/ Quark Xpress or InDesign, saved on maximum resolution (300 dpi) in actual size with bleed and crop marks.
- All files must be CMYK format and all black text as over print. For bleed size add 3mm extra on all four sides after trim marks.
- Image loss in the gutter 3mm either side.
- Ensure that text is at least 10mm inside from the crop marks.
- If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side.
- A colour printout of the saved artwork should be sent for reference along with the file. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/specifics supplied.