

FREE  
**5 NICE DRAWING APPS  
FOR YOUR IPAD PRO**



**CINEMA**  
UAE'S A FAVE  
LOCALE



**EAT:** A FRENCH  
TOAST RECIPE  
YOU CAN FLAUNT

# YOUNG TIMES

**KT** JANUARY 10, 2018 • ISSUE 01  
YoungTimes.com

**OBSERVE:**  
10 signs your  
friend is  
depressed



**WE FIND OUT  
CAN YOUTUBE  
MAKE YOU RICH?**



**GLAM UP  
TIME TO GIVE  
THESE  
#BRAIDS  
A TRY**

COMPLIMENTARY  
COPY



**SAVE THE  
SHARKS**

## MY TEACHER, MY HERO

Whether it's a Math problem, trouble with your friends or convincing the parents, your teacher flies to the rescue. Page 16

MEDIA KIT

# EMPOWERING YOUTH

## YOUNG TIMES

Making  
the habit of reading  
a reality  
in tune with  
the UAE's leadership's vision



A confidant and a companion to the young adult



# ABOUT

Young Times, a Khaleej Times brand with 22 years of legacy, has always been the last word for the YOUTH. In 2018, we relaunched the magazine with a digital twist. We are the one-stop destination for the young adults of the region. We cater to their every need, every hope, every desire, and partner with them as they aspire to fulfill their dreams. From "Celebrating the Spirit of Youth" to "Empowering Youth" – we invite you to be part of this journey.



## DESIGN

Fun is the key here. Young Times is trendy and appealing with a busy look. The new Young Times appeals to the young adult. Its high editorial quality ensures that reading the magazine gets top priority and approval of parents and teachers alike. Young Times is a valuable companion to the youth.



# TOPICS

From the books they read, the movies they watch, their holiday memories, their top three pizza toppings, how they like to swim in the summer and ride bikes in the winter, why they like pop music and who their favourite singers are, where they volunteer every weekend, their most-awaited event at school, why they tie up their hair the way they do, the gadget they find the coolest, and the theme they've selected for their room — we feature it all.

Young Times serves as the ideal education and entertainment platform for teens and pre-teens. Articles, stories, illustrations, etc. by the students have a home at Young Times.

We cover a genre of themes including Education, Technology, Entertainment, Fashion, Mental Health, DIY, Food, Arts, Environment, Music, Sports, and more.

## CONTENT

The magazine focusses on topics that interests the target group, which is 9 to 14 years. It also serves as a forum for youngsters to showcase their talents, be it in writing, quizzing, or art and craft. The aim of the magazine is to develop a generation of wholesome youngsters.

**NATIVE ADVERTISING:** You can reach the audience with bespoke content, which can be created by our native team. This will be your chance to speak to the young adults in their language. Also, it will provide you with a window into their world and you can learn what's trending among them in fields like fashion, education, technology, sports, food, et al.

**YOUNG TIMES PANEILLISTS:** Tap into the insights, opinions of the next-generation influencers with Young Times' Panellists. These are select readers, brand ambassadors who share thoughts, ideas and reviews with us.







## AMBIENT ADVERTISING

With well-researched and crisp content and a trendy design, Young Times appeals to the 9 to 14-year-olds who are, in fact, the decision makers in every house. Pester power or rather pester 'empower' cannot be ignored and we offer you the best vehicle to target precisely that group.



## REACH AND VISIBILITY

**With a circulation of 55,000 +**

Young Times capitalises on the goodwill it enjoys with schools and hence is distributed through schools in the UAE and also is made available to homes.

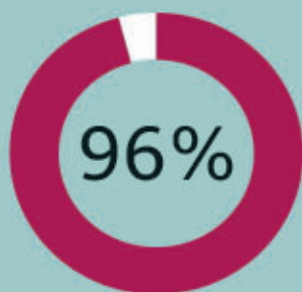
## 360 CONNECT

Our readers enjoy the option of connecting with us and fellow readers via our PORTAL, [youngtimes.com](http://youngtimes.com). In addition, they can download the YT APP on their smartphones and tabs. Our presence across social media channels (Facebook, Instagram and Twitter) assures regular and fun engagement.

