

# advertising with emel

The commercial challenge for many businesses today is to engage the spending power of Britain's second largest faith group. emel is the key to accessing the Muslim community - which still remains untapped.



### Who is the Muslim community?

- The British Muslim consumer base of 1.8 million represents a spending power of £20.5 billion (Mintel)
- One in every seven person in London is Muslim by faith (Datamonitor)
- 83% of Muslim respondents to a survey covering six major cities stated they would buy emel magazine
- The Muslim population has the fastest annual growth rate of 2.9 per cent. \*

### How emel can offer advertising opportunities on tap

emel celebrates a rich and diverse community that provides distinct and untapped opportunities for advertisers. For example, the month of Ramadan is one occasion when there is heightened spending within the community. Forbes reported the global halal food market alone was worth £580 billion annually in 2007.

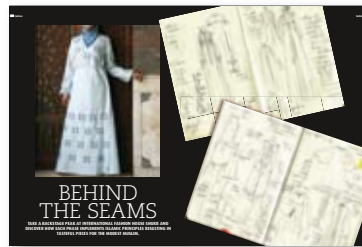
Our research has shown that with emel you can reach British Muslim professionals, business people and especially today's Muslim woman. No other magazine captures the UK Muslim lifestyle market so extensively.



Our advertising department can help you access UK Muslims. Having received positive media coverage including features on the BBC, CNN and Aramco magazine, we know what works. We can discuss your needs and offer specialist advice that gets the best out of your advertisement. With exclusive interviews and creative lifestyle features, emel will move beyond Muslim institutions and mosques and into the family home.



\* "Life and Times of Modern Muslims: Understanding the Islamic Consumers" study conducted by JWT and AMRB



# introducing emel



emel is the UK's first lifestyle magazine featuring Muslims. A magazine as unique as the opportunities it brings for both readers and advertisers.

emel celebrates the very best of UK Muslim society with inspiring stories and practical ideas for living Islam.



emel tackles news issues from a human perspective to bring you the stories that matter.

emel.com also provides the perfect platform to access highlights of our key features and articles so you are always up to date. Online advertising is outperforming all other media in terms of growth, with latest online advertising studies indicating that the Internet can be as effective an advertising medium as television advertising. The future is bright with internet usage focused on social media, search, and video. According to Nielson, the total page views in the UK amount to 78 billion page views.



emel provides an insight into the lives of personalities through exclusive interviews.

emel features creative and imaginative ideas for every aspect of contemporary living - from interior decor to finance, the environment, parenting, sports and much more.

By advertising on emel.com you have the opportunity to reach your core audience with guaranteed results well above the industry standards, through our targeted approach.



emel will capture your imagination with sumptuous and colourful images that bring articles to life.



# Online performance emel.com



## Web Statistics

Since the website's launch in June 2009 our monthly visits have gone from an average of 5215 unique visits in the first month of launch to 12,352 in just six months. An increase of almost 137%.

Our Alexa ranking has gone from the 2 million mark to 616,401; with a 400% increase over the past three months. In the UK, emel is ranked 178,171.

Monthly, page views over the same period have gone from 23,195 to 42,906.

## Click-thru rates:

Average monthly emel ezine statistics:

- 20.3% open rate
- 7.5% click-thru rate

Over the period since launch, 30% are returning visitors and 70% are new visitors.

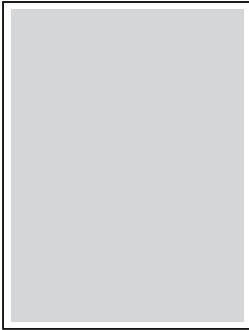
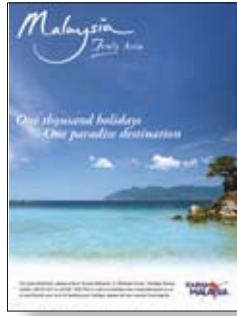
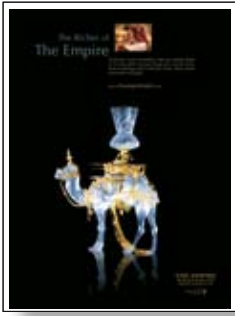
## Banner advertisement conversions:

- 25.3% of visitors come through a direct request for emel.com
- 33.4% of visitors come through search engines referrals searching for emel, emel magazine, emelmagazine.com
- 41.3% of visits are coming through referral sites; the majority of these are through the emel Facebook fan page which now has over 1000 fans
- Average click-thru rate in the last 6 months is 382 click-thrus on banner ads placed on emel.com.
- The average conversion rate for a banner ad on www.emel.com is 1.5% which is well above the UK average click-thru rate of 0.08%. (DoubleClick market research 2008)

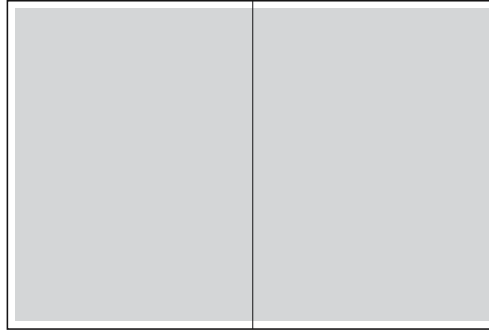


\*all statistics correct at time of print

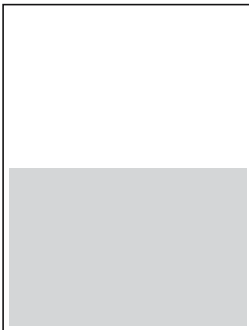
# Print Advertisement Specifications



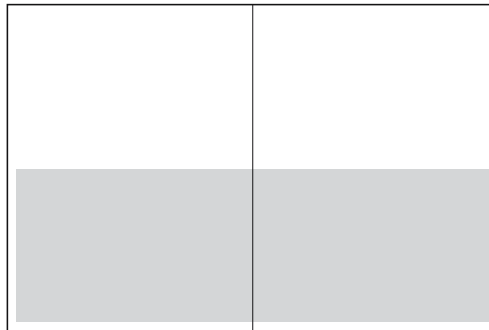
**Full Page**  
 Trim: 205mm x 275mm  
 Bleed: 215 x 285mm  
 Title Safe: 185mm x 255mm



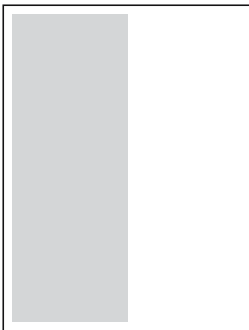
**Double Page Spread**  
 Trim: 410mm x 275mm  
 Bleed: 420 x 285 mm  
 Title Safe: 390mm x 255mm



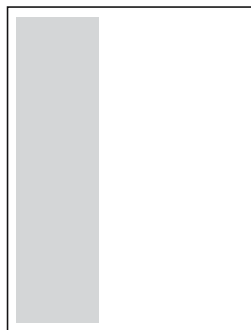
**Half Page Horizontal**  
 Trim: 205mm x 137.5mm  
 Bleed: 215mm x 143.5mm  
 Title Safe: 185mm x 117.5mm



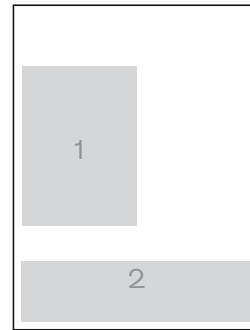
**Half Double Page Spread**  
 Trim: 410mm x 137.5 mm  
 Bleed: 420mm x 143.5 mm  
 Title Safe: 390mm x 117.5mm



