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AL-ARABIYA



Launched in October 2005, **BusinessWeek Al-Arabiya** is published in conjunction with InfoPro Management. The monthly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content in the magazine comes from BusinessWeek Global Edition as well as locally originated content covering the Arabic-speaking world.

2009 AL-ARABIYA RATE BASE: 30,000

DISTRIBUTION DETAILS	
■ AVG. CIRCULATION:	30,000
■ FREQUENCY:	12x per year
■ DISTRIBUTION:	
KSA	12,000
Jeddah	41%
Riyadh	38%
Eastern Province	21%
UAE	8,000
Dubai	40%
Abu Dhabi	45%
Other Emirates	15%
Kuwait	3,000
Bahrain	2,000
Qatar	2,000
Other Arab countries	3,000

	4-COLOR US\$7,800
FULL PAGE	
FULL PAGE/FIRST 10 PAGES	9,700
FULL PAGE/PAGES 11-20	8,700
CENTER SPREAD	13,550
DOUBLE SPREAD	12,300
2ND COVER SPREAD	16,350
2ND COVER	10,350
3RD COVER	8,250
4TH COVER	18,400
1/2 PAGE DOUBLE SPREAD	9,250
1/2 PAGE	4,600
1/3 PAGE VERTICAL	3,100
1/4 PAGE	2,250
ADVERTORIAL*	50% surcharge

**2010 RATES
IN DEVELOPMENT**

BLEED: Only on a full page and full page spread. No surcharge.
POSITIONING: When special positions available, a 10% surcharge applies.
 *The word "Advertorial" must appear at the top of each page.

For production specs, issue dates, and ad close dates: mediakit.businessweek.com

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EDITORIAL CALENDAR IS SUBJECT TO CHANGE.

Ad close is three weeks prior to on-sale date.

**2010 RATES
IN DEVELOPMENT**

AL-ARABIYA

EDITORIAL CALENDAR (1 of 2)

ISSUE DATE	EDITORIAL REPORT	ON-SALE
January	Real Estate	1/2
	Insurance	
	2009 Investment Outlook*	
February	Information Technology	2/1
	Investment Banking	
	Emerging Market Report*	
March	Private Equity Funds	3/1
	Telecommunications Companies	
	Smart Infrastructure*	
April	Automobiles	4/2
	Real Estate Companies	
	Future of Technology*	
May	Hotels	5/2
	Vacations	
	Mobile Phones	
	Emerging Market Report*	
June	Islamic Banks	6/1
	Top 10 Executive Directors of Islamic Banks	
	Stocks of Arab Real Estate Companies	
	The Outlook for Energy*	
July	Electronic Products	7/1
	Arab Banking	
	Emerging Market Report*	
August	Commercial Real Estate	8/1
	Top 10 Commercial Real Estate Projects	
	Credit Cards	
	The Business of a Sustainable Planet*	

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AL-ARABIYA

EDITORIAL CALENDAR (2 of 2)

**EDITORIAL CALENDAR
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**2010 RATES
IN DEVELOPMENT**

ISSUE DATE	EDITORIAL REPORT	ON-SALE
September	Office Technology	9/1
	Residential Real Estate	
	Top 10 Residential Projects	
	Emerging Market Report*	
October	Stocks of Telecommunications Companies	10/1
	Top 10 Arab Telecommunications Stocks	
	Aviation	
November	Arab Real Estate	11/1
	Fast Cars and Faster Demand	
	Best Global Brands*	
December	Loans	12/1
	Watches and Jewelry	
January 2010	Real Estate Developers	1/2
	Foreign Banks	
	Investment Outlook*	
	Innovation & Design*	

CONTACT | Christina Lee

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CHINA



Launched in October 1986, **BusinessWeek/China** is published in collaboration with China Commerce and Trade Press (CCTP), an affiliated agency of China's Ministry of Commerce (MOFCOM). Editorial content in the magazine comes from BusinessWeek Global Edition and includes localized editorial material. BusinessWeek/China, the only business publication licensed to sell on newsstands in China, is distributed in 32 provinces and cities around the country.

