

WEALTH

making more of your money

WEALTH magazine is designed for High Net Worth Individuals in the UAE and will guide them through these turbulent times to ensure their investments are safe and secure.

CPI Financial is the Middle East's leading financial publisher. We constantly strive to deliver a portfolio of high quality informative products for the financial sector.

Editorial Strategy:

WEALTH entertains, informs, educates and reassures the UAE's HNW Individuals about issues surrounding investment risk and portfolio management, offering advice on how to ensure that they are asking the right questions of their investment advisor, private banker, wealth manager or broker. On a regular basis **WEALTH** provides a range of information for different demographic groups so whether you are a local citizen of the UAE, a temporary resident or expatriate with a long term commitment to the UAE all readers will the most relevant news, developments and investment advice to ensure they are well equipped to deal with the troubled financial times we face.





WEALTH is the authoritative magazine for the wealthy and will position its advertising partners as leaders in responsible banking and financial advice and as service providers to the HNWI individuals within the UAE that can be trusted.

WEALTH's four key themes are:

- ◆ How to become wealthy
- ◆ How to stay wealthy
- ◆ How to increase your wealth
- ◆ How to enjoy your wealth

In addition to special 'focus' features, every month WEALTH will carry the following regular sections.

Absolute Beginners

Every month WEALTH will introduce its readers to a range of financial subjects, illustrating them in straightforward terms, explaining concepts and investments that will arm investors with the right knowledge to make the right decisions and ask their advisors/private bankers/wealth managers the right questions.

Portfolio

From basic portfolio planning and management to understanding investment risk and what it means for readers' money, WEALTH will help make sense of readers' existing investments and help tailor them to their needs.

Investment Opportunity

A focus every issue on key investment opportunities, including in-depth interviews with investment fund managers, explaining their investment style and focus, why they make the decisions they do, etc.

Property

Buying, selling or investing? At home or overseas? WEALTH will keep a close eye on the property markets, both residential and commercial, offering readers an intelligent commentary on property ownership and investment.

Consuming Passions

In addition to investment guidance WEALTH will also explore the ways in which the wealthy love. Each issue will feature the most exclusive luxury lifestyle choices, offering the low-down on the high life; from luxury travel to luxury consumer goods to fine art, private planes and luxury cars.

WEALTH will keep readers informed about what's hot and what's not among luxury collectibles, helping readers to invest in something they can really enjoy.

Circulation:

WEALTH is a bi-monthly magazine with a print run of 9,000. CPI Financial has conducted several months of research to identify a target audience of HNWI individuals and business leaders who control personal investable assets of more than US\$ 500,000.

CPI Financial applied for a BPA Audit for **WEALTH** on December 13th 2009.

We deliver the magazine to this audience via controlled free circulation to ensure that every issue of the magazine is received by key individuals.

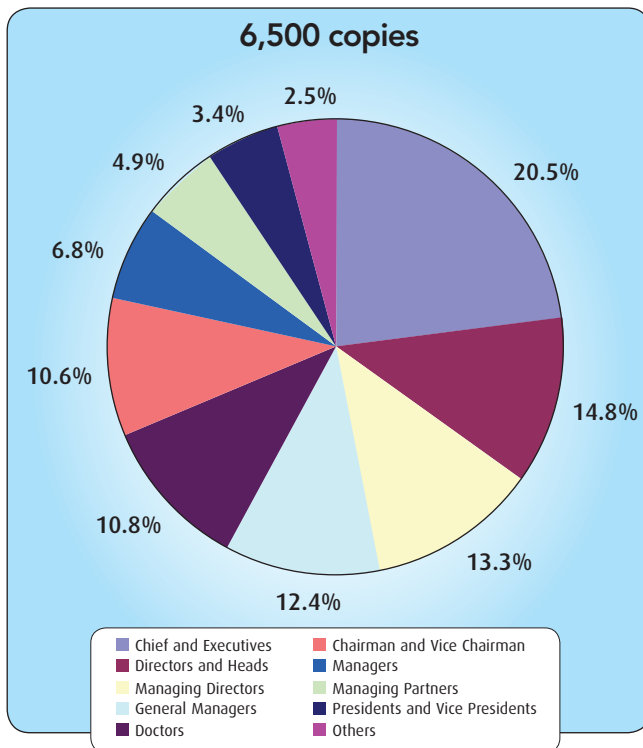
In addition to this we also distribute **WEALTH** via carefully selected newsstands in premium locations through the UAE. Alternatively readers can subscribe to **WEALTH** by visiting www.wealthuae.net

CPI Financial places a high value on exhaustive and penetrative research into market size and structure. The circulation of **WEALTH** will continue to grow as we market the magazine and develop further our database of named relevant individuals.