## THE TARGET GROUP IS 9 TO 14

However, past experience has shown that once readers get hooked to the magazine they continue reading it throughout their school days.

## NUMBERS SPEAK



youngsters in the target group said that they want a youth magazine



showed interest in participation, in terms of sending in articles and cover artworks



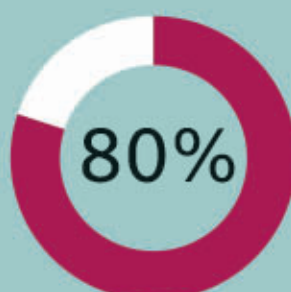
showed interest in a career column



showed interest in technology



wanted weekly quiz and coverage of inter-school events



wanted the magazine to be a weekly

41% showed interest in a beauty column, 82% showed interest in sports, 86% showed interest in having a YT Club, 77% showed interest in having a YT app.

## Advertisement Rates - Young Times

Category	Single	Multiple	Super	Slam
Double Page Spread	18,000	14,400	12,600	9,000
Half Page Horizontal	6,550	5,240	4,585	3,275
Full Page (Inside)	10,000	8,000	7,000	5,000
Inside Front Cover (Full Page)	12,500	10,000	8,750	6,250
Inside Front Cover Spread	22,000	17,600	15,400	11,000
Inside Back Cover (Full Page)	24,000	19,200	16,800	12,000
Outside Back Cover (Full Page)	22,000	17,600	15,400	11,000

## Specifications

### Double Page Spread

(Trim Size: 27 cm x 40 cm , Bleed Size: 27.6 cm x 40.6 cm)

**Half Page** (Horizontal) (12.5 cm x 18 cm)

### Full Page

(Trim Size: 27 cm x 20 cm , Bleed Size: 27.6 cm x 20.6 cm)

**Half Page** (Vertical) (25 cm x 9 cm)

## Advertising Terms and Conditions

- ❖ Rates or packages are not available in conjunction with any other offers or discounts.
- ❖ Galadari Printing and Publishing will not be held responsible for any legal action imposed by the regulatory authorities on the advertiser or advertising agency as a consequence of advertising.
- ❖ In the event of non availability of advertising space the advertisement will be re-scheduled on the next available day.
- ❖ Each package or category of rates are applicable to single advertiser or brand only.
- ❖ Placement of advertisement will be as per the schedule for the relevant package indicated in the booking order.
- ❖ Packages booked by Advertising Agency, the agency will sign the booking contract and will be fully responsible to abide by all the terms and conditions.
- ❖ All Rates in Net (currency AED).
- ❖ Any cancellation of a campaign without 7 days prior written notice will result in 50 % of the booking value being charged to the Releasing Agency or Client
- ❖ All advertising will attract 5 % VAT on the net applicable rates.
- ❖ When packaging more than one option from the Digital category offerings, Multiple/ Super/ Slam rates to apply.
- ❖ Special offer- Slam Rates will be applicable
  - Digital (Social) - Any 3 + Khaleej Times

## Magazine Format : A4

Weekly	Every Wednesday
Pages	48 pages (inside) plus 4 page cover

## MATERIAL

All advertising material to be received in high resolution CMYK PDF format.

## DEADLINES

Bookings:

6 working days prior to the publication

Material:

4 working days prior to the publication



## Make your brand younger!

File format	: Pdf for print, acrobat version 5.0 , pdf version 1.4
Colour profile	: ISO coated V2 (ECI) 330 % Tack
Spot colour	: No spot colours
Font	: Embedded
Picture	: In CMYK format
Layers	: Flattened
Black text	: Should be 100% K and selected as overprint
Picture resolution	: 300 dpi
Not accepted	: Files with outline text, font size 8 and below & RGB file

## OTHER OPTIONS FOR ADVERTISING

Sponsorships  
Events/Activations  
Contests  
Advertorials  
Reviews