2010 CHINA RATE BASE: 150,000

	B&W	B&W+1 COLOR	4-COLOR
1 PAGE	US\$14,800	US\$19,200	US\$22,000
2/3 PAGE	11,000	14,300	16,500
1/2 PAGE	9,100	12,000	13,600
1/3 PAGE	5,900	7,700	8,700
1/6 PAGE	-	-	4,900

DISTRIBUTION DETAILS

- **AVG. CIRCULATION:** 150,000
- **FREQUENCY:** 12x per year
- **DISTRIBUTION:**
 - Northeast 5.2%
(Heilongjiang, Jilin, Liaoning)
 - North 14%
(Beijing, Tianjin, Hebei, Inner Mongolia, Shanxi)
 - Northwest 1.3%
(Gansu, Ningxia, Qinghai, Shaanxi, Xinjiang)
 - East 57.1%
(Shanghai, Anhui, Fujian, Jiangsu, Jiangxi, Shandong, Zhejiang)
 - Central South 19.4%
(Guangdong, Guangxi, Hainan, Henan, Hubei, Hunan)
 - Southwest 2.9%
(Chongqing, Guizhou, Sichuan, Tibet, Yunnan)
 - Hong Kong 0.1%

BLEED: Add 15%.

PREMIUM CHARGES: Add 15% for inside front cover spread and adjacency to TOC. Add 10% for inside 3rd cover. Add 20% for 4th cover. Add 12% for first DPS after inside front cover. Add 10% for special position.

For production specs, issue dates, and ad close dates: mediakit.businessweek.com

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CHINA

EDITORIAL CALENDAR

**EDITORIAL CALENDAR
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Booking deadline is the 5th of prior month.
Material deadline is the 15th of prior month



ISSUE DATE	EDITORIAL REPORT	ON-SALE
January	2010 Investment Outlook*	1/1
	Most Powerful People in Sports*	
	Global Energy/Copenhagen Report*/with China sidebar	
February	The Next Decade in Business*	2/1
	Best and Worst Managers*	
March	Business Battles Ahead in Washington*	3/1
April	Auto Special Report	4/1
	World-Class Customer Service*	
	Best Undergrad B-Schools*	
	The Future of Technology*	
May	The B-School Life*	5/1
	The BW50: High-Performance Companies*	
June	Most Innovative Companies/IN: Inside Innovation*	6/1
	Investing in China's Regions or Cities	
	Global Auto Report*	
July	CEOs of Tomorrow*	7/1
	The Future of Technology: The 100 Top Tech Companies*	
August	Managing Talent*	8/1
	Tech Special Report	
	Golf & The Business Life*	
September	IN: Inside Innovation*	9/1
	TBD	
October	Stars of China	10/1
	Future of Technology*	
	IN: Inside Innovation	
November	World's Hottest Brands*	11/1
	Most Intriguing New Businesses*	
December	China's B-Schools	12/1
	Best B-Schools*	
	The Future of Technology*	

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INDONESIA

**2010 RATES
IN DEVELOPMENT**



Launched in June 2002, **BusinessWeek Indonesia** is published by Indomedia Dinamika. Editorial content in the magazine comes from BusinessWeek Global Edition and includes some original local editorial developed by Indomedia Dinamika. BusinessWeek Indonesia is available on the newsstands of the 20 major cities in Indonesia, including Jakarta, Medan, Bandung, Semarang, Yogyakarta, and Surabaya.