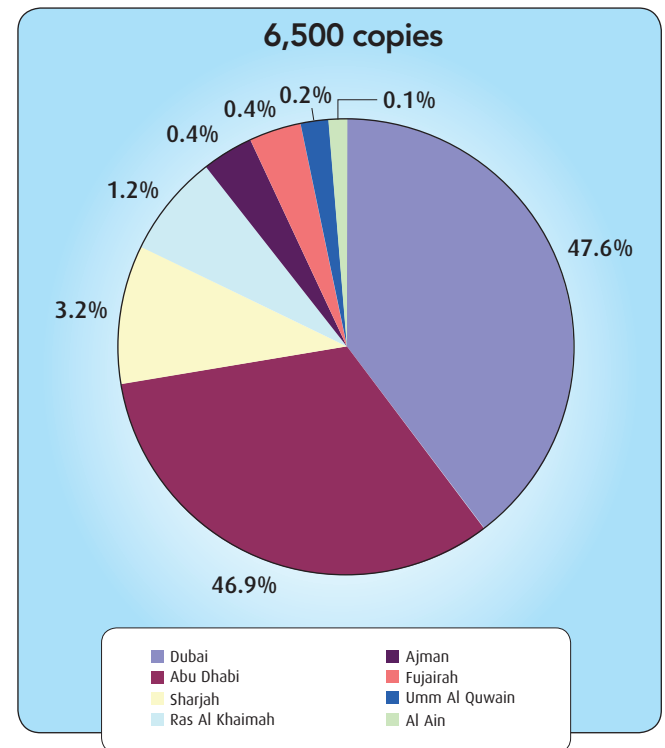
This means that advertisers can be assured of the following:

- ◆ The magazine is read by your HNWI Individual target audience
- ◆ It contains unique editorial in the UAE offering independent financial guidance for HNWI individuals
- ◆ **WEALTH** is produced to a high quality to reflect reader's financial status
- ◆ Unrivaled exposure within this consumer market will associate your brand with financial excellence and refinement.

Controlled circulation by Job Titles



Controlled circulation by Demographics



Plus **1,500** copies sold in **A** grade newsstands

Plus **1,000** copies distributed at **events** and used for **marketing** purposes

RATE CARD:

Double Page Spread
 Full Page
 Inside Front Cover
 Inside Front Cover DPS
 Inside Back Cover
 Outside Back Cover
 Cover Gatefold

PRINT:

US\$ 9750
 US\$ 5000
 US\$ 5500
 US\$ 11750
 US\$ 5500
 US\$ 6000
 US\$ 15000

DIGITAL:

US\$ 4875
 US\$ 2500
 US\$ 2750
 US\$ 5570
 US\$ 2750
 US\$ 3000
 N/A

6 Advertisements
 Agency Commission
 Database Available for Rental
 Digital
 Payment

10% discount
 15%
 Price on request
 Only available with print
 On receipt of invoice

Booking Deadline
 Copy Deadline

1st of the publishing month
 7th of the publishing month

Advertising rates effective 1st January 2010

TECHNICAL SPECIFICATIONS:

Double Page Spread

Trim: 48cm x 27cm
 Bleed: 49cm x 28cm

Full Page

Trim: 24cm x 27cm
 Bleed: 25cm x 28cm

All artworks should be supplied in either Adobe Illustrator, InDesign, Photoshop or high resolution PDF formats. All images need to be at least 300 DPI pixels/inch resolution, CMYK. All fonts need to be supplied or if in Illustrator or InDesign converted to outline. Colour proofs or prints-outs must be supplied along with the digital file.

Advertisements can be designed. Price on request.



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