**Half Page Vertical**  
 Trim: 102.5mm x 275mm  
 Bleed: 108.5mm x 285mm  
 Title Safe: 82.5mm x 255mm



**One Third Page Vertical**  
 Trim: 69 mm x 275 mm  
 Bleed: 75mm x 285mm  
 Title Safe: 49mm x 255mm



**Quarter Page (1)**  
 Trim: 102.5mm x 137.5mm  
**Quarter Page Horizontal (2)**  
 Trim: 205mm x 68.75mm

## Production Requirements:

Advertising should be supplied as tiff or eps

### Specification

Trim Size: 205mm x 275mm  
 Printing: Web Offset 150 dpi  
 Binding: Perfect  
 Bound Colour: CMYK throughout

### Bleed

Advertising must be supplied to bleed size, live matter (text, images) should be within title safe measurements. Any image or background cover intended to bleed must extend a minimum of 3mm past the trim dimensions on all four sides of the advertising. (This also applies to non full page advertisements, as we will determine placement).

### Spreads

The Publisher cannot guarantee the alignment of type or design along the centre fold line as adjoining page can shift in processing. Double page spreads must be supplied as two separate pages with relevant bleeds.

Publication Dates	On Sale Date	Booking Date	Material
January 2010	31st Dec 2009	1st December 2009	9th December 2009
February 2010	28th January 2010	4th January 2010	11th January 2010
March 2010	25th February 2010	1st February 2010	8th February 2010
April 2010	25th March 2010	1st March 2010	8th March 2010
May 2010	29th April 2010	5th April 2010	12th April 2010
June 2010	27th May 2010	3rd May 2010	10th May 2010
July 2010	24th June 2010	1st June 2010	7th June 2010
August 2010	29th July 2010	5th July 2010	12th July 2010
September 2010	26th August 2010	2nd August 2010	9th August 2010
October 2010	30th Sept 2010	6th September 2010	13th Sept 2010
November 2010	28th October 2010	4th October 2010	11th October 2010
December 2010	25th Nov 2010	1st November 2010	8th November 2010
January 2011	30th Dec 2010	1st December 2010	6th December 2010

Advertisement Rates	Premium Positions	Frequency Discounts
Full Page £3500 Half Page £2500 Third Page £1500 Quarter Page £1275	Outside Back Cover £7500 Inside Front Cover £5500 Inside Front Cover Spread £9500 Double Page Spread £6000 Half Double Page Spread £4500 Inside Back Cover £5000	3 times 5% 6 times 10% 9 times 15% 12 times 20%