2009 INDONESIA RATE BASE: 27,000

DISTRIBUTION DETAILS

- **AVG. CIRCULATION:** 27,000
- **FREQUENCY:** 38x per year
- **DISTRIBUTION:**
 - Jakarta 67%
 - Surabaya 9%
 - Bandung 5%
 - Semarang, Solo, and Yogyakarta 6%
 - Medan and Batam 5%
 - Makassar 1%
 - Bali 2%
 - Others 5%

	4-COLOR
FULL PAGE	US\$3,100
2ND COVER	3,300
3RD COVER	3,200
4TH COVER	4,400
2ND COVER SPREAD	6,700
DOUBLE PAGE SPREAD	6,000
2/3 PAGE	2,700
1/2 PAGE	1,900
GATEFOLD/FOLD-OUT	9,500
FOLD-IN (4 PAGES)	15,800

B&W and Black + 1-Color rates available upon request.

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**2010 RATES
IN DEVELOPMENT**

INDONESIA

EDITORIAL CALENDAR (1 of 2)

ISSUE DATE	EDITORIAL REPORT	ON-SALE
1/14-21	Investment Outlook*	1/5
1/28-2/4	Managing Through a Crisis*	1/19
2/11-18	The Dirty Secret of Recycling Electronics	2/2
2/25-3/4	Exxon: Why Exxon is Weaker Than You Think*	2/16
3/11	Financing Your Retirement*	3/2
3/18-25	Top 25 Customer Service Champions*	3/9
4/1-8	Smart Infrastructure*	3/23
4/15	Game-Changing Management Ideas*	4/6
4/22	BusinessWeek 50*	4/13
4/29-5/6	Innovation & Design: Most Innovative Companies*	4/20
5/13	The Outlook for Energy*	5/4
5/20	Mobile Communication	5/11
5/27-6/3	The First 100 Days for Business*	5/18
6/10	Golf dan Gaya Hidup	6/1
6/17	Tech's Best Young Entrepreneurs*	6/8
6/24	Asia Investing*	6/15
7/1-8	IMAC	6/22
7/15	Future of Technology: IT100	7/6
7/22	Otomotif	7/13
7/29-8/5	Focus on Retirement: Retirement Guide*	7/20
8/12	Surviving Local Banking	8/3
8/19	IT Market	8/10
8/26	The Business of a Sustainable Planet*	8/17
9/2-9	Reader Collaboration Special Issue*	8/24
9/16	Future of Technology*	9/7

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INDONESIA

EDITORIAL CALENDAR (2 of 2)

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**2010 RATES
IN DEVELOPMENT**

ISSUE DATE	EDITORIAL REPORT	ON-SALE
9/23-30, 10/7	Best Places to Launch a Career*	9/14
10/14	Best Global Brands*	10/5
10/21	Asia's Emerging Auto Market*	10/12
10/28	Most Valuable Products*	10/19
11/4	Destination	10/26
11/11	The Power 100: The Most Powerful People in Sports*	11/2
11/18	Health Benefits*	11/9
11/25-12/2	Best Executive Education*	11/16
12/9	Medical Tourism*	11/30
12/16	Philanthropy*	12/7
12/23	Best Buildings for Business Awards with Architectural Record*	12/14
12/30	The World's Most Influential Companies*	12/21

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THAILAND

**2010 RATES
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Launched in August 2007, **BusinessWeek Thailand** is published in conjunction with Bangkokstation Network. The monthly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content comes from BusinessWeek Global Edition as well as local editorial developed by Bangkokstation Network's journalists.

2009 THAILAND RATE BASE: 15,000

	4-COLOR
FULL PAGE	US\$2,970
2/3 PAGE	2,020
1/2 PAGE	1,520
1/3 PAGE	1,050
1/4 PAGE	775
2ND COVER	3,540
3RD COVER	3,370
4TH COVER	3,710
CENTER SPREAD	6,410
DOUBLE PAGE SPREAD	5,400

MARKETPLACE (CLASSIFIED)

1/4 PAGE	760
1/8 PAGE	420
1/16 PAGE	220

POSITIONING: When special positions available, a 15% surcharge applies.

