



German-Arab Association

# Eurabia

The magazine of the  
German-Arab Association

## Advertising Rates



## Editorial Profile

---

The **German-Arab Association** (Deutsch-Arabische Gesellschaft - DAG), founded in 1966, is the largest most prominent and the oldest non-governmental organisation in Germany to promote and improve German-Arab relations.

Numerous individuals and corporations involved with the Arab world are organized in the **DAG**. The organisation holds a strong network for German and Arab companies. It helps both sides to improve business relations and contributes significantly to commercial success.

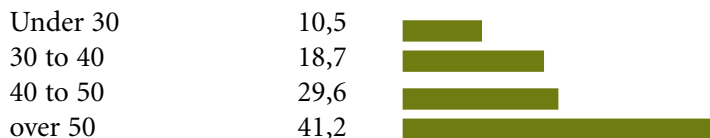
**Eurabia** - the publication of the **German-Arab Association** addresses DAG members as well as the interested public. It covers important events, culture, delegates' journeys and developments in the Arab world and in Germany.

**Eurabia** strongly advocates Arab issues in Germany. Therefore the publication is not only well-known among the DAG-members but it reaches a much broader audience closely attached to the Arab world mainly leading executives in the economy, in politics and the media.

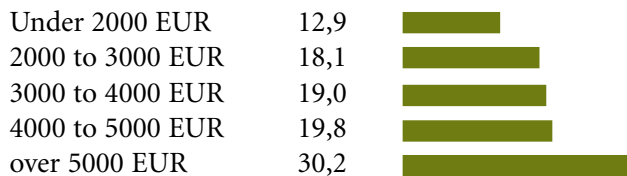
## Target Audience Profile

---

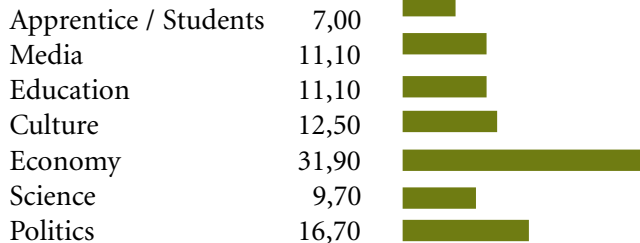
### Age Structure in Percent



### The Clear Profit in Percent



### Occupation Composition in Percent



**EURABIA** (the Council of the European - Arab Associations) was established almost 50 years ago. Your advertisement will not only reach out to its up to 5.000 international members but also attract decision makers in all fields of society interested in the Arab world and the activities of the German-Arab Association.

The ambassadors of the Arab states, who sit on the **DAG** advisory committee, use Eurabia to pass on information to their respective governments.

## Edition & Distribution

---

**Edition:** Print: 5.000; PDF (Free download from the homepage of the DAG)

**Format:** A 4

**Distribution:** All DAG-members from the business and political communities of the DAG  
Alltogether over 1.500 subscribers  
Display on economical events of the DAG and partners  
CCIs in Germany and CCAs in the Arab world  
Embassies, Parlements, Ministries, NGOs, Libraries.  
Eurabia is sent regularly as an attachment to the subscribers of the magazine *zenith* - Magazine for the Orient.

**Orient-distribution** about 10,000

**Reader per magazine:** 2,8

**Overall readers:** Over 16.000 (Print & Downloads)

**Terms:** 3 times a year

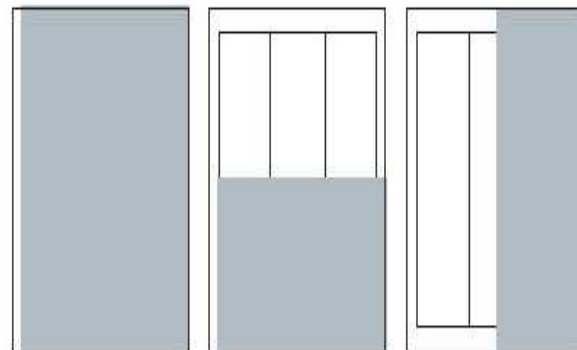
## Advertising Rates and Formats

### Notifications

Format Fees	DIN A4
1/1 Page left	1.900,- Euro
1/1 Page right	2.100,-Euro
Discount for DAG Company members	10%
1/2 Page left	1.000,- Euro
1/2 Page right	1.100,- Euro
1/3 Page left	750,- Euro
1/3 Page right	800,- Euro
Addition for second and third cover page each	1.000,- Euro
Flipside	4.000,- Euro