## Modular ad rates available upon request

### Terms and Conditions

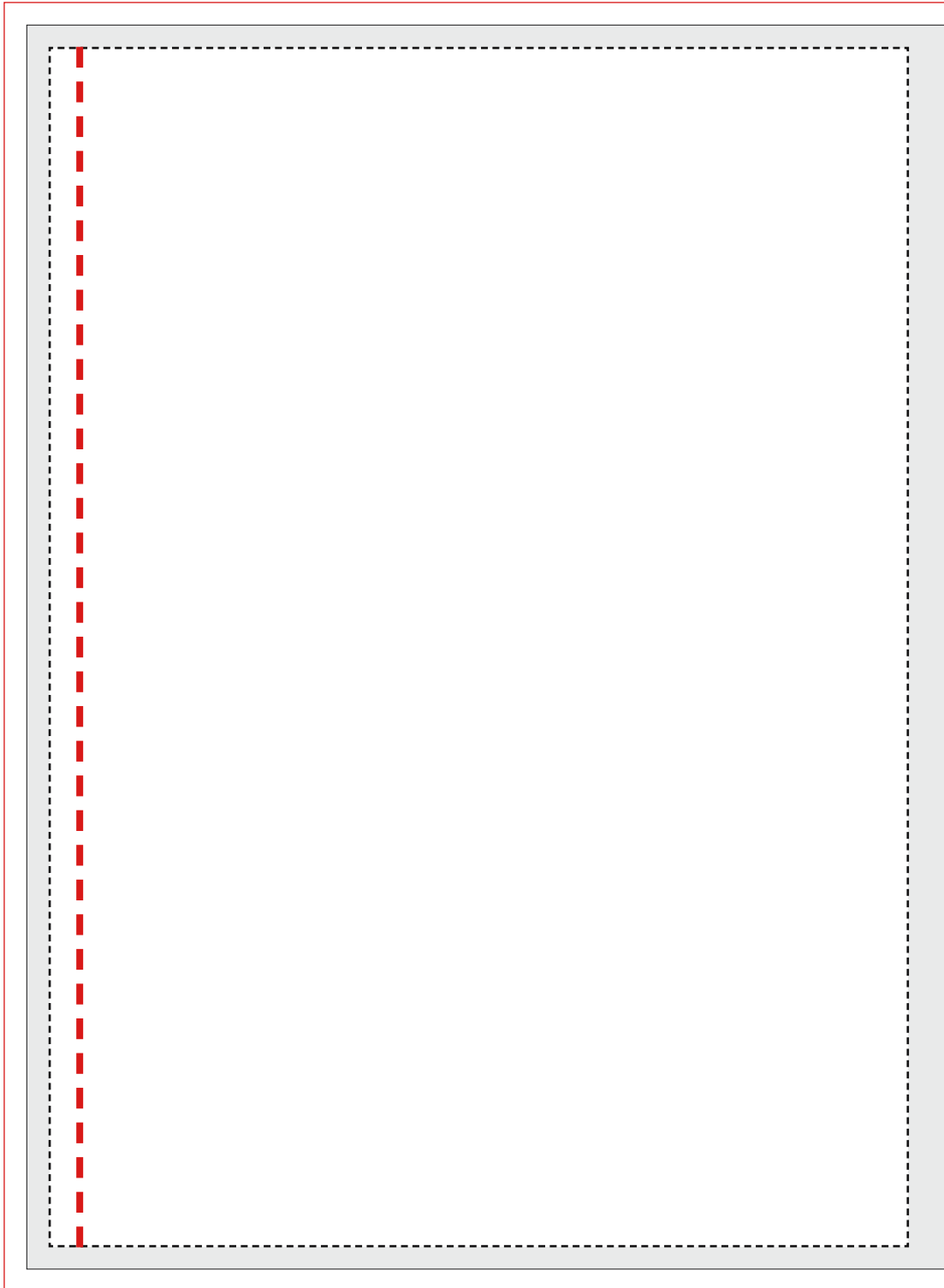
- Frequency discounts only apply for multiple insertions that appear within 12 months of the first insertion
- Rates quoted are for CMYK processing. Special colour charged extra
- Specified positions are subject to availability and are subject to 15% loading
- 10% commission is allowed to recognised accredited agencies
- Cancellation will be accepted only up to three months from publication date
- Frequency contracts and agreements cancelled before completion will be short rated at the earned rate
- The content and design of all advertisements are subject to the Publisher's approval
- Payment terms are full payment in advance unless otherwise agreed in writing with emel. All invoices will be rendered in UK Pounds Sterling and payments must be made in this currency

Please send advertising material to:  
Advertising Sales Manager

**emel magazine**  
**1 Canfield Place**  
**London NW6 3BT**

Advertisings can be emailed  
 upon arrangement to  
[info@emel.com](mailto:info@emel.com)  
 T: 020 7328 7300  
[www.emel.com](http://www.emel.com)

# Print Advertisement Specifications



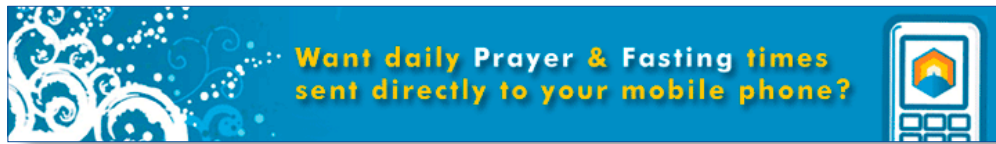
## **Bleed**

Advertising must be supplied to bleed size, live matter (text, images) should be within title safe measurements. Any image or background cover intended to bleed must extend a minimum of 3mm past the trim dimensions on all four sides of the advertising. (This also applies to non full page advertisements, as we will determine placement).

## **Spreads**

The Publisher cannot guarantee the alignment of type or design along the centre fold line as adjoining page can shift in processing. Double page spreads must be supplied as two separate pages with relevant bleeds.

# Online Advertisement Specifications



## Production Requirements:

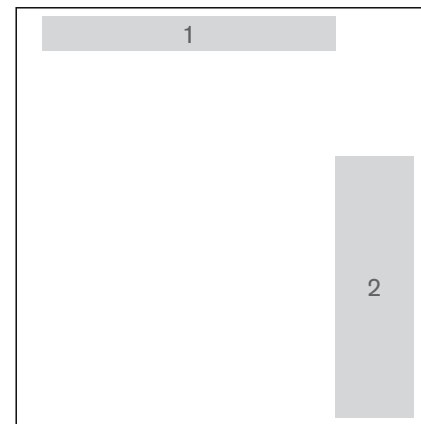
Online banners should be supplied as gif or jpg with a RGB colour mode

## emel.com

### Specification

Leaderboard banner (1):  
Height :80px x Width: 680px  
Vertical Side banner (2):  
Height :500px x Width: 150px

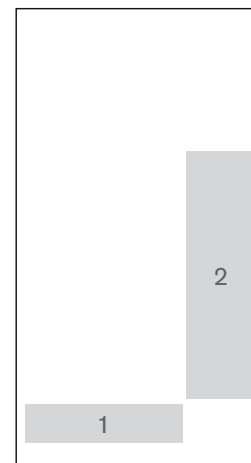
All adverts will be on rotation with a maximum of three rotations



## e-zine

### Specification

Horizontal banner (1):  
Height :146px x Width: 496px  
Vertical Side banner (2):  
Height :639px x Width: 177px



## Video Player (emel.com)

### Specification

Height :300px x Width: 450px

10 second showreel to be supplied as flv or mp4 file.



## e-zine

	Publication Dates	Booking Date	Material
<ul style="list-style-type: none"> <li>• £500 per month for Vertical side banners</li> <li>• £375 per month for Horizontal banner</li> </ul>	5th January 2010	1st December 2009	9th December 2009
	2nd February 2010	4th January 2010	11th January 2010
	2nd March 2010	1st February 2010	8th February 2010
	6th April 2010	1st March 2010	8th March 2010
	4th May 2010	5th April 2010	12th April 2010
	1st June 2010	3rd May 2010	10th May 2010
	6th July 2010	1st June 2010	7th June 2010
	3rd August 2010	5th July 2010	12th July 2010
	7th September 2010	2nd August 2010	9th August 2010
	5th October 2010	6th September 2010	13th Sept 2010
	2nd November 2010	4th October 2010	11th October 2010
	7th December 2010	1st November 2010	8th November 2010
	4th January 2011	1st December 2010	6th December 2010

## emel.com

## Video player (emel.com)

### Rotational Banner Ads

### Fixed Banner Ads

- Advertisements on emel.com are available from £50 per day for leaderboard or Vertical side banners with a minimum 3 day tenancy
- 1 week available at £250 (Saturday & Sunday are free which means you receive a £100 discount)
- 1 month package is £1000 but available at 25% discount of £750
- Artwork must be supplied 2weeks prior to publishing as a gif or jpg

- 1 week tenancy is £400
- 1 month tenancy is £1000

- £500 for 2 weeks tenancy across all web pages including home page
- Prices are available upon request. For all other packages please email [info@emel.com](mailto:info@emel.com)

### Frequency discounts

- 3 times 5%
- 6 times 10%
- 9 times 15%
- 12 times 20%

### Modular ad rates available upon request

#### Terms and Conditions

- Frequency discounts only apply for multiple insertions that appear within 12months of the first insertion
- Specified positions are subject to availability and are subject to 15% loading
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