

# U<sup>®</sup>

MAGAZINE  
LEBANON

## OUR MISSION

U MAGAZINE IS A TRIBUTE  
TO THOSE COMMITTED IN BEING UNIQUE  
AND GLAMOROUS THROUGH THEIR  
INTERPRETATION OF STYLE AND LOVE FOR BEAUTY

**DEDICATED TO THE ONES**

**WHO LOVE FASHION AND CAN'T BE IGNORED**

IT'S A MODE OF EXPRESSION

AN ESCAPE FOR CHANGE

INSPIRATION FOR LIFE

**U IS AN ODE TO THOSE WHO WILL ALWAYS**

**BE ACKNOWLEDGED AND REMEMBERED**

WE INTOXICATE OUR READERS BY BRINGING

LUXURY FASHION FOR LONGEVITY

**ALL ABOUT YOU**

# U<sup>®</sup>

## MAGAZINE LEBANON

### MAGAZINE PROFILE

U Magazine is the first of its kind in Lebanon. Covering all aspects of the fashion industry, it provides its readership with up-to-date shopping tips, news about the latest runway trends from Paris/Milan/New York, a local guide to the newest boutiques and hippest fashion-outlets, an online shopping guide, best-kept beauty secrets, health advice, lifestyle exposure and much more. The backbone of U Magazine is Jordan's well-renowned #1 selling fashion magazine. U Magazine shall feature the best of the best in fashion, jewelry, beauty, health and lifestyle. Exceptionally styled, it is universal in scope and local in content. That is why we describe it – with great certainty – as the fashion guide of Lebanon, just as it has been in Jordan since its launching back in 2007.

### DIRECT DISTRIBUTION

VIP clients  
Fashion Events  
Private Businesses  
Complexes  
Boutiques  
Beaches  
Resorts

Spas  
Galleries  
Airport Lounges  
Coffee Houses  
Charities  
Gyms  
Hotels

### POINTS OF SALE

All Bookstores, at a price of 8,000 LBP

### MARKETING STRATEGIES

**Outdoors:** Billboards in high traffic and market areas

**TV station:** New TV, LBC, MTV

**Radio stations:** On Top (English) Radio stations in Lebanon

**Newsletters:** To subscribers, boutique owners, and V.I.P clients

**Networking sites:** Facebook, Twitter

**SMS:** Message to targeted clients informing them about the launching.

### TECHNICALITIES

**Deadlines:** All material should be received two weeks prior to publication date.

**Cancellation Policy:** Bookings received are considered a firm contract. Cancellations for covers, special positions and thick inserts can not be accepted under any circumstances.

### RATES

#### COVERS

	PRICE
Back Cover	\$5,000
Inside Front Cover	\$2,850
Inside Back Cover	\$2,500
Gate Fold	\$4,250

#### PAGES

Inside Full Page	\$1550
Inside Double Page Spread	\$3,000
Half Page	\$850
Inside Full Page (1st 30 pages)	\$1,770

#### INTRO

Fashion Intro	\$1,000
Beauty Intro	\$1,000
Jewelry Intro	\$1,000

#### SHOOTS

Fashion w/model	\$2,850
Fashion w/model on cover	\$4,250
Jewelry	\$2,200
Jewelry w/model	\$2,850
Accessories	\$2,200
Accessories w/model	\$2,850
Beauty w/model	\$1,150

### CONTENT AND SEGMENTATION:

**FASHION: 67%**  
**JEWELRY: 15%**  
**BEAUTY: 8%**  
**HEALTH: 5%**  
**SOCIETY: 5%**

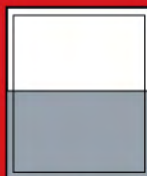
### PAGE SPECIFICATIONS



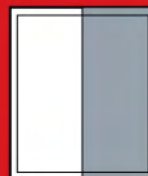
**Full Page**  
Trim. 23x27.5 cm  
Bleed. 24x28.5 cm



**DPS**  
Trim. 46x27.5 cm  
Bleed. 47x28.5 cm



**½ Page Vertical**  
Trim. 23x14 cm  
Bleed. 23.6x15.6 cm



**½ Page Vertical**  
Trim. 11.5x27.5 cm  
Bleed. 12.5x28.5 cm

### TECHNICAL FORMAT:

Color mode: CMYK    Format: .TIFF    Resolution: > 300 dpi

### PROMOPRINTS

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# ALL ABOUT YOU