### Company Profile\*

1/1 Page	4.000,- Euro
2/1 Page	7.000,- Euro
Small Advertisements in the market place "Marktplatz" of the DAG magazine (up to 300 letters) for private persons	100,- Euro
Application for a post from companies (Company members for free, otherwise up to 300 letters)	150,- Euro



Clearance Distance 6 mm

Bleed difference 1 mm

Closed trimmed size 210 mm x 297 mm

\*Company Profile: You can promote your company activities in a so-called "company profile" in EURABIA. Professional journalists and writers will edit a one-page article - illustrated and focussed according to your needs. It will be released by you only. The copyright for any use beyond EURABIA remains with you.

## Technical Requirements

---

- Print Processes:** Offset-Print  
**Data Supply:** CD-Rom  
**Data Format:** Tiff, Jpeg, (resolution: 300 dpi) PDF, Quark Xpress up to Vers. 6.5 (Necessarily embed or include scripts and pictures)
- Data Naming:** Explicit Data and folder characterisation (max. 12 letters), Acceptable delimiter symbols: Underscore and hyphen. No mutated vowels, special signs etc. Always add file extensions, e.g. .qxd, .pdf, .ps

**Colour shade through Euroskala.** Pantone colours have to be calculated additionally. Please send us explicitly a press proof or proof. Without an existing proof we can not assume the liability of the tonal value deviance. If other formats than the specified ones are used, the announcement will be designed by us after your guidelines. For this purpose additional charges will accrue according to the expenditure of time and size.

## Editor and Contacts

---

**Editor**  
Deutsch-Arabische Gesellschaft e.V.  
Calvinstrasse 23 • 10557 Berlin

Telephone +49 30/80 94 19 92  
Fax +49 30/80 94 19 96  
E-Mail: [info@d-a-g.de](mailto:info@d-a-g.de) • [www.d-a-g.de](http://www.d-a-g.de)

**Announcements**  
Telephone +49 170 551 35 87  
E-Mail: [bock@d-a-g.de](mailto:bock@d-a-g.de)

**Coordination and Editorship**  
Matthias Weimer, Berlin  
E-Mail: [redaktion.eurabia@d-a-g.de](mailto:redaktion.eurabia@d-a-g.de)

**Artdirection**  
Christian Kühn, Munich

## DAG-Membership Application for Companies

---

### Get a member in the German-Arab Association now and benefit the wide advantages and services!

- As a DAG-Member you participate in a comprehensive network of businessmen and private persons, who are active in the Arab world as well as numerous events and businessmen discussions to exchange experiences and to initiate new trades.
- Constant free delivery of Germanys leading magazine about the Middle East, "zenith-Zeitschrift für den Orient" together with the DAG magazine "Eurabia", therefor regular, cumulative, high-class, and excellent investigates information from the region.
- Discounts on all placements of print in Eurabia, plus you have the possibility for significant company profiles.

Company:

Street:

Country, ZIP-Code, City:

Name of the 1st Representative:

Role in the Company:

Telephone / Fax:

Mobile:

E-Mail:

Date of Birth:

Place, Date, Signature:

Name of the 2nd Representative:

Role im the Company:

Telephone / Fax:

Mobile:

E-Mail:

Date of Birth:

Place, Date, Signature:

Name of the 3rd Representative:

Role in the Company:

Telephone / Fax:

Mobile:

E-Mail:

Date of Birth:

Place, Date, Signature:

- o 1 photo for the membership card is attached.
- o Yes, I allow the transfer of the mentioned datas to other members of the German-Arab Association.
- o We will pay the annual membership fees in the amount of Euro 1.000,-- (1 representative plus; Euro 100,-- for each other one) after the accomodation and in future to the beginning of the year on the bank account of the association (VR-Bank-Bonn eG, BLZ 381 602 20, Konto 610 604 4013 BIC GENODED1HBO IBAN DE44 3816 0220 6106 0440 13)