For production specs, issue dates, and ad close dates: mediakit.businessweek.com

DISTRIBUTION DETAILS

- **AVG. CIRCULATION:** 15,000
- **FREQUENCY:** 12x per year
- **DISTRIBUTION:**
 - Bangkok 85%
 - Chang Mai, Chang Rai, Pattaya, Hat Yai, Phuket, and Krabi 15%

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THAILAND

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**2010 RATES
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ISSUE DATE	EDITORIAL REPORT	ON-SALE
January		1/2
February		2/2
March		3/2
April	Game-Changing Management Ideas*	4/2
May	BusinessWeek 50*	5/1
June		6/2
July	The Business of a Sustainable Planet*	7/1
August		8/3
September		9/1
October		10/1
November	Best Global Brands*	11/2
December	World's Most Influential Companies*	12/1

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TURKIYE

**2010 RATES
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Launched in November 2005, **BusinessWeek Turkiye** is published in conjunction with Infomag Publishing Company. The weekly edition provides insightful coverage and commentary for the business professional in this key emerging market. Editorial content comes from BusinessWeek Global Edition and includes unique localized content developed by Infomag Publishing Company.

2009 TURKIYE RATE BASE: 25,000

DISTRIBUTION DETAILS

■ AVG. CIRCULATION:	25,000
■ FREQUENCY:	47x per year
■ DISTRIBUTION:	
Istanbul	65%
Ankara	9%
Izmir	8%
Antalya	2%
Bursa	2%
Rest of Anatolia	14%

	4-COLOR
FULL PAGE RIGHT	US\$7,200
FULL PAGE LEFT	6,120
2/3 PAGE	5,760
1/2 PAGE	4,680
1/3 PAGE	3,240
3RD COVER	12,960
4TH COVER	15,840
CENTER SPREAD	15,840
PAGES 2 AND 3	15,840
PAGES 4 AND 5	14,400
PAGES 6 AND 7	12,960
DOUBLE PAGE SPREAD	12,240
INSERT	15,840

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FORWARD.

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**2010 RATES
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TURKIYE

EDITORIAL CALENDAR (1 of 2)

ISSUE DATE	EDITORIAL REPORT	ON-SALE
1/10		1/4
1/17	Best and Worst Managers*	1/11
1/24-31	Inauguration Special Report*	1/18
2/7		2/1
2/14	ABFT - U.S. Companies Survey	2/8
2/21	Future of Technology*	2/15
2/28		2/22
3/7	Best Undergrad B-Schools*	3/1
3/14	Emerging Market Report*	3/8
3/21	Game-Changing Management Ideas*	3/15
3/28	Women in Business	3/22
4/5	Municipality Elections BusinessWeek 50*	3/29
4/11		4/5
4/18	Most Innovative Companies* IN: Inside Innovation*	4/12
4/25	The Outlook for Energy*	4/19
5/2		4/26
5/9	The First 100 Days for Business*	5/3
5/16		5/10
5/23		5/17
5/30	Future of Technology: IT100*	5/24
6/6	The Business of a Sustainable Planet*	5/31
6/13	Emerging Market Report*	6/7
6/20	IN: Inside Innovation	6/14
6/27		6/21

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TURKIYE

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**2010 RATES
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ISSUE DATE	EDITORIAL REPORT	ON-SALE
7/4		6/28
7/11-18	Retirement Guide Turkiye	7/5
7/25		7/19
8/1		7/26
8/8		8/2
8/15		8/9
8/22-29	Reader Collaboration	8/16
9/5		8/30
9/12		9/6
9/19	Best B-Schools	9/13
9/26-10/3	Best Global Brands*	9/20
10/10	The Future of Tech in Turkiye/CeBIT	10/4
10/17		10/11
10/24		10/18
10/31		10/25
11/7		11/1
11/14	Best Executive Education*	11/8
11/21		11/15
11/28		11/22
12/5		11/29
12/12		12/6
12/19	Most Influential Companies*	12/13
12/26	Marketing Trends	12/20
1/2/10	Investment Guide 2010